

DYSAUTONOMIA INTERNATIONAL



AWARENESS



ADVOCACY



ADVANCEMENT

2022 SPONSORSHIP PROSPECTUS



DYSAUTONOMIA INTERNATIONAL
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DYSAUTONOMIAINTERNATIONAL.ORG

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ABOUT US

Dysautonomia International was founded in 2012 by patients and caregivers who wanted to make a difference in the lives of over 70 million people worldwide who live with autonomic nervous system disorders, collectively known as "dysautonomia."

We are the leading 501(c)(3) non-profit that advocates for families impacted by autonomic nervous system disorders through research, physician education, public awareness, patient empowerment, and advocacy programs.

Advancing research and sharing medically accurate information on autonomic disorders is at the core of what we do. Our Medical Advisory Board includes many of the leading experts in autonomic disorders from Mayo Clinic, Harvard University, and beyond.

We developed a network of over 100,000 dysautonomia patients, caregivers, and medical professionals through our live events, social media channels, web-based programming, and support groups throughout the US, Canada, Australia, and several other countries.

Dysautonomia International welcomes businesses, family foundations, non-profits and individuals to partner with our organization during our Annual Conference and throughout the year.



OUR REACH

ANNUAL WEBSITE VISITORS

>1,000,000

EMAIL LIST

60,500

SUPPORT GROUP MEMBERS

91,000

FACEBOOK FOLLOWERS

83,000

INSTAGRAM FOLLOWERS

28,500

TWITTER FOLLOWERS

16,000

VOLUNTEERS

400

2021 CONFERENCE GUESTS

10,000

including 2,500 medical professionals

BENEFITS OF SPONSORSHIP

Building a lasting relationship with Dysautonomia International benefits your organization and ours, and establishes the groundwork for future collaborations.

Increase Your Brand Awareness

As a sponsor, you will have the opportunity to increase recognition of your company's brand, products and/or services amongst the dysautonomia patient and physician community.

Make a Difference

Your sponsorship allows Dysautonomia International to fund medical research, educate medical professionals, raise awareness with the public, and empower patients to be their own best advocates. We are changing lives every day, and we'd love you to be part of our team!

Earn Goodwill With Your Customers

Letting your customers know that you're supporting a charity that does meaningful work is a great way to build goodwill and brand loyalty with your customers, even those who don't have dysautonomia.

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SPONSORSHIP PACKAGES

		DIAMOND SPONSOR \$50,000 1 available	PLATINUM SPONSOR \$30,000 2 available	GOLD SPONSOR \$20,000 3 available	SILVER SPONSOR \$10,000 3 available	BRONZE SPONSOR \$5,000 5 available	CONFERENCE EXHIBITOR \$2,500 5 available
CONFERENCE	Sponsorship recognition on the 2022 Conference website (logo & link)	✓	✓	✓	✓	✓	✓
	Link to your Virtual Exhibit Booth promoted during our 2022 Conference.	✓	✓	✓	✓	✓	✓
	Complimentary conference registrations	Six	Six	Four	Four	Two	Two
	Recognition by Host during 2022 Virtual Conference	✓	✓	✓	✓	✓	
	Full-color advertisement in the 2022 Conference Program	Two page, inside cover	Full page	Full page	Half page	Quarter page	
	Opportunity to include a coupon, free sample, discount code or other promotions in our Digital Swag Bag and VIP Goody Boxes during the 2022 Conference	✓	✓	✓	✓	✓	
	Sponsorship recognition/logo on all 2022 Conference recorded lectures	All videos	All videos				
	Opportunity to host an interactive game or breakout session during the conference	✓					
	Opportunity to provide 5 minute remarks during the 2022 Conference 10 th Anniversary Celebration & Awards Ceremony	✓					
YEAR-ROUND	Sponsorship recognition during the live broadcast and in the recoded video during our Monthly Webinars	All webinars	5 webinars	3 webinars	1 webinar		
	Sponsorship recognition on Dysautonomia International's website until June 2022 (logo & link)	✓	✓	✓			
	Sponsorship recognition on Dysautonomia International Facebook, Instagram & Twitter accounts	4x per year	2x per year	1x per year			
	Sponsorship recognition at Dysautonomia International 5K events (logo on website, race t-shirts, 2 complimentary registrations, exhibit booth for in person events)	✓	✓				
	Sponsorship recognition in our seasonal e-newsletter email blast	2x per year	1x per year				
	Sponsorship recognition on 60+ Dysautonomia International Support Groups	✓					

NEW CONFERENCE PLATFORM THIS YEAR

We are thrilled to partner with Cvent this year to bring our attendees a more engaging virtual conference experience! The Cvent platform offers sponsors exhibitors several ways to interact with conference guests and get the word out about their products and services.

VIRTUAL EXHIBIT BOOTH

Sponsors and exhibitors will be able to upload a promotional video, infographics, brochures, ads, social media icons, and other links to their virtual exhibit booths.

