



2017-2018 Sponsorship Opportunities



“When you have a chronic illness, it’s hard not to let the illness take over your life. Participating in clinical research is my way of fighting back. I want to make a difference so that someone else doesn’t have to have this disease, so that we can find a medication.”

— Pat Erickson, Parkinson’s Disease patient and Medical Hero

www.ciscrp.org | 617-725-2750 x 320 | ellyngetz@ciscrp.org



Dear Colleagues and Friends,

On behalf of the Center for Information and Study on Clinical Research Participation (CISCRP), I want to thank you and the many other professionals for supporting our educational and outreach initiatives. We are making an impact!

The need for public education about clinical research is clear. A very high percentage of the public cannot name a place where clinical trials are conducted and most people indicate that they would not know how to identify and evaluate an appropriate clinical trial. Additionally, across most medical conditions, a very low percentage – 3% to 6% -- of eligible patients ultimately participate in clinical trials.

To address this critical need for education and engagement, CISCRP provides numerous live events, assistance programs, and materials, designed to raise awareness, provide support, and educate patients and their families about what it means to be a clinical trial volunteer and the important role that clinical research plays in advancing public health. To learn more about our internationally recognized programs and initiatives, visit our website at www.ciscrp.org and take a look at our highlighted services in this packet.

All of CISCRP's educational and outreach initiatives are offered free-of-charge to patients and the public. By doing so, we're building trust and letting patients and the public know that there is always an independent, credible and affordable source for information and assistance.

CISCRP is working to dramatically improve clinical research participation, but we need your help. With your support, we can fundamentally engage the public and patient communities as active and informed partners in the clinical research process.

Please contact CISCRP today at support@ciscrp.org or call **617-725-2750 x 320** to learn more about sponsoring and utilizing CISCRP's educational and outreach programs to engage the public and patients in your community. We sincerely appreciate your support!

Best regards and thank you in advance for your support in helping to raise clinical research literacy and public and patient engagement,

Ken Getz

Founder and Board Chair, CISCRP

Founded in 2003, the Center for Information and Study on Clinical Research Participation (CISCRP) is an independent, Boston-based, globally focused nonprofit organization. Our portfolio of educational initiatives includes:

OVERVIEW

AWARE for All – our Clinical Research Education programs – are designed to educate and empower the public about clinical research participation through interactive health exhibits and discussions. Attendees have the opportunities to ask questions, hear from local physicians and patients about their experience with clinical trials, and receive free health screenings. Between 2003 and 2016, these live and online programs have reached more than four million people in cities across the United States and abroad.

Medical Heroes Appreciation 5Ks – CISCRP holds multiple Run & Walk events throughout the year to celebrate study volunteers, who give the gift of participation in clinical research. Always fun and meaningful, our events benefit everyone involved: participants (and volunteers) have a great time, and we all raise money to provide education and outreach to patients and families about clinical research participation.

Medical Heroes – A Traveling Museum Exhibit - we are developing a museum exhibit that will present the clinical research process through the eyes of volunteers who give the gift of their participation. This 1,000 square foot exhibition will travel to museums in 12 cities during the course of a 3-year tour, reaching elementary through high school aged children and their families, and serving as an anchor for a media awareness campaign in each city.

Amplifying Patient Voices - Roundtable Discussion Series - these intimate, open forums provide an important opportunity for research professionals and policymakers to discuss the findings and implications of CISCRP's Perceptions & Insights studies that are an in-depth global assessment of public and patient perceptions, motivations, and experiences with clinical research participation.

Communicating Trial Results – one of our most active and fastest growing programs – provides non-technical, lay-language clinical trial results to study volunteers. CISCRP is now collaborating with over 30 major pharmaceutical companies on this initiative to deliver clinical trial results summaries and demonstrate that study volunteers are appreciated and valued as partners in the clinical research process.

Patient Advisory Boards / Panels – A growing number of organizations are turning to patient advisory boards and panels to gather feedback and valuable insights directly from patients and their support network. CISCRP organizes and facilitates patient panels and advisory boards in the US and Europe to discuss a variety of critical clinical study-related areas from protocol design to schedules of assessments, from informed consent forms to participation experiences. In 2017, CISCRP anticipates managing patient advisory boards for more than a dozen companies and the NIH.

