

Adventures for Alopecia Overview

The Inaugural Adventure for Alopecia

Starting summer of 2019, Skylar Weaver—the executive director of Adventures for Alopecia (AFA) and long-time Alopecian—will ride a motorcycle 17,000 miles through North, Central, and South America to Patagonia for 9 months in an effort to create **awareness** of Alopecia, foster **support** for those living with it, and support Alopecia **research**.

What is Alopecia?

Alopecia areata is a common autoimmune skin disease, causing rapid hair loss on the scalp, face, and sometimes the entire body. 6.8 million people in the U.S. are diagnosed with it, and an individual's lifetime risk of Alopecia is 2.1%.

People of all ages, both sexes, and all ethnic groups can develop Alopecia areata. It can first appear during childhood or adulthood, and though physically benign, Alopecia can have devastating effects on one's mental, emotional, and social wellbeing. (Source: naaf.org)

Adventures for Alopecia

Adventures for Alopecia is a registered 501(c)(3) nonprofit that aims to help people affected by the autoimmune skin disease Alopecia that results in hair loss and emotional pain, and we aim to do this through our threefold mission:

1. **Raise awareness** and educate the public about Alopecia areata through social media attention, press interviews, and word of mouth.
2. **Support** those living with the disease by hosting support group events in cities and towns along the route.
3. **Fund research** to find a cure for Alopecia areata by supporting existing research efforts to find a cure for Alopecia.

Goals

We are aiming to raise \$30,000 to support people with Alopecia.

With these funds, we'll be able to:

1. Raise awareness and education of Alopecia to the public through publicizing this ride and our mission to people across the Americas.
2. Host support group events for men, women, & children living with Alopecia along the route in North, Central, and South America.

3. Support advancements in Alopecia treatment research.
4. Sponsor adventures for other people coping with Alopecia so they can regain their confidence through travel and adventure.

All donations go towards helping those with Alopecia.

Viewership Numbers

Our goal is to generate as much awareness of the adventures (and in turn Alopecia) as possible. Along with that, we want to ensure all of our sponsors receive as much positive public recognition as possible. As such, we have planned a multi-faceted publicity campaign including the following methods to publicize the the trip, Alopecia, and our sponsors:

Outreach Network	Outreach Potential (People)
Alopecia Organizations	60,000 total
National Alopecia Areata Foundation	25,000 followers
Children's Alopecia Project	24,000 followers
AFA Social Media Outreach	10,000 followers
Local News Stations	10 Million total
NBC4 Washington News	<u>5.09 Million</u> Audience
WUSA9 News	4 Million Audience
Express DC Newspaper	180,000 Readers
El Tiempo Latino DC Newspaper	120,000 Readers
National Press	26 Million total
Vox.com	25 Million Uniques/Month
Press in Central and South America	1 Million+ Potential Audience
Motorcycling Publicity	2 Million total
Cycle World	1 Million Audience
Ultimate Motorcycling	850,000 Visitors/Month

ADVriders.com	350,000 Active Viewers
tu250riders.com	6,492 Active Viewers

Marketing Outreach Channels

Catchy stories spark interest and drive conversions. A motorcycle adventure through North America, Central America, and South America to support a common—albeit an underpublicized—disease will draw the attention of millions of viewers. It will draw attention to our cause, to our project, and in turn, to you: our sponsors. Our plan to draw that attention is succinctly outlined below:

I. Social Media

AFA Social Media. Daily and weekly posts mentioning your sponsorship will be made on AFA's instagram and facebook profiles which have a combined total of *10,000 followers*

AFA Website. All traffic will be directed to our website where they will see your logo and names prominently featured and can view more information on AFA's mission, progress, and to view all AFA sponsors. We are anticipating 1000+ unique visits per month.

NAAF Outreach. The National Alopecia Foundation will publicize AFA and our sponsors through their Instagram and Facebook pages, their newsletter, and their website leading to an outreach of 25,000 people.


CAP Outreach. The Children's Alopecia Project will publicize AFA and our sponsors through their Instagram and Facebook pages, their newsletter, and their website leading to an outreach of 24,000 people.

II. Local Washington, D.C. Area News

News Stations. Before, during, and after the trip, we will be informing local television stations (NBC4 Washington, WUSA9, etc.) of AFA's mission and the progress of our adventure so they can publicise AFA and your sponsorship to millions of their viewers.

Newspapers. We will be reaching out to major local newspapers (Express DC, El Tiempo Latino, etc.) to inform them of the trip, our cause, and our impact so they can publicise AFA and your sponsorship to hundreds of thousands of their readers.

III. National Press



National Newspapers. Before, during, and after the trip, we will be reaching out to major national newspapers (NYT, Washington Post, Vox, etc.) to inform them of the trip, our cause, and our impact so they can publicise AFA and your sponsorship to hundreds of millions of their readers.

National Television. In concert, we will be informing national television stations (NBC, CNN, MSNBC, FOX, etc.) of AFA's mission and the progress of our adventure so they can publicise AFA and your sponsorship to hundreds of millions of their viewers.

IV. Motorcycle-Related Channels

Motorcycle News. Before, during, and after the trip, we will be reaching out to motorcycle-specific news outlets (Cycle World, Ultimate Motorcycling, etc) about this motorcycle adventure and our positive impact, so they can publicise AFA and your sponsorship to hundreds of millions of their viewers.

Motorcycle Forums. We will also be posting to forums like tu250riders.com and ADVriders.com—which hundreds of thousands of motorcycle enthusiasts frequent—to announce our motorcycle adventure, AFA's mission, and draw attention to your sponsorship.

Thank you

While one of our goals is to ensure your contributions and your company receive as much public recognition as possible, our main goal is to help people who are affected by the life-changing autoimmune disease Alopecia. Without your support, we would not be able to achieve that mission. We thank you for your help.