

# 2024 SPONSORSHIP PROSPECTUS



**DYSAUTONOMIA INTERNATIONAL**

**AWARENESS**      **ADVOCACY**      **ADVANCEMENT**

The central graphic features the organization's name at the top. Below it are three square icons: a blue square with white hands, a blue square with a white government building, and a green square with a white microscope. Under each icon is its corresponding label: "AWARENESS", "ADVOCACY", and "ADVANCEMENT".

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## OUR MISSION

Dysautonomia International's mission is to identify the causes and cures for all forms of dysautonomia and to enhance the quality-of-life of people currently living with these illnesses.

## 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 postural orthostatic tachycardia syndrome and other autonomic nervous system disorders through research, clinician education, public awareness, patient empowerment, and advocacy programs.

Our Medical Advisory Board includes leading experts in autonomic disorders from Mayo Clinic, Harvard, Stanford, 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 in all 50 US states and 60 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

61,000

SUPPORT GROUP MEMBERS

100,000

FACEBOOK FOLLOWERS

101,000

INSTAGRAM FOLLOWERS

39,200

TWITTER FOLLOWERS

25,700

VOLUNTEERS

450

2023 CONFERENCE GUESTS

2,080

### 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 large and growing dysautonomia patient and clinician 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 for 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 a form of dysautonomia.

DYSAUTONOMIA INTERNATIONAL



AWARENESS

ADVOCACY

ADVANCEMENT

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

DYSAUTONOMIAINTERNATIONAL.ORG

# CONFERENCE SPONSORSHIP PACKAGES

	DIAMOND SPONSOR \$50,000 1 available	PLATINUM SPONSOR \$30,000 3 available	GOLD SPONSOR \$20,000 4 available	SILVER SPONSOR \$10,000 5 available	BRONZE SPONSOR \$5,000 5 available	EXHIBITOR \$2,500 5 available
Sponsorship recognition on the conference website.	✓	✓	✓	✓	✓	✓
In-person and/or virtual exhibit booth.	✓	✓	✓	✓	✓	✓
Conference registrations.	10	8	6	4	2	2
Sponsorship recognition of one of the listed conference activities.	<ul style="list-style-type: none"> <li>• Saturday Night Awards Gala</li> <li>• Research Poster Session</li> </ul>	<ul style="list-style-type: none"> <li>• Hospitality Suite</li> <li>• Welcome Reception</li> <li>• Teen Room</li> </ul>	<ul style="list-style-type: none"> <li>• Saturday Lunch</li> <li>• Sunday Lunch</li> <li>• Saturday Breakfast</li> <li>• Sunday Breakfast</li> </ul>	<ul style="list-style-type: none"> <li>• Karaoke</li> <li>• Photo Booth</li> <li>• Pub Trivia</li> <li>• Scavenger Hunt</li> </ul>		
Sponsorship recognition by host during 2023 conference.	✓	✓	✓	✓		
Full-color ad in the 2024 conference program.	Two page, inside cover	Back page	Full page	1/2 page	1/2 page	
Opportunity to include a flyer or item in conference swag bag.	✓	✓	✓	✓		
Sponsorship recognition in conference related press releases	✓	✓	✓			
Sponsor logo on recorded conference lectures.	All videos	1/2 of the videos				
Opportunity to host an interactive game or breakout session during the conference.	✓					
Opportunity to provide 5 minute remarks during the opening ceremony or awards gala.	✓					

See additional sponsorship perks on the next page.

# YEAR ROUND PERKS

	Included for DIAMOND SPONSORS	Included for PLATINUM SPONSORS	Included for GOLD SPONSORS
Sponsorship recognition on our recorded monthly webinars, posted to our Autonomic Disorders Video Library & social media channels.	12 webinars	6 webinars	3 webinars
Sponsorship recognition post on all Dysautonomia International Support Groups (all 50 US states and 60 other countries).	✓	✓	✓
Sponsorship recognition on Dysautonomia International's website for 12 months (logo & link).	✓	✓	✓
Sponsorship recognition on Dysautonomia International's Facebook, Instagram & Twitter accounts.	4x per year	2x per year	1x per year
Opportunity to distribute product samples, brochures, and/or coupons during Dysautonomia International support group meetings in 50 US states & 60 other countries. Shipping at sponsor's expense.	✓	✓	
Sponsorship recognition at Dysautonomia International 5K events (logo on website & race t-shirts, 2 complimentary registrations, exhibit booth & swag bag item at each event).	✓	✓	
Sponsorship recognition in our seasonal e-newsletter.	2x per year	1x per year	



# CONFERENCE PROGRAM ADVERTISING

Placing a full-color advertisement in our 2024 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, shared on the conference website, and a print version will be distributed to in-person guests.

**Full Page (8.5 x 11 inches)**

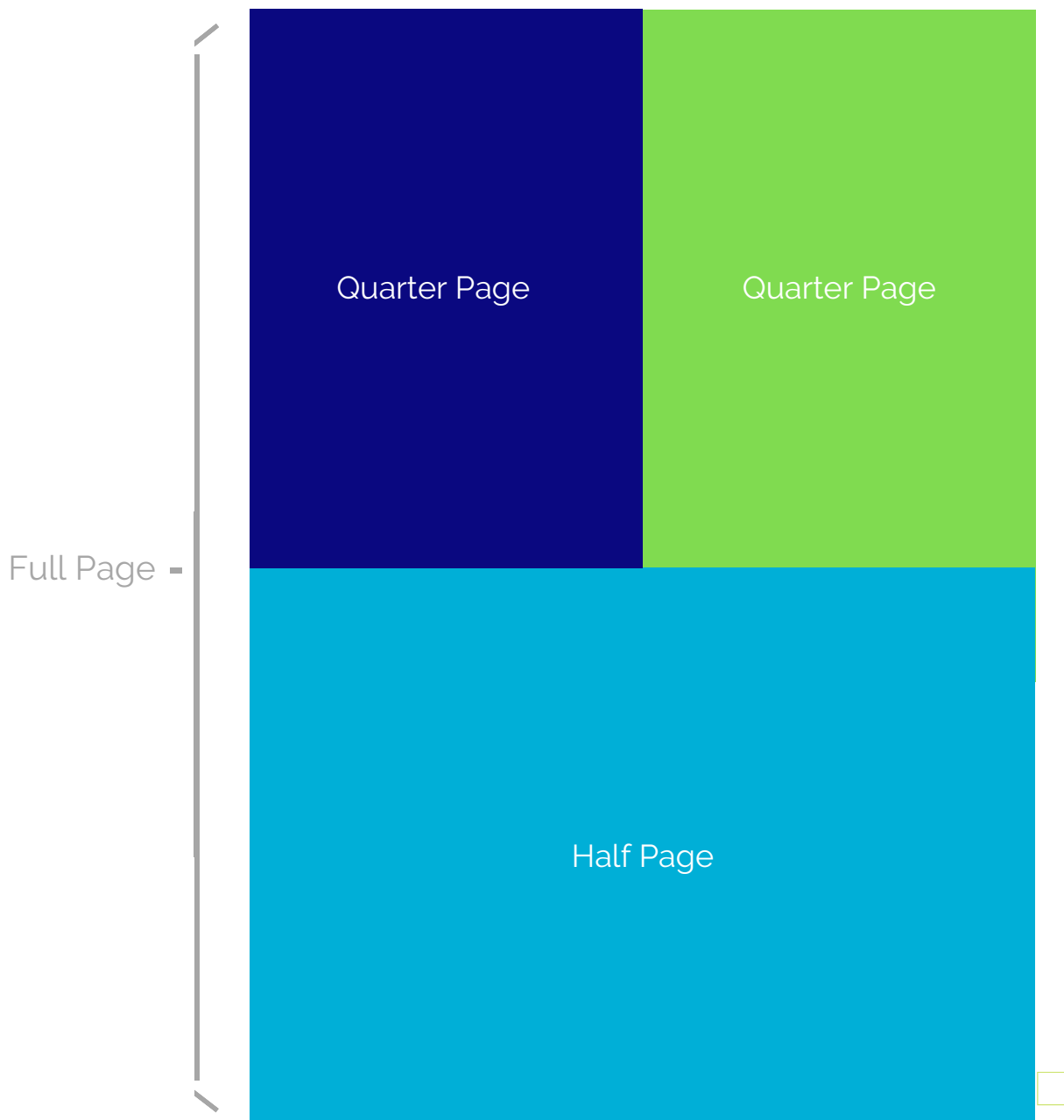
Fee: \$1000

**Half Page (8.5 x 5.5 inches)**

Fee: \$500

**Quarter Page (4.25 x 5.5 inches)**

Fee: \$250



# IN-KIND & CHARITY AUCTION DONATIONS

## Donate an Item or Experience to Our Charity Auctions

Dysautonomia International is seeking donations for our charity auctions held throughout the year, such as gift baskets, gift cards, jewelry, bottles of wine, vacation experiences, golf lessons, concert or sporting event tickets, etc.