Medical Heroes – our public service campaign – portrays medical heroes in everyday situations to illustrate the point that brave individuals who give the gift of participation are all around us. Our Medical Heroes communications generate over 120 million impressions quarterly.

Educational Tools - our library of educational brochures, posters, videos and books cover a wide range of topics for research participants, in culturally sensitive 6th to 8th grade reading level language, and are translated into over two dozen languages. Since 2003, investigative sites, sponsors, and CROs have distributed nearly one million copies.

Research – on public and patient perspectives, behaviors, and experiences. CISCRP regularly conducts studies that provide valuable and substantive insights into actionable ways that clinical research professionals can better understand, and more effectively engage with, the public and study volunteers.

Search Clinical Trials – SearchClinicalTrials.org is a personalized service where CISCRP staff manually searches for relevant clinical trials on behalf of patients and their families. CISCRP performs searches for nearly 5,000+ unique requests annually.



AWARE *for* All

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Upcoming Clinical Research Education Days

New Orleans, LA – April 24, 2017

Seattle, WA – Fall 2017

Houston, TX – Fall 2017

Manchester, UK – Fall 2017

Jacksonville, FL – Winter 2017

Tel Aviv, IL – Spring 2018

Richmond, VA – Spring 2018

Toronto, CA – Fall 2018

Grassroots community outreach through local places of worship, community and health centers, and other community venues brings AWARE's message directly to its primary audience.

Imparting valuable health education to millions of people throughout the US and now globally, CISCRP has built a reputation as a credible resource for information and news about clinical research participation.

AWARE for All: Clinical Research Education events are free programs that educate and empower the public in making informed decisions about clinical research and serve as a vehicle for restoring public trust in the clinical research enterprise. Since 2003, AWARE for All - Clinical Research Education Days have been offered over 50 times in cities around the globe. CISCRP teams with research and community partners to provide quality speakers and information on clinical research, and nearly 100% of the 15,694 attendees have rated the program as excellent.

With the goal of creating broad awareness of the clinical research process, our AWARE for All events feature an overview presentation about clinical research, discussions from prominent medical professionals, participant testimonials, a recognition ceremony for Medical Heroes, free health screenings, and an Information Exhibit Alley showcasing community partners' research and educational resources.

Through the AWARE for All program, we can continue to engage the public and patient communities as active and informed partners in the clinical research process and build a greater understanding around the important role that participation plays in advancing public health.

Demonstrable Success Drivers (2003 – 2016)

- **Community Outreach: 4,655,300 households**
- **Community Partners*: 1,586**
- **Attendees: 15,694 (approximately 40% from underserved and minority communities)**
- **Posters/Postcards distributed with educational information: 56,677**
- **Print Ads on public transportation and in newspapers: 621**
- **Radio Ads and on-air guest appearances (radio & TV): 112**
- **Honorary Committee members: 583**
- **Educational Workshops: 145**
- **Speakers (Study Volunteers & Research Professionals): 448**
- **Exhibitors on information alley: 797**
- **Health screenings offered: 150**

* includes total number of healthcare facilities, research sites, places of worship, community centers, Chapters of patient-advocacy groups, community venues (libraries, local businesses, etc.)

SPONSORSHIP LEVELS : AWARE for All – Clinical Research Education Day

Sponsor Benefits	Founder \$25,000+	Cornerstone \$10,000+	Sustainer \$5,000+	Benefactor \$2,500+	Patron \$1,000+
Logo on public transportation posters and public service announcements	●				
Speaking opportunity	●				
Opportunity to place branded promotional item in attendee gift bags	●				
Logo on posters, brochures, invitations, promotional handouts and email blasts distributed prior to event	●				
Logo on cover of <i>AWARE for ALL Educational Handbook</i> distributed to all attendees	●	●			
Representative on Honorary Committee	●	●			
Opportunity to hand out <i>The Gift of Participation</i> books to study volunteers at Appreciation Ceremony	●	●			
Company name on mailed invitations	●	●	●		
Special recognition in press releases, CISCRP newsletter article, social media posts and during presentation	●	●	●		
Sponsor plaque presentation and photo opportunity	●	●	●		
Logo on sponsor poster at the event registration table	●	●	●	●	
Full page ad in <i>AWARE for All Educational Handbook</i>	● Back Cover	● Back Inside Cover	●	●	
Special thank you during presentation	●	●	●	●	●
Logo on promotional handouts and email blasts	●	●	●	●	●



Medical Heroes Appreciation 5K Run & Walks in Chicago, Seattle, Miami, and Boston

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At CISCRP, we recognize Medical Heroes around the world for the important gift of participation in clinical trials. Without this profound and courageous gift, new treatments for unmet global medical needs would not be possible.

