



## AWARE INDUSTRY CONSORTIUM

SPONSORSHIP KIT - 2024

# ABOUT CISCRP

## OUR MISSION

Founded  
in 2003

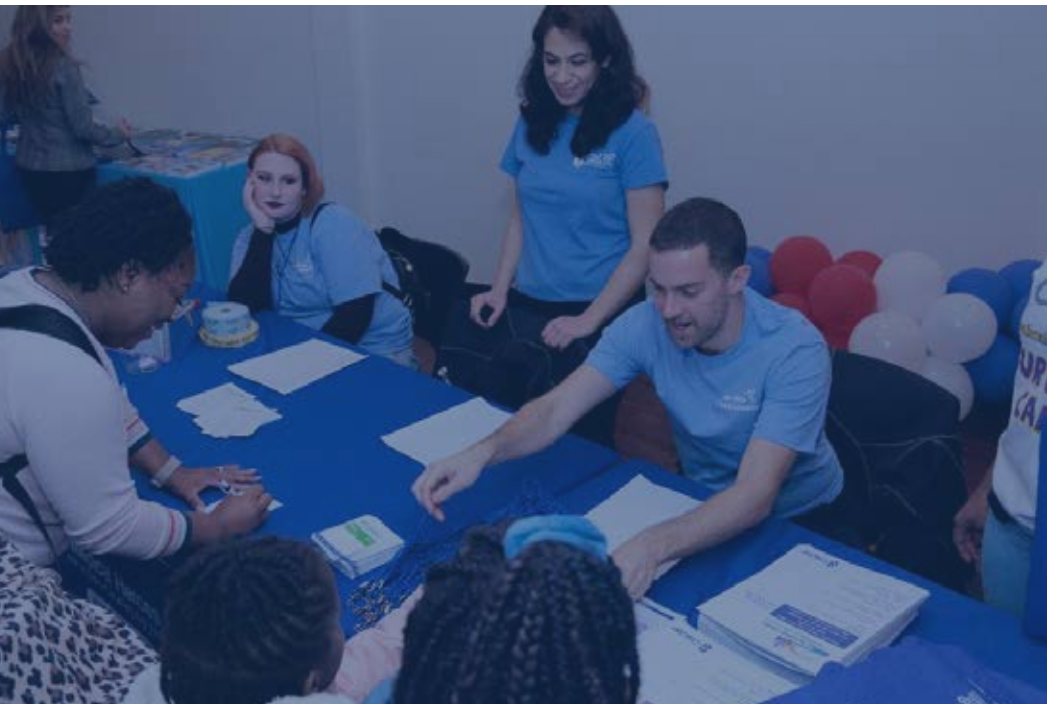
Independent  
Nonprofit

Worldwide  
Experience

### **Informing patients and families about clinical research**

The Center for Information and Study on Clinical Research Participation, Inc.'s (CISCRP) core mission is to provide accessible, high-quality educational resources, programs, and services that increase awareness and understanding of the clinical research process. We recognize and appreciate the gift of participation in clinical trials and strive to enhance the participation experience for patients and their families. Lastly, we promote engagement and partnership between clinical research professionals, patients, and the public.





# SPONSORSHIP PROGRAM

CISCRP has created a consortium program for our Journey to Better Health—**AWARE for All** community events to give organizations the opportunity to support a grassroots clinical research literacy and informational campaign. With this support, our educational program enables our organization to produce and implement:

**7** Large Events Across the U.S.

**15-20** Local Health Fairs

These events include established partnerships with select, recognizable, and reputable organizations that have extensive experience engaging with targeted communities and delivering health education programs. CISCRP serves as the preferred and exclusive provider of clinical research educational programming at these events.

# BENEFITS

## JOINING AIC

### Prominent Visibility

Gain exposure within diverse communities across the country.



### Support Your Diversity Initiatives

Be a partner in our mission to provide accessible information in underrepresented communities.



### Share Your Services to an Expanded Audience

Opportunity to exhibit, conduct health screenings, and share your resources.



### Above Brand Marketing with a Nonprofit to Support Education

Strengthen clinical research awareness with the preferred provider of education at these events.



## Sponsorship Deliverables

- Serve on a steering committee with peer company representatives
- Opportunity for a Collaborative member(s) to attend, exhibit, connect with event attendees, and participate in panel discussion at one event when available
- Company logo and recognition on all event promotional materials
- Promotional toolkit for each event to help build awareness of event and your organization's involvement
- Opportunity to provide branded educational resources and/or giveaways at each event
- Special recognition within press release articles, newsletter announcements, radio, or TV interviews
- Receive specific metrics from each event shared via email one-month post-event
- Quarterly large-scale AIC Collaborative meetings to review and discuss events (April, July, Oct 2023, Jan 2024)
- Scheduled one-on-one personal meetings with Collaborative members quarterly or per request

# AWARE FOR ALL EXPANSION

2003 - 2023

2003

## *AWARE for All* Program Launched

- Hosted in over 70 communities
  - 19,500+ Attendees
- 60% minority communities reached
- 92% of attendees consider participating in a future clinical trial after attending an *AWARE for All* event

2020

## Platform Adapted to Virtual

- Reached 10 U.S. regions
- 1,000+ webinar attendees
- 11,800+ visits to information center
  - 10 million digitally reached
- 500 community members engaged

2023

## New Partnership Model

- New collaborative program at large, established events
- 7 large events throughout the U.S.
  - 15-20 local events

# SPONSORSHIP FORM

Choose your package for AWARE Industry Consortium (AIC)

☐ **1 YEAR: 2024 SPONSORSHIP**  
\$30,000

☐ **2 YEAR: 2024+ 2025 SPONSORSHIP**  
\$60,000

CENTER FOR INFORMATION AND STUDY ON  
CLINICAL RESEARCH PARTICIPATION, INC. (CISCRP)

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

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

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_



# CONTACT US

We are dedicated to increasing public understanding of clinical research and creating a community of active and informed participants in the clinical research process. We're excited to work with you.

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## Learn More

[awareforall.org](http://awareforall.org)