Conference attendees will be able to contact sponsors and exhibitors at any time during the conference using a chat feature or an inquiry form.

A logo and link to all exhibit booths will be included on the attendee hub.



VIRTUAL EXHIBIT HALL SESSION

The conference will include a one-hour Virtual Exhibit Hall Session, which will allow sponsors and exhibitors to meet face-to-face with attendees during the conference. Host an interactive Zoom session right on the conference platform. Make it fun... host a raffle, quiz, or other game, have a guest speaker, show off products, make your sales pitch, and answer attendee questions with a personalized touch!

LEAD GENERATION

There are several ways to collect contact information from potential customers through your exhibit booth. Ideas include using the inquiry form, offering a coupon or free sample to anyone who signs up for your email list, or hosting a raffle.



GAMIFICATION ENGAGEMENT

Conference attendees will earn points for participating in sessions, interacting with sponsors and exhibitors, and engaging with other attendees. Dysautonomia International will offer prizes to guests who accumulate the most points. We welcome donated prizes from our sponsors and exhibitors.



CONFERENCE PROGRAM ADVERTISING

Placing a full-color advertisement in our 2022 Virtual Conference Program will allow your message to reach thousands of dysautonomia patients, caregivers and medical professionals. The program will be distributed electronically to all conference guests and shared on the conference website.

Full Page (8.5 x 11 inches)

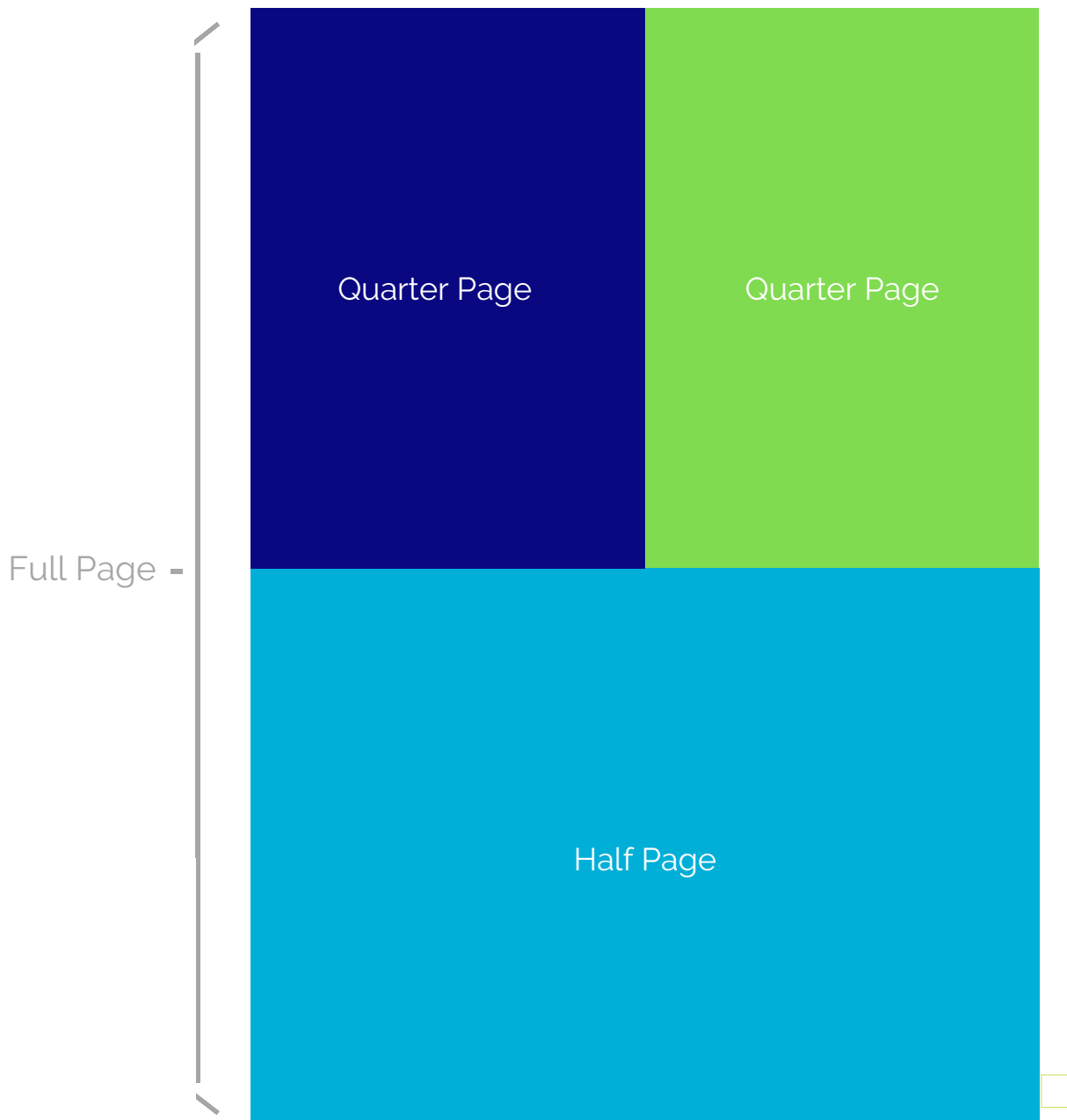
Fee: \$1000

Half Page (8.5 x 5.5 inches)

