



PATIENT DIVERSITY CAMPAIGN

SPONSORSHIP GUIDE

2024

EXECUTIVE SUMMARY

01

Campaign Overview

02

Sponsorship
Benefits

03

Content Strategy

04

Campaign Timeline

05

Packages

06

Post Campaign
Metrics

RAISE YOUR HAND
IF YOU WANT TO HELP
FIGHT DISEASE TOGETHER.





CAMPAIGN OVERVIEW

CAMPAIGN OVERVIEW

There is a critical need for diverse representation in clinical research. CISCRP recognizes this need and makes it an important part of our mission to spread awareness on the importance of diversity in clinical research and advocate for diverse representation, so treatments are effective for everyone.

Launching in 2024, CISCRP has developed a new, digital media campaign that drives information on the importance of diversity in clinical research to targeted, diverse audiences. Promoted material includes educational content about patient diversity in clinical trials, patient stories, infographics on the importance of diverse participation, and calls-to-action directing to CISCRP resources.

Through this initiative, our hope and goal is to rebuild trust, increase literacy, bridge communication gaps, and expand education about clinical research across all diverse populations.



SPONSORSHIP BENEFITS



Partnering with a trusted industry resource

CISCRP is recognized as an industry leader and a trusted, patient-centric resource of clinical research information for the community.



Branded plain language, culturally appropriate, diversity material

All material in this campaign is created by our Health Literacy team that produces high-quality, plain language, diversity content that has been created and reviewed by members of each diverse community.



Reaching 1M diverse individuals

Through our targeted digital campaign, this information will be driven directly to members of diverse communities with the ability to perform real-time optimization and insights throughout the year to guarantee a successful reach.

DIGITAL CHANNELS & CONTENT STRATEGY

1

Social Media (Facebook, Instagram, LinkedIn)

Series of promoted social media posts that are targeted to reach specific demographics.

Content Focus: Educational content about patient diversity in clinical trials, patient stories, infographics, and links directing to CISCRP resources.

2

Digital Placements

Paid advertisements placed on specific websites to further campaign reach.

Target healthcare, research, and patient advocacy websites through Google Ads and additional mediums.

3

Targeted Email Blasts

Email campaigns targeting CISCRP's database and partnering organizations' mailing lists.

Content Focus: Information on clinical trial participation, importance of diversity, Search Clinical Trials, and patient resources.

CAMPAIGN CONTENT TIMELINE

Clinical research information being driven to users for 12 months

1-3 MOs

Launch Content

- Launch social media posts
- Launch first email blast
- Introduce digital placements

4-9 MOs

Monitor, Refine, Optimize

- Monitor and refine engagement
- Launch 2nd set of sponsored social media posts
- Optimize digital ad placements

10-12 MOs

Final Content & Impact

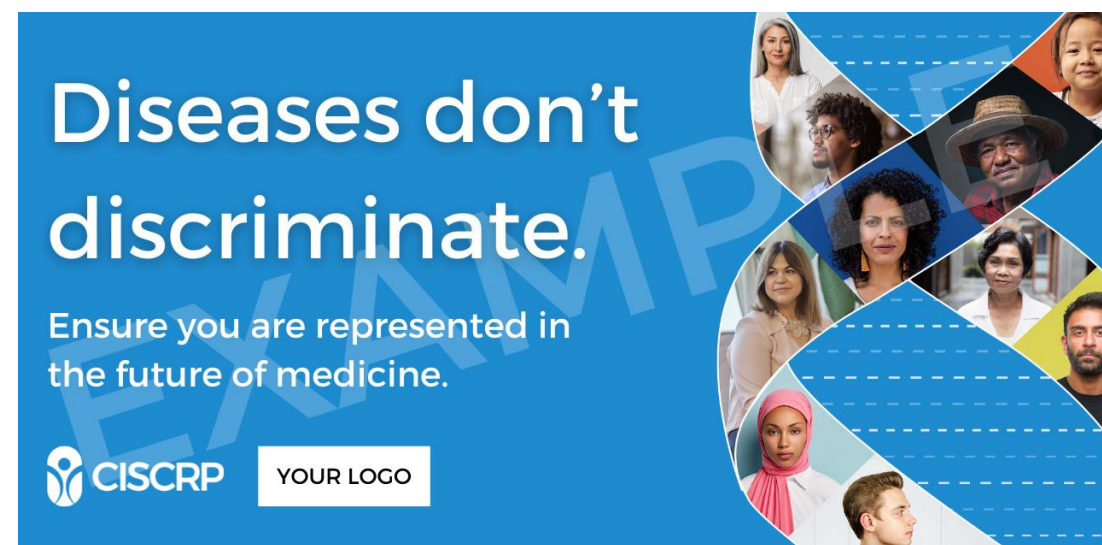
- Deploy final sponsored posts
- Deploy 2nd email blast
- Review campaign impact
- Metrics are compiled and delivered

