

Together, bringing about change for primary immunodeficiency patients worldwide



 @WorldPIWeek

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

[#WorldPIWeek](https://twitter.com/WorldPIWeek)

# World PI Week 2020

*Sponsorship opportunities*

Campaign dates: 22-29<sup>th</sup> April 2020



# About World PI Week

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. It is a global movement to raise awareness of Primary Immunodeficiency (PI) and related challenges; promote quality of life for people with PI, early diagnosis, availability and access to treatment and care worldwide; and stimulate communication and advocacy around PI.

*World PI Week acts as 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.*

- Drive recurring momentum on primary immunodeficiency and bring together different stakeholders under an overarching umbrella for awareness and advocacy activities tailored to regional contexts, priorities and needs
- Share common messages on primary immunodeficiency and related issues to grow awareness
- Develop template materials and resources under the World PI Week label, adaptable to regional/local missions to communicate about primary immunodeficiency and support grassroots advocacy
- Promote scientific guidelines, materials and activities from regional patient organisations and medical societies

# About the 2020 Campaign

## Anniversary Year

The campaign will mark the 10th anniversary of World PI Week, therefore the overarching theme will **celebrate life and what keeps the community going**

## Goals and objectives

**Maximise awareness-raising efforts and grow visibility to bring momentum on the cause**

- Secure wide **support from policymakers/celebrity** from all regions
- Put the spotlight on the **daily lives of patients and voice their unmet needs** - through wide-ranging video tools
- Increase **online presence and social media communication** to amplify messages, drive traffic and generate conversations
- Provide **efficient advocacy and communications resources** that can be tailored to local contexts
- **Celebrate the campaign successes** and achievements in primary immunodeficiency diagnosis, treatment and research over the past 10 years
- Solidify the **World PI Week network**

# Sponsorship Levels

## Could you be a sponsor?

World PI Week is a young campaign, 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 our campaigners and supporters 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
- World 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 World 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 Sponsor 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