

# 2023 Allergic Emma Food Allergy Awareness Event

## in honor of *Red Sneakers for Oakley Day*

SPONSORSHIP & BUSINESS PARTNER OPPORTUNITIES



In May of 2022, Allergic Emma held her first food allergy awareness event...and the response was overwhelming. With over 32 million food-allergic people worldwide, it's no surprise. Emma's spectacular event in Orange County not only increased awareness of the challenges food allergy families face every day, it was also an opportunity for learning, resource-discovery, celebration, and community connection-building. At the heart of Emma's event, a simple goal – to empower those with food allergies to live their lives fully, and safely.

Seven-year-old Emma was born with life-threatening food allergies. In fact, in her young life she has already experienced five life-threatening anaphylactic reactions. *But Emma is one of the lucky ones.* Her food allergy awareness event is held in honor of *International Red Sneakers for Oakley day* – a day honoring the late Oakley Debbs, who died tragically at the age of 11 as a result of a fatal anaphylactic reaction to walnut extract. But lack of awareness also led to Oakley's passing, as his allergies were never properly diagnosed, and the onset and severity of anaphylaxis was never discussed. For that reason his parents founded *Red Sneakers for Oakley* – with Oakley's favorite pair of shoes becoming an international symbol for increased food allergy education and awareness. (Learn more: [www.redsneakers.org](http://www.redsneakers.org))



Emma, a proud ambassador of *Red Sneakers for Oakley*, is on a mission – to live life not in isolation, but fully and actively...and empower others like her to do the same. This event helps her to do just that. The connections it builds are meaningful, and critically important.

This year's event promises to be even bigger and bolder, with more resources, more connections, and more families. We'd love to have your support!

# SPONSORSHIP OPPORTUNITIES & BUSINESS PARTNERSHIP PACKAGES

Food allergy families desperately want to find resources, and when they do – they may be the single most loyal patron group on the planet. *And they tell others...* on social media, in support groups, and through shared connections. Sponsoring or partnering for this event is a win-win. View our packages below, or email [allergicemma@gmail.com](mailto:allergicemma@gmail.com) to create a custom package...

## PACKAGE 1 – Friend (\$250)

Includes Allergic Emma website listing and acknowledgement on Allergic Emma social media accounts. *An event table will also be made available to qualified businesses catering to those with food allergies.*

## PACKAGE 2 – Ally (\$500)

Includes benefits of “Friend” package, plus a dedicated feature post on Allergic Emma social media accounts.

## PACKAGE 3 – Advocate (\$1,000)

Includes all benefits of “Friend” and “Ally” packages, plus inclusion on printed event promotional materials and an opportunity to provide a banner for display at the event.

## TITLE SPONSOR (\$5,000)

Our Title Sponsor will receive “presented by” credit for the event, in addition to all benefits from our “Friend”, “Ally”, and “Advocate” packages. *(Only one title sponsorship is available.)*

To claim a package or sponsorship, please email [allergicemma@gmail.com](mailto:allergicemma@gmail.com).