**Metrics will be provided to sponsors quarterly.

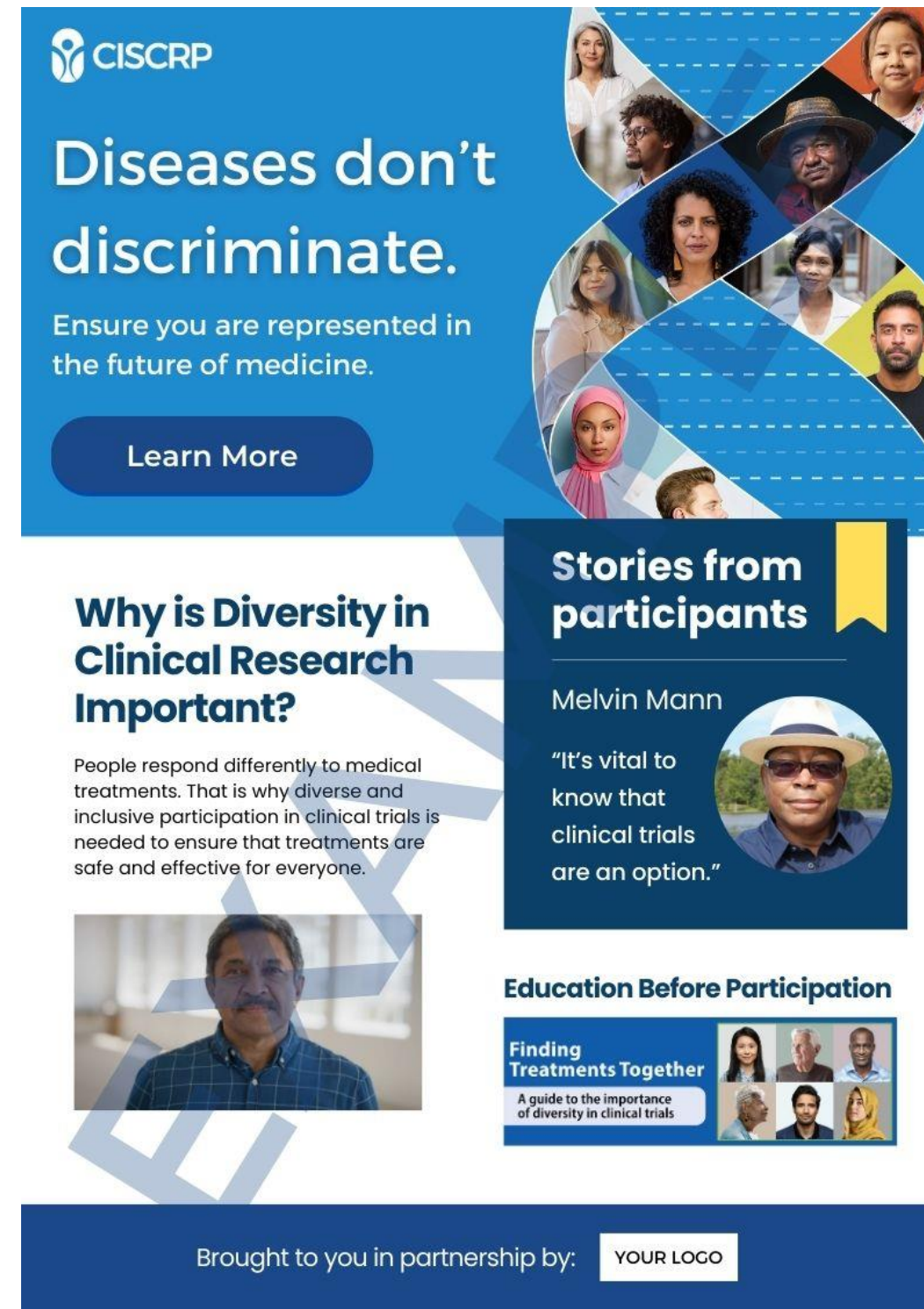
SAMPLE TEMPLATES



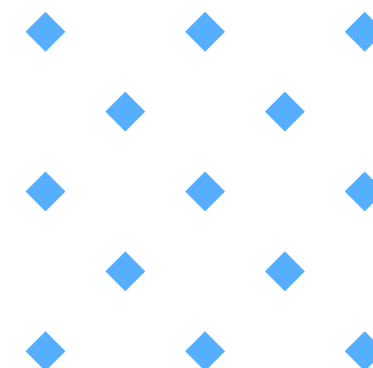
social post



digital ad



email



PACKAGES

FULL PACKAGE

TIER 3

9 SOCIAL MEDIA POSTS
2 WEBSITE PLACEMENTS
2 TARGETED EMAILS

\$20,000

★ **1M**
REACH

OTHER PACKAGES

TIER 2

6 SOCIAL MEDIA POSTS
1 WEBSITE PLACEMENTS
2 TARGETED EMAILS

\$15,000

★ **650,000**
REACH

TIER 1

6 SOCIAL MEDIA POSTS
1 TARGETED EMAIL

\$10,000

★ **450,000**
REACH

★ Interested in reaching a specific audience, or featuring your own content? Campaign customization is available. Reach may vary depending on audience specification.

METRIC REPORT

With each user reached by this campaign, the advocacy of the importance of diverse participation in clinical research strengthens.

Reporting Delivery Includes:

Engagement Rates (likes, shares, comments)

Digital Impressions on Ad Placements

Email Open and Click-Through Rates

Increase in Sign-Ups for Clinical Trials from Diverse Participants and Website Traffic to Diversity Content

ADDITIONAL DIVERSITY INITIATIVE

◆ AWARE for All Event Series

Each year, CISCRP travels throughout the U.S. to bring clinical research information to diverse communities. Through partnerships with established events, we exhibit, speak, and provide health screenings to members of underrepresented communities.

◆ Journey to Better Health Mobile Exhibit

In 2023, CISCRP built an interactive mobile exhibit that provides information on clinical research and highlights the importance of diversity in clinical research participation.

Sponsorship is available to support our additional diversity campaigns for 2024-2025.



SPONSORSHIP FORM

Package

TIER 3 – FULL PACKAGE

\$20,000

TIER 2

\$15,000

TIER 1

\$10,000

Payment

NOTE: net 30-days upon receipt of invoice

PO#; Please Send Invoice

Payment Enclosed (Check made payable to CISCRP)

This is a Donation Pledge; Please Send Invoice

Client, by signing this Sponsorship Insertion Order, agrees to the terms and placement of the sponsored content and/or the advertising in the media identified to support the Patient Diversity Campaign.

Approved By: Print Name _____
 Signature _____
 Title _____
 Date _____



THANK YOU

Connect with us.

Vanessa Ragler | Director of Business Development
vragler@ciscrp.org

Corinne Scripps | Relationship Manager
cscripps@ciscrp.org