One of the ways in which we honor and celebrate Medical Heroes is by hosting 5K Run & Walk events – open to the public and often held in conjunction with industry-wide annual meetings. All proceeds provide education and outreach to patients and families about clinical research, and we've teamed up with the Greater Gift Initiative since 2014 to donate a vaccine to a child in need on behalf of all those who register for the 5Ks.

CISCRP conceived the idea for the Medical Heroes Appreciation 5K initiative in October 2013. We applaud the DIA for being the first organization to host the event, and since our inaugural 5K in June 2014, we've collaborated with ACRP, SCRS, and ISPE.



SPONSORSHIP LEVELS: Medical Heroes Appreciation 5K

Sponsor Benefits	Champion Sponsor \$15,000+	Elite Sponsor \$10,000+	Participating Sponsor \$5,000+	Booth Sponsor \$1,000
Special mention in press releases & conference newsletter	●			
Logo on Conference registration confirmation email	●			
Opportunity to provide branded 5K gift bag provided to all 5k registrants	●			
Logo and link to company website on 5K website	Prominent Placement	●		
Special mention in CISC RP's <i>Circle of Supporters</i> page	●	●		
Logo on CISC RP's homepage sponsor slider	●	●		
Logo on Banner Ads placed on the CISC RP and Media Partner Websites	Prominent Placement	●		
Opportunity to place branded promotional item in registrant gift bags	●	●		
Special mention at the onsite ceremony	Prominent Placement	●	●	
Logo on athlete bibs and t-shirts	Prominent Placement	●	●	●
Special mentions in social media posts	● 3X	● 2X	● 1X	● 1X
Logo and link on CISC RP 5K sponsor page	Prominent Placement	●	●	●
Logo on sponsor banner at Medical Heroes 5K	Prominent Placement	●	●	●
Logo on exhibitor reminder email	Prominent Placement	●	●	●
Logo in 5K registration confirmation email	Prominent Placement	●	●	●
Logo in 5K email blasts, issued by CISC RP & 5K outreach supporters	Prominent Placement	●	●	●
Special mention in the CISC RP Newsletter	●	●	●	●
Display table-top space at start/finish	●	●	●	●

Terms and Conditions

- Each event will have additional sponsorship benefits
- The completed Sponsor Agreement and receipt of logo are required prior to any benefit delivery
- We reserve the right to substitute benefits with those of equal or greater value in extenuating circumstances

Company Information (Please type your information into the fields below)

Company Name:

Company Contact:

Address:

City:

State:

Zip Code:

Telephone:

Email:

Sponsorship Opportunities (Please click on your choice(s) below and/or type in an additional or alternate choice below)

AWARE for All – Founder - \$25,000

Med Hero 5K – Champion - \$15,000

AWARE for All – Cornerstone - \$10,000

Med Hero 5K – Elite - \$10,000

AWARE for All – Sustainer - \$5,000

Med Hero 5K – Participating - \$5,000

AWARE for All – Benefactor - \$2,500

Med Hero 5K – Booth - \$1000

AWARE for All – Patron - \$1,000

Please type any additional or alternate sponsorship pledges here:

Commitment & Payment (After filling out your full name, the date, and your payment choice below, please save this PDF and email it to ellyngetz@ciscrp.org)

I agree to the terms and conditions of the program sponsorship, and in return agree to provide support at the level indicated above:

Your Name:

Date:

Payment Enclosed (Payable to CISC RP)

This is a Pledge; Please Invoice Me

Thank You! *We appreciate those who embrace our mission of engaging the public and patients as partners in the clinical research process.*



1 Liberty Square • Suite 510 • Boston, MA 02109

www.ciscrp.org

CISC RP is a 501(c)3 not-for-profit organizations and contributions are tax deductible to the extent allowed by the law.

For more information about sponsoring CISC RP events, please contact:

**Ellyn Getz, Senior Manager,
Development and
Community Engagement**
Email: ellyngetz@ciscrp.org
Telephone: 617-725-2750 x 320