Fee: \$500

Quarter Page (4.25 x 5.5 inches)

Fee: \$250



INDIVIDUAL SPONSORSHIPS

2022 Conference Continuing Medical Education Program Sponsorship

Sponsorship Fee: \$10,000

During the 2022 Annual Conference, on Sunday, July 17, 2022 we are hosting a full-day accredited physician education course on autonomic nervous system disorders taught by the leading experts, with an emphasis on POTS and Long COVID dysautonomia this year. Last year, over 2,500 medical professionals attended our conference, and we hope to reach a similarly sized audience this year. We also invite patients and caregivers to register for our virtual CME events. Sponsor recognition will be included on the conference website. Sponsors will be recognized during the CME live broadcast. All sessions will be recorded. Sponsorship recognition will be included at the start of all of the recorded CME sessions, which will be posted to our Autonomic Disorders Video Library and distributed to a large audience through our social media channels. Please note, CME Sponsorships must comply with CME regulations and ethical rules.

Monthly Patient Education Webinar (6 available)

Sponsorship Fee: \$2,500

Sponsor one or more of Dysautonomia International's monthly one-hour free webinars geared for a lay audience of patients and caregivers. Approximately 300-1,000 guests tune in to each live webinar, depending on the topic. Webinar sponsors will be recognized at the start of each webinar. All webinars will be recorded. Sponsorship recognition will be included at the start of the recorded webinar, which will be posted to our Autonomic Disorders Video Library and distributed to a large audience through our social media channels.

Sponsored Blog Post (2 available)

Sponsorship Fee: \$5,000

Work with us to feature a blog post on a topic important to you on our Dysautonomia Dispatch blog. Blog content is shared on our social media platforms as well. Please note, we are transparent with our community and will acknowledge in the post that it is a sponsored blog post. All content must be medically accurate and approved by Dysautonomia International.

Fundraising Event Sponsorships

Sponsorship Fees: \$250 - \$10,000

Various single event sponsorships and marketing opportunities are available throughout the year during our Race to Beat POTS, POTS Walk, and Dysautonomia Dash 5K events, and Putt Fore POTS Charity Golf Tournament. Please contact us to discuss the individual event sponsorships available this year.

Check Your Level(s) of Support

- | | |
|---|---|
| <input type="checkbox"/> Diamond Sponsor - \$50,000 | <input type="checkbox"/> Physician Education Program - \$10,000 |
| <input type="checkbox"/> Platinum Sponsor - \$30,000 | <input type="checkbox"/> Sponsored Blog Post - \$5,000 |
| <input type="checkbox"/> Gold Sponsor - \$20,000 | <input type="checkbox"/> Sponsored Webinar - \$2,500 |
| <input type="checkbox"/> Silver Sponsor - \$10,000 | <input type="checkbox"/> Full Page Ad - \$1,000 |
| <input type="checkbox"/> Bronze Sponsor - \$5,000 | <input type="checkbox"/> Half Page Ad - \$500 |
| <input type="checkbox"/> Conference Exhibitor - \$2,500 | <input type="checkbox"/> Quarter Page Ad - \$250 |

Your Information

Name: _____ Email: _____

Company (if company is the sponsor): _____

Address: _____

City _____ State: _____ Zip: _____ Phone: _____

Payment Information

To receive 2022 Virtual Conference sponsorship benefits, payment by check or credit card must be received by **June 1, 2022** along with a copy of this form. Other sponsorship benefits will be in effect for 12 months following receipt of payment. We prefer check payments for larger sponsorships, to avoid credit card processing fees. All donors will receive a receipt. Dysautonomia International's 501(c)(3) non-profit tax ID number is 45-5437249.

Enclosed please find my check for \$ _____ made payable to "Dysautonomia International."

I authorize Dysautonomia International to charge \$ _____ to my credit card.

AmEx Mastercard Visa Discover

Acct. # _____ Security Code _____

Expiration Date ____/____ Name on card: _____

Billing Address: _____

Signature of card holder: _____

Please return completed application to events@dysautonomiainternational.org. If you prefer not to email credit card information or if you have any questions, please call 631-202-1720. Credit card payment can be accepted by phone. Please note, Dysautonomia International reserves the right to reject sponsorships and advertisements that are not the right fit for our organization. We encourage new supporters to contact us in advance to ensure we are a good fit for each other.