

DYSAUTONOMIA INTERNATIONAL



AWARENESS



ADVOCACY



ADVANCEMENT

SPONSORSHIP PROSPECTUS



DYSAUTONOMIA INTERNATIONAL
P.O. BOX 596
EAST MORICHES, NY 11940
631-202-1720
WWW.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 75,000 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

37,000

SUPPORT GROUP MEMBERS

75,000

FACEBOOK FOLLOWERS

67,000

INSTAGRAM FOLLOWERS

16,000

TWITTER FOLLOWERS

9,700

ANNUAL EVENTS

250

VOLUNTEERS

450

CONFERENCE GUESTS

>2,000

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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ANNUAL SPONSORSHIPS

	DIAMOND SPONSOR \$50,000 1 available	PLATINUM SPONSOR \$30,000 1 available	GOLD SPONSOR \$15,000 3 available	SILVER SPONSOR \$5,000 5 available	BRONZE SPONSOR \$3,000 5 available
Link to your Virtual Exhibit Booth promoted during our 2020 Virtual Conference	✓	✓	✓	✓	✓
Full-color advertisement in the 2020 Conference Program	Two page, inside cover	Full page	Full page	½ page	¼ page
Sponsorship recognition on 2020 Conference website (logo & link)	✓	✓	✓	✓	✓
Recognition by Host during 2020 Virtual Conference	✓	✓	✓	✓	
Opportunity to include a coupon, free sample code, or other promo in the Virtual Conference "Digital Swag Bag"	✓	✓	✓	✓	
Sponsorship recognition on recorded 2020 Conference lecture videos	All Videos	All Videos			
Opportunity to provide brief remarks during the 2020 Conference Awards Ceremony	✓				
Sponsorship recognition during live broadcast and recorded video for our Monthly Webinars	All webinars	5 webinars	3 webinars	1 webinar	
Sponsorship recognition (logo & link) on Dysautonomia International website homepage until July 2021	✓	✓	✓		
Sponsorship recognition on Dysautonomia International's Facebook, Instagram & Twitter accounts	4x per year	2x per year	1x per year		
Sponsorship recognition in our monthly e-newsletter	2x per year	1x per year			
Sponsorship recognition at Dysautonomia International 5K events (your logo on event website & race t-shirts; 2 complimentary race registrations; exhibit booth for in person events)	✓	✓			

INDIVIDUAL SPONSORSHIPS

Regional Patient Education Program Sponsorship (multiple available)

Sponsorship Fee: \$10,000

Throughout the year, we host regional patient education programs with academic medical centers. When these programs are held in person, they generally draw 300-400 guests. Due to COVID-19, these programs are currently being held virtually, and our virtual events are drawing larger audiences. All lectures are recorded. Sponsor recognition will be included on the event website. Sponsors will be recognized during the live broadcast. All sessions will be recorded. Sponsorship recognition will be included at the start of all of the recorded sessions, which will be posted to our Autonomic Disorders Video Library and distributed through our social media channels.

Physician Continuing Medical Education Program Sponsorship (multiple available)

Sponsorship Fee: \$20,000

Throughout the year, we host regional physician education programs with academic medical centers. Due to COVID-19, these programs are currently being held virtually. All lectures are recorded. Sponsor recognition will be included on the event website. Sponsors will be recognized during the live broadcast. All sessions will be recorded. Sponsorship recognition will be included at the start of all of the recorded sessions, which will be posted to our Autonomic Disorders Video Library and distributed through our social media channels.

Monthly Patient Webinar (multiple available)

Sponsorship Fee: \$2,500

Sponsor one or more of Dysautonomia International's monthly one-hour webinars geared for a lay audience of patients and caregivers. Approximately 200-500 guests tune in to each live webinar. 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 through our social media channels.

Sponsored Blog Post (2 available)

Sponsorship Fee: \$10,000

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.

CONFERENCE PROGRAM ADVERTISING

Placing a full-color advertisement in our 2020 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 Dysautonomia International 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



Circle Your Level(s) of Support

Diamond Sponsor - \$50,000

Platinum Sponsor - \$30,000

Gold Sponsor - \$15,000

Silver Sponsor - \$5,000

Bronze Sponsor - \$3,000

Patient Education Program - \$10,000

Physician Education Program - \$20,000

Sponsored Blog Post - \$10,000

Sponsored Webinar - \$2,500

Full Page Ad - \$1,000

Half Page Ad - \$500

Quarter Page Ad - \$250

Your Information

Name: _____ Email: _____

Company (if company is the sponsor): _____

Address: _____

City _____ State: _____ Zip: _____ Phone: _____

Payment Information

To receive 2020 Virtual Conference sponsorship benefits, payment by check or credit card must be received by **October 9, 2020** along with a copy of this form. All donors will receive a receipt. Dysautonomia International's 501(c)(3) non-profit tax ID number is 54-72349. Other sponsorship benefits will be in effect for 12 months following receipt of payment.

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 kslowey@dysautonomiainternational.org. If you prefer not to email credit card information or if you have any questions, please call Kirsten Slowey, Director of Events & Community Affairs, at 631-202-1720 x2. 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 donors to contact us in advance to ensure we are a good fit for each other.