



World PI Week 2020

Sponsorship opportunities

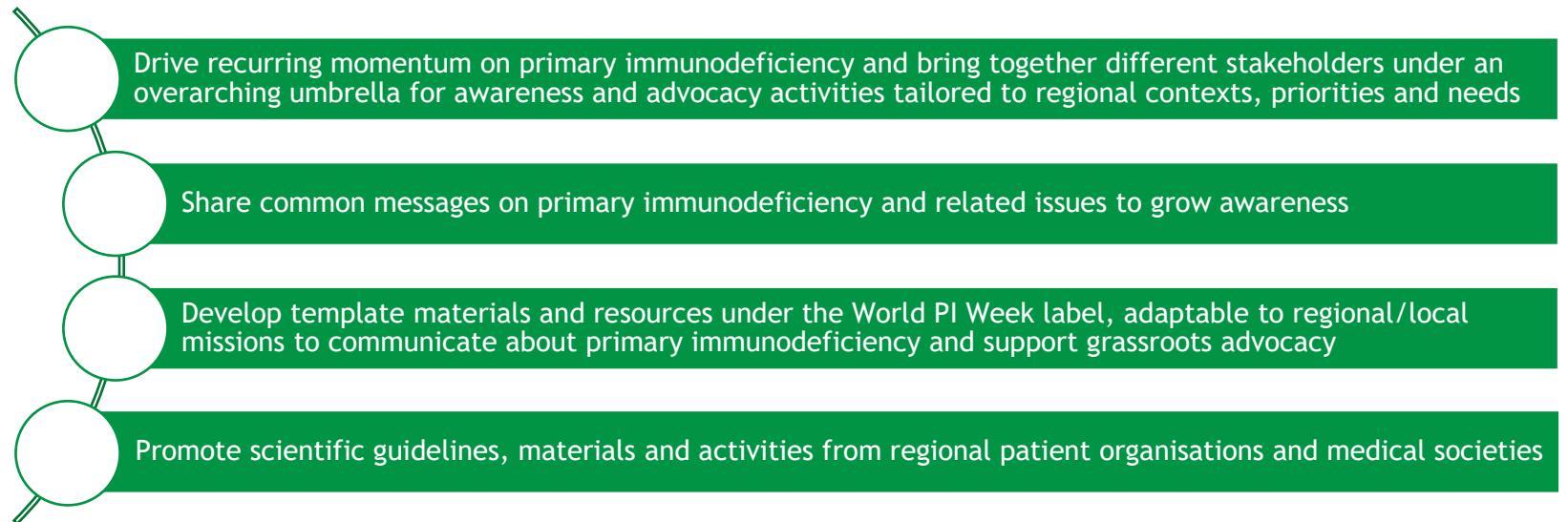
Campaign dates: 22