## Donate In-Kind Goods or Professional Services

Dysautonomia International is looking for in-kind donations of the following goods and professional services to support our 2024 conference. All in-kind donors will be recognized in the conference program.

### In-Kind Donation Examples:

- hand sanitizer
- N95 or KN95 Masks
- bottled beverages
- pre-packaged snacks
- board games & craft supplies for the Teen Room
- gift cards to Costco, Target, Home Depot or Lowes
- 50 table centerpieces
- professional DJ/emcee services
- professional photography services
- professional videography services
- professional video editing services



# INDIVIDUAL SPONSORSHIPS

## Continuing Medical Education Program Sponsorship

### **Sponsorship Fee: \$20,000**

We welcome individuals, family foundations, fellow nonprofits, and businesses to partner with Dysautonomia International to host an accredited physician education course on autonomic nervous system disorders taught by the leading experts. We host in person and/or virtual Continuing Medical Education (CME) events throughout the year. These events are designed to reach medical professionals, but we can also invite patients and caregivers to attend as well. Sponsors will be recognized in compliance with standard CME regulations and ethics 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 the live 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 YouTube and social media channels.

## Sponsored Blog Post (2 Available)

### **Sponsorship Fee: \$5,000**

Work with us to feature a blog post 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 the Race to Beat POTS, Boston POTS Walk, Knox Rocks POTS, Detroit POTS Walk, Rochester POTS Walk, and other fundraising events. Please contact Director of Events, Charlotte Florez, at 631-202-1720 to discuss the individual event sponsorships available this year.



## Check Your Level(s) of Support:

**Diamond Sponsor - \$50K**

Choose one:

- Saturday Night Awards Gala
- Research Poster Session

**Platinum Sponsor - \$30K**

Choose one:

- Welcome Reception
- Hospitality Suite
- Pub Trivia

**Gold Sponsor - \$20K**

Choose one:

- Saturday Lunch
- Sunday Lunch
- Saturday Breakfast
- Sunday Breakfast

**Silver Sponsor - \$10K**

Choose one:

- Teen Room
- Karaoke
- Pool Party
- Scavenger Hunt
- Photo Booth

**Bronze Sponsor - \$5K**

**Conference Exhibitor - \$2.5K**

**Additional options:**

- Physician Education Program - \$20K
- Sponsored Blog Post - \$5K
- SponsoreWebinar - \$2.5K
- Full Page Ad - \$1K
- Half Page Ad - \$500
- Quarter Page Ad - \$250
- In-Kind/Auction Donation of \_\_\_\_\_

## Your Information

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Company (if company is the sponsor): \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

## Payment Information

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: \_\_\_\_\_

To receive 2024 conference sponsorship benefits, **payment by check or credit card must be received by June 1, 2024 along with a copy of this form.** We encourage you to reserve your sponsorship earlier, as they often sell out. We prefer check payments for larger sponsorships, to avoid credit card processing fees. If paying by check, mail it along with this form to Dysautonomia International, PO Box 596, East Moriches, NY 11940. If paying by card, please email this form to [conference@dysautonomiainternational.org](mailto:conference@dysautonomiainternational.org). All donors will receive a receipt. Dysautonomia International is a 501(c)(3) non-profit, Tax ID # 45-5437249.

All year round perks will be in effect June 28, 2024 to June 27, 2025. If the 2025 conference occurs before June 27th, a separate sponsorship package would be required for 2025 conference sponsorship.

**If you have any questions, please call our Director of Events, Charlotte Florez, at 631-202-1720 or email [conference@dysautonomiainternational.org](mailto:conference@dysautonomiainternational.org). We are here to help make your participation a success!**