



## Sponsorship Packet

### ABOUT CISCRP

CISCRP was founded in 2003 as an independent and globally focused non-profit. We provide outreach and education - in a wide variety of programs and formats - to raise public and patient awareness, appreciation and knowledge about clinical research; we are advocates for study volunteers, their families and health care providers to enhance their experience as participants and partners in clinical research; and we provide education and insights to assist clinical research professionals in improving their understanding and commitment to patient engagement. To learn more about CISCRP, please visit our website at [www.ciscrp.org](http://www.ciscrp.org).

### MEDICAL HEROES APPRECIATION EVENTS

*Medical Heroes Appreciation 5K Run & Walk: June 27, 2023 - Boston, MA*

*Medical Heroes Appreci-a-thon: February 1-28, 2023 - Virtual*

### CONTACT INFORMATION

**Hope Ventricelli**  
Senior Manager,  
Community Events & Programs  
[hventricelli@ciscrp.org](mailto:hventricelli@ciscrp.org)  
617-725-2750 x323

**Justine Holleran**  
Senior Coordinator,  
Community Events & Programs  
[jholleran@ciscrp.org](mailto:jholleran@ciscrp.org)  
617-725-2750 x322

**Ayşe Gunduz**  
Coordinator,  
Community Events & Programs  
[agunduz@ciscrp.org](mailto:agunduz@ciscrp.org)  
617-725-2750 x326



# FREQUENTLY ASKED QUESTIONS

## INITIATIVE OBJECTIVES

- Builds a grass-roots movement by engaging and informing members of the public, opinion leaders, physicians, healthcare providers and other stakeholders
- Brings together all community-based healthcare professionals, researchers, patients and members of the public
- Highlights local resources available to the public and study participants through table-top exhibits and promotional outreach (5K only)
- Puts a face on the research and health provider communities (5K only)
- Changes perception of the clinical research participant from that of a “guinea pig” to that of a Medical Hero
- Recognizes Medical Heroes and shares their stories

## WHY DO PEOPLE PARTICIPATE?

- To show appreciation for Medical Heroes (study volunteers, research and healthcare professionals)
- To give back to the community
- To represent their company at a meaningful community engagement event
- To participate in a team building event
- To support CISCRP’s mission
- To practice healthier behaviors and exercise
- And many more reasons!

## TARGET AUDIENCE

Community members, patient advocacy organizations, health systems, disease-focused groups, school systems, pharmaceutical and biotechnology companies, CROs, universities, investigative sites, service providers, health organizations, local fitness groups.

## HOW DOES CISCRP RAISE AWARENESS ABOUT THESE EVENTS?

- Promotional Toolkit for Local Outreach Supporters
- Local Newspapers, Magazines & Journals
- Posters, Flyers, Postcards
- Press Releases/Media
- Community Calendars
- Digital Marketing (email, social media, digital advertising)

## SPONSORSHIP OPPORTUNITY

CISCRP’s event sponsors are a unique collection of companies and organizations that wish to take a leadership role in supporting patient and public outreach and education. Local sponsorship provides unprecedented visibility and opportunity to participate in the planning and execution of a nationally recognized program. CISCRP is looking to engage with community partners to provide input regarding event development, outreach, and financial support.



## MEDICAL HEROES APPRECIATION 5K RUN & WALK

**June 27, 2023 - Boston, MA**

As part of our grassroots outreach campaign among local community members and research professionals, CISCRP works to spread awareness about clinical research and show appreciation for study volunteers, research and healthcare professionals, or Medical Heroes. One of the ways in which we honor and celebrate Medical Heroes is by hosting a *Medical Heroes Appreciation 5K Run & Walk* – open to the public and often held in conjunction with industry or company–wide meetings as team–building opportunities. All proceeds provide education and outreach to patients and families about clinical research.

### 2022 IMPACT MEASURES

- 6 local exhibiting groups
  - Variety of CRO's, pharmaceutical companies and patient advocacy groups
- Over 100 participants
  - Mix of DIA attendees and local community members
- Reached almost 40,000 individuals through digital marketing

## SPONSORSHIP LEVELS: MEDICAL HEROES APPRECIATION 5K

SPONSOR BENEFITS	OLYMPIAD SPONSOR \$25,000	CHAMPION SPONSOR \$15,000	ELITE SPONSOR \$10,000	PARTICIPATING SPONSOR \$5,000	BOOTH SPONSOR \$2,500
Special opportunity to share words of appreciation during Medical Hero Ceremony	•				
Share quote in press release	•				
Logo on banner ads placed on CISCRP's Medical Hero 5k event page and media partner websites	•	•			
Opportunity to provide branded 5K gift bag (i.e. drawstring backpack), provided to all 5K registrants	•	•			
Logo on Medical Hero 5K banner ad in DIA's attendee confirmation reminder email	•	•			
Opportunity to place branded promotional item inside registrant gift bags	•	•	•		
Logo & link to company website on 5K registration page and CISCRP's 5K landing page	• Prominent Placement	•	•		
Special mention on CISCRP's "Our Supporters" page	•	•	•	•	
Special mention during onsite ceremony before 5K start	•	•	•	•	
Logo on half page digital ad in DIA's May Spring Global Forum	• Prominent Placement	•	•	•	•
Logo on athlete bib	•	•	•	•	•
Logo on athlete certificate	•	•	•	•	•
Display table—top space at start/finish	•	•	•	•	•



## SPONSORSHIP LEVELS: MEDICAL HEROES APPRECIATION 5K (CONTINUED)

SPONSOR BENEFITS	CHAMPION SPONSOR \$25,000	CHAMPION SPONSOR \$15,000	ELITE SPONSOR \$10,000	PARTICIPATING SPONSOR \$5,000	BOOTH SPONSOR \$2,500
Special mentions in CISCRP social media posts	● 4X	● 3X	● 2X	● 1X	● 1X
Logo on sponsor banner at 5K	● Prominent Placement	●	●	●	●
Logo on 5K registration confirmation emails	● Prominent Placement	●	●	●	●
Logo on 5K email campaigns, issued by CISCRP & 5K outreach supporters	● Prominent Placement	●	●	●	●
Logo on DIA onsite meter board	●	●	●	●	●
Logo on 5K t-shirt	●	●	●	●	●
Unlimited complimentary registrations for your 5K team	●	●	●	●	●
Post-marketing: logo on banner ad and mention in post thank you email to conference attendees sent by DIA	●	●	●	●	●

All donations are tax deductible and all proceeds from our 5K events provide education and outreach to patients and their families.





## MEDICAL HEROES APPRECI-A-THON

**February 1-28, 2023 - Virtual**

Our Medical Heroes Appreci-a-thon is a team-building, global activity challenge in the style of a virtual marathon. Appreci-a-thon is a way to show our appreciation for Medical Heroes including clinical trial study volunteers, healthcare professionals, researchers, and those on the front lines who are treating and caring for the public. Participation is open to the public and all donations support CISCRP's global education initiatives that empower patients and the public to make informed decisions about clinical research participation.

Each mile or minute of exercise completed during the month-long challenge can be logged into our customized online portal. Participants can log any intentional physical activity - it doesn't have to be just running or jogging! Each measurement of activity is converted into miles and will pin-point teams on the virtual racecourse with Google Street views.

Throughout the month teams will gain access to Medical Hero stories, clinical research fun facts, weekly challenges, opportunities to win prizes and more.

### IMPACT MEASURES (2020-2022)

- Almost 1,500 virtual racers
- Reached over 300,000 people with education about clinical research through digital outreach
- Participants from almost all 50 U.S. States, Germany, Japan, Israel, England, China and Ireland

### PAST PARTICIPANT TESTIMONIALS

- This challenge created a sense of community during COVID-19 and was a great team building experience
- Appreci-a-thon is an exciting and creative new way to honor Medical Heroes and learn about their stories
- Participating in Appreci-a-thon created a feeling of motivation and pride in participating in something bigger than themselves

## SPONSORSHIP LEVELS: MEDICAL HEROES APPRECI-A-THON

SPONSOR BENEFITS	OLYMPIAD SPONSOR \$10,000	CHAMPION SPONSOR \$5,000	ELITE SPONSOR \$2,500	PARTICIPATING SPONSOR \$1,500
Opportunity to send promotional email to registrants	●			
Team shout out on CISC RP registration page with team photo	● Prominent Placement	●		
Ability to Sponsor a Mile: Includes logo and company spotlight story	●	●	●	
Logo and link to company website on registration page	● Prominent Placement	●	●	●
Unlimited complimentary registrations for your teams*	●	●	●	●
Logo on email blasts, issued by CISC RP & outreach supporters	●	●	●	●
Special mentions in social media posts	● 4x	● 3x	● 2x	● 1x
Shout-outs in the Racery message board	●	●	●	●

\* Teams are limited to 5 people but organizations can create an unlimited number of teams (more opportunities for healthy competition!)

All donations are tax deductible and all proceeds from our Appreci-a-thon event provides education and outreach to patients and their families.



## 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.
- Please review and sign the [Addendum to Terms and Conditions for Sponsor Agreement](#) on the following page.

### Billing Information (Please type your information into the fields below)

Company Name:

Billing 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)

- |  |   |
|--|---|
| <input type="radio"/> 5K Run & Walk: Olympiad - \$25,000     | <input type="radio"/> Appreci-a-thon: Olympiad - \$10,000     |
| <input type="radio"/> 5K Run & Walk: Champion - \$15,000     | <input type="radio"/> Appreci-a-thon: Champion - \$5,000      |
| <input type="radio"/> 5K Run & Walk: Elite - \$10,000        | <input type="radio"/> Appreci-a-thon: Elite - \$2,500         |
| <input type="radio"/> 5K Run & Walk: Participating - \$5,000 | <input type="radio"/> Appreci-a-thon: Participating - \$1,500 |
| <input type="radio"/> 5K Run & Walk: Booth - \$2,500         |   |

Please type any additional or alternate sponsorship pledges here:

**If you are interested in bundling a sponsorship package for the 5K and Appreci-a-thon please email [medheroevents@ciscrp.org](mailto:medheroevents@ciscrp.org)**

**Commitment & Payment** *(After filling out your full name, the date, and your payment choice below, please save this PDF and email it to your CISCRP contact. Please include an EPS or Illustrator file of your organization's logo to be included on our promotional materials.)* 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 CISCRP)

☐ 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.**



## Addendum to Terms and Conditions for Sponsor Agreement

Sponsor: \_\_\_\_\_

Sponsored Program: \_\_\_\_\_ on \_\_\_\_\_

Program Sponsorship Level: \_\_\_\_\_

The Center for Information and Study on Clinical Research Participation ("CISCRP") and the above referenced Sponsor agree that the attached Sponsor Agreement is amended by and subject to the following additional terms and conditions that are incorporated therein.

1. The Sponsor Agreement payment is due in full thirty (30) calendar days from the date of the Sponsor's execution of the Agreement.
2. The Sponsor acknowledges that it is making the financial commitments set forth in the Sponsor Agreement (subject to this Addendum) in consideration for: **(A)** CISCRP expending funds, incurring out of pocket expenses, and allocating staff resources to create, plan, and implement the Sponsored Program; and **(B)** CISCRP creating and producing event materials that will feature and publicize the Sponsor's participation in and support of the Sponsored Program.
3. In the event that the Sponsor breaches its financial obligations to CISCRP under the Sponsor Agreement, it will be liable to CISCRP for the full amount of the sponsorship commitment, any consequential and incidental damages sustained by CISCRP, and reasonable attorneys' fees and costs incurred to recover funds due hereunder.
4. The Sponsor Agreement will be governed under Massachusetts law, and any legal actions regarding the Sponsor Agreement will be subject to jurisdiction in Massachusetts.
5. The Sponsor Agreement can be amended or modified solely by a writing executed by both parties to the Sponsor Agreement.
6. The Sponsor Agreement constitutes the entire agreement between the parties, incorporating all terms and conditions, and it supersedes any prior oral or written communications between the parties.
7. The Sponsor Agreement is enforceable by and inures to the benefit of the successors and assigns of both parties to the Sponsor Agreement.

### **CISCRP**

By: \_\_\_\_\_

Date: \_\_\_\_\_

Name:

Title:

**SPONSOR:** \_\_\_\_\_

By: \_\_\_\_\_

Date: \_\_\_\_\_

Name:

Title: