



# World PI Week Sponsorship

Opportunities to support the campaign & impact



# World PI Week Sponsorship Levels

## Could you be a sponsor?

Over 10 million people live with PI around the globe, and yet the condition is still widely unknown. Greater awareness, testing, diagnosis and improved access to treatment are needed.

Each year, on the 22nd - 29th of April, World PI Week gives us a chance to celebrate the efforts of the PI community. The week is a central platform to drive awareness as well as global and national advocacy. It has since its inception been successful in stimulating awareness and advocacy efforts in all continents.

It's a young campaign - 2010 was our first year, and although we are growing steadily, we still need more support from the corporate community. Sponsor funding is vital to the campaign and helps us produce brochures, videos, posters, scientific editorials, infographics, and other tailored material, helping us in our mission and supporting the efforts of all of our PI campaigners worldwide.

World PI Week  
**Gold Sponsor**  
€40,000

World PI Week  
**Silver Sponsor**  
€20,000

World PI Week  
**Bronze Sponsor**  
€10,000

# World PI Week Gold Sponsor Benefits

- Rights to officially associate with WPIW as “World PI Week Gold Sponsor”
- Rights to use the PI Week logo along with communication materials (e.g. press releases, e-blasts, and regular updates)
- Corporate logo to appear on online, print and CD versions of the following WPIW materials: poster, check list, email template
- Access to high-resolution digital media of all campaign materials
- Recognition in WPIW Communications
- All WPIW stakeholders requested to recognize and collaborate with sponsor
- E-blasts to PI Community requesting affiliates to take contact and partner with sponsor
- Visibility on website: logo to appear on front page of website and on sponsor pages with short company description and direct links to company web pages
- PI Week – Central Team: opportunity to engage with the campaign team as well as with the PI Steering Committee and suggest campaign ideas

# World PI Week Silver Sponsor Benefits

- Rights to officially associate with World PI Week as a “World PI Week Silver Sponsor”
- Rights to use the PI Week logo along with communication materials (e.g. press releases, eblasts, and regular updates)
- Access to high-resolution digital media of all campaign materials for reproduction
- Recognition in World PI Week Communications and promotion through the PI Week website ONLY - NOT printed material
- Company name to appear on official World PI Week press releases
- Visibility on website: logo to appear on front page of website and on sponsor pages with short company description and direct links to company web pages
- World PI Week project management: direct contact with the central campaign team to help build communication and share information

# World PI Week Bronze Sponsors Benefits

- Rights to officially associate with World PI Week as a “World PI Week Bronze Sponsor”
- Access to high-resolution digital media of all campaign materials for reproduction
- Recognition in World PI Week Communications : Company name to appear on official World PI Week press releases
- Visibility on website: logo to appear on front page of website and on sponsor pages with short company description and direct links to company web pages
- World PI Week project management: receive copies of all World PI Week communication: e-blasts, news updates, press releases etc.

# Overall Benefits

- Organisation seen as the enabler of the campaign
- Increased visibility for your organisation in the media, social media and other platforms
- Increased participation of your organisation' s countries in raising awareness of PI
- Direct exposure to patients, professionals, hospitals and local authorities
- Your organization is associated with a global action and gets increased credibility from national members