



SPONSORSHIP OPPORTUNITY

NICOLE'S CHALLENGE! THE WALK TO CURE ENCEPHALITIS

Nicole Seiler was a gregarious, fiercely independent 12-year old in 2010. At Holmes Middle School in Northridge, she had lots of friends who joked that you rarely saw Nicole --- Nikki they called her ---without a Dr. Pepper in her hand. And the teachers loved her too...she was participating in a book reading challenge in school that year, Battle of the Books, trying to read more books than her classmates in a friendly and educational competition.

Nicole was involved in many of the same activities that her peers were such as Girl Scouts, gymnastics and dance at Center State and soccer at the AYSO of Sherman Oaks. But unlike many her age, Nicole also took on more mature responsibilities, such as babysitting and leading kindergartners in camp JCA in Malibu. At the time she was struck ill she was planning the details of the B'nai Mitzvah for her twin brother Michael and herself, working out the details to create the magic that would make these twins' milestone one to cherish forever.

On a Tuesday, Nicole began not feeling so well. Her flu-like symptoms slowed down her typical lively pace. A doctor diagnosed her with a virus and gave her a round of antibiotics just in case. On Wednesday, Nicole felt no better but stubbornly plowed through the symptoms.

But on Thursday, Nicole began having seizures and was rushed to the hospital. The seizures were unstoppable as her strong body was unable to fight off whatever it was that had gripped her brain. On Friday doctors diagnosed her with encephalitis --- swelling of the brain.



Her parents, twin brother Michael, and sister Michelle were in shock as the horror unfolded, and Nicole was robbed of her life, devastating the family. Days later, 750 of her fans---family, friends, teachers, coaches, teammates and children, gathered to honor the life of this well-loved girl who at only 12 years of age, impacted so many lives.



ENCEPHALITIS411.ORG

WHAT IS ENCEPHALITIS?

Encephalitis is inflammation of the brain that results in a brain injury due to swelling. The effects are similar to stroke, concussion and traumatic brain injury. In most cases its effects are permanent and lifelong. Roughly 20,000 Americans are impacted by encephalitis annually. What makes it different is that there are no predictive factors. Encephalitis can unexpectedly strike anyone, anytime, anywhere, at any age, and in about 20% of the cases, the result is death.

Maybe you've heard of Eastern Equine Encephalitis (EEE) ... a mosquito-borne virus quite active in the U.S. this year, that kills 1 in 3 victims who develop neuro-invasive complications. You may

have also heard of West Nile Virus (WNV), also a mosquito-borne virus that has caused roughly 25,000 encephalitis cases, and sadly, claimed more than 2,350 lives in the United States.

HOW YOU CAN HELP

Encephalitis411 aims to improve the quality of life for those impacted by encephalitis.

To honor Nicole, each year Suzanne Spector, Nicole's mom, hosts the Walk to Cure Encephalitis. **"I just wanted to do something to feel more positive about my loss,"** Suzanne says humbly. The funds raised support **Encephalitis411**, an organization whose mission is to improve the quality of life for those impacted by encephalitis. With Suzanne's selfless support, her fund-raising activity helps this non-profit carry out core activities, such as hosting support groups, conducting research, intervening during crises, and fielding emergency hotline calls.

Encephalitis411.org

info@encephalitis411.org

Feel free to text or call this number to reach a team member who can listen to your needs and direct you to the appropriate resources
1.833.411.3350



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Those who survive the assault of encephalitis are often left with permanent brain injury, requiring ongoing expert medical treatment and skilled professional rehabilitation.

Survivors' residual symptoms are varied, life-altering and costly, leaving them and their loved ones changed forever. What's worse, diagnosis and treatments are complicated.

+50%

of cases have an unidentified cause which impedes understanding of prevention or the proper treatment

75%

experience a delayed diagnosis based on a recent poll of **300+** survivors

50%

of cases do not receive treatments or therapies beyond the acute phase

Please consider other Walk support options such as donations of water, snacks, raffle prizes, or other giveaways. For more information contact us at **Encephalitis411.org** or **info@encephalitis411.org**.

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FIGHTING ENCEPHALITIS HEAD ON!™

This year's Walk will be held on **November 10, 2019, from 10 am to noon at Lake Balboa Park in Encino, California.**

SPONSORSHIP

Please consider a donation or sponsorship of the Nicole's Challenge Walk this year. Your funds will help in the following ways:

- ✓ Host a local survivor/caregiver meeting
- ✓ Host secure webcasts
- ✓ Connect patients and caregivers with support communities
- ✓ Maintain the hotline cost for families in crisis
- ✓ Print and distribute educational materials to hospitals and physicians
- ✓ Create a database of qualified providers
- ✓ Build a secure portal for physicians to collaborate on complex cases
- ✓ Access writing talent to apply for grants
- ✓ Expand insurance coverage for those impacted
- ✓ Support research to shed new light on the syndrome

And YOU will benefit through the partnership!

	Supporter	Advocate	Leader	Visionary
Fund level	\$250 to \$500	\$501 to \$999	\$1,000 to \$2,999	\$3,000+
Name on sponsorship banner	•	•	•	•
Name on partner webpage, Social media posts about your company		•	•	•
Use of E411 logo <i>Your logo included on future programs</i>			•	•
Your logo in recognition on every page of E411 website <i>Press release on your company's support</i>				•