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Dear Colleagues,

Here's a way to focus positive attention on your organization's role in advancing public health while increasing public understanding of the clinical research process.

The Center for Information and Study on Clinical Research Participation (CISCRP) is an independent non-profit organization dedicated to educating and empowering people to make informed decisions about clinical research participation. Since its 2004 founding, the organization has been a national leader in promoting public trust of the clinical research enterprise and raising public awareness of clinical research's role in improving public health.

CISCRP's efforts are greatly needed. When a 2005 Harris Poll asked Americans which industries they considered "honest," and "trustworthy," drug manufacturers were at the bottom of the list. Even though 94% of the public recognize participation's vital role in advancing medical science, most Americans have little understanding of clinical research and why it is needed, and just 2% of Americans enroll in clinical research studies each year.

AWARE for ALL: Clinical Research Education Days are CISCRP's primary educational vehicle for restoring public trust in the clinical research enterprise. Held in major cities across the country with support from renowned medical centers and disease advocacy groups, prominent local leaders, and respected physicians and researchers, these one-day programs are the culmination of a 3- to 6-month education and outreach process that is changing public perceptions of clinical research. With the goal of creating broad national awareness of clinical research, each AWARE event provides free educational workshops and health screenings, an information alley/exhibit area for organizational partners, and breakout sessions that examine the state of clinical research and what is happening now. The profound impact of the "gift of participation" also is acknowledged by researchers and participants who describe their professional and personal experiences.

Grassroots community outreach through local churches, community and health centers, and other venues brings AWARE's message directly to its primary audience. Imparting valuable health education to thousands of people across the country, AWARE has built a reputation as a credible resource for information and news about clinical research participation. The program's influence continues to grow and AWARE is poised to expand to additional communities in the days to come.

AWARE has amassed an impressive track record in the six years of its existence. AWARE has been offered sixteen times in cities across the country including Baltimore, Boston, Dallas, Indianapolis, Nashville, Philadelphia, Durham and San Diego. What follows are key statistics to demonstrate the overall success and breadth of the AWARE program through November 2010:

- Community Outreach: 429,000 households
- Community Partners*: 867
- Attendees: 4,657 (approximately 40% minorities)
- Posters distributed: 5,460
- Print Ads on public transportation and in newspapers: 534
- Radio Ads and on-air guest appearances (radio & TV): 86
- Honorary Committee members: 438
- Educational Workshops: 138
- Physician/Speakers: 322
- Exhibitors on information alley: 412
- Health screenings offered: 83

* includes total number of healthcare facilities, research sites, churches, community centers, chapters of patient-advocacy groups, and other community venues (e.g., libraries, hair salons, etc.)

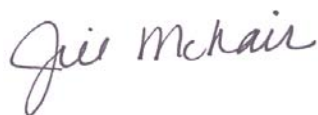
AWARE for All–San Francisco will be open to the public, free-of-charge and will offer numerous opportunities for attendees to learn about the clinical research process. It will take place **Saturday, November 5, 2011 at The LGBT Community Center** in collaboration with CTSI at University of California San Francisco, Stanford Cancer Institute and others.

By becoming an AWARE for All – San Francisco sponsor, your name and logo will be prominently associated with this important 3- to 6-month education and outreach process. According to your sponsorship level, wide recognition is available throughout the AWARE program through a variety of opportunities including placement of your logo on the front of the program brochure along with the other collaborators, in the educational handbooks distributed to all attendees, and on special program signage. Advertisements in the handbook and a display table at the information alley/exhibit area are available to give sponsors heightened visibility and recognition at the event.

CISCRP holds the potential to dramatically improve clinical research participation, but it needs your help. ***Please contribute today – together, we can fundamentally engage the public and patient communities as active and informed partners in this process! Please support our efforts by making a tax-deductible contribution to become an AWARE for All – San Francisco sponsor. A sponsorship guide is included for your review.***

Through AWARE for All, CISCRP and you have a unique opportunity to build greater awareness and understanding of the clinical research process and the important role participation plays in advancing medical science. We very much look forward to your support. You may reach me directly at 215-340-3616 or via email at jillmcnair@ciscrp.org.

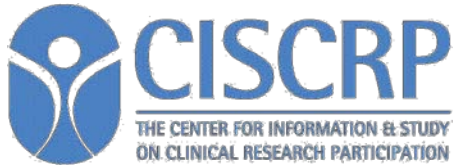
Sincerely,



Jill McNair
National Director, AWARE for All



Diane Simmons
President & CEO, CISCRP



AWARE for All – Clinical Research Education Day Sponsorship Levels

Visionary – \$20,000 (limited opportunities)

- Corporate/Organization name/Logo on front of brochure
- Corporate/Organization name/Logo on cover of AWARE Educational Handbook to be distributed to all attendees
- Full page ad back cover of AWARE Educational Handbook
- Premier placement - tabletop exhibit with access to the public attending to learn more about clinical research
- Plaque presentation and workshop sponsorship including special signage
- Representative on honorary committee

Cornerstone – \$10,000

- Corporate/Organization name/Logo on cover of AWARE Educational Handbook to be distributed to all attendees
- Full page ad inside back cover of AWARE Educational Handbook
- Premier placement - tabletop exhibit with access to the public attending to learn more about clinical research
- Plaque presentation and workshop sponsorship including special signage
- Name of your organization on the inside of the brochure

Sustainer – \$5,000

- Full page ad in AWARE Educational Handbook
- Tabletop exhibit with access to the public attending to learn more about clinical research
- Name of your organization on the inside of the brochure
- Workshop sponsorship including special signage

Benefactor – \$2,500

- Full page ad in AWARE Educational Handbook
- Tabletop exhibit with access to the public attending to learn more about clinical research
- Special recognition on signage

Patron – \$1,000

Full page ad in AWARE Educational Handbook

Advocate – \$600

1/2 page ad in AWARE Educational Handbook

Friend – \$300

¼ page ad in AWARE Educational Handbook

Supporter – \$150

Listing in AWARE Educational Handbook

Ad Specifications:

- Black and White, no bleeds, hi resolution (300 dpi) flat art file such as JPG, EPS or TIFF
- Vertical Ad Sizes - Full page ad: 8x10½ ; half page ad: 5x7; quarter page ad: 3 ½ x 5

Checks made payable to CISCRP, 56 Commercial Wharf East, Boston, MA 02110

Contributions are tax deductible to the extent allowed by law. CISCRP is a 501(c)(3) not-for-profit organization.

For more information please call 215-340-3616, fax 215-340-3615 or e-mail jillmcnair@ciscrp.org