



Journey to Better Health

Medical Heroes Appreciation 5K Run & Walk

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.

MEDICAL HEROES APPRECIATION 5K RUN & WALK

Tuesday, June 18, 2024 - San Diego, CA



CONTACT INFORMATION

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MEDICAL HEROES APPRECIATION 5K RUN & WALK

June 18, 2024 - San Diego, CA

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.

2023 IMPACT MEASURES

- 7 local exhibiting groups
 - Variety of CRO's, pharmaceutical companies and patient advocacy groups
- 250+ registrants
 - Mix of DIA attendees and local community members
- Reached almost 40,000 individuals through digital marketing





FREQUENTLY ASKED QUESTIONS

WHAT'S THE GOAL?

- To build a grass-roots movement by engaging and informing members of the public, opinion leaders, physicians, healthcare providers and other stakeholders
- To bring together all community-based healthcare professionals, researchers, patients and members of the public
- To highlight local resources available to the public and study participants through table-top exhibits and promotional outreach
- To put a face on the research and health provider communities
- To change the perception of clinical research participants from that of a "guinea pig" to that of a "Medical Hero"
- To recognize Medical Heroes and share 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!

WHO IS THE 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 THIS EVENT?

- 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)

CAN MY ORGANIZATION SPONSOR?

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.

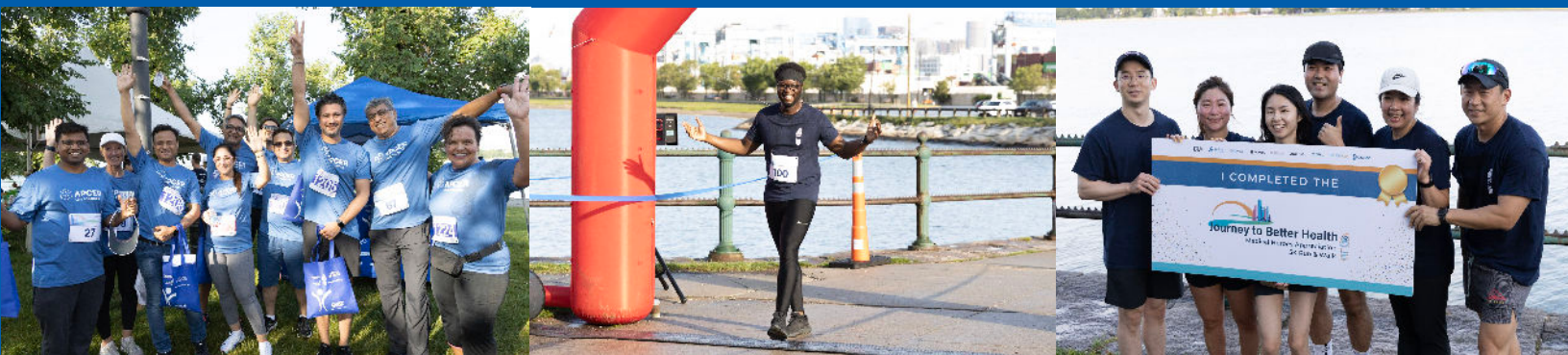
SPONSORSHIP LEVELS: MEDICAL HEROES APPRECIATION 5K

| 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.



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.

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)

- ☐ 5K Run & Walk: Olympiad - \$25,000
- ☐ 5K Run & Walk: Champion - \$15,000
- ☐ 5K Run & Walk: Elite - \$10,000
- ☐ 5K Run & Walk: Participating - \$5,000
- ☐ 5K Run & Walk: Booth - \$2,500

Please type any additional or alternate sponsorship pledges here:

If you are interested in sponsoring, please email Hope Ventricelli, hventricelli@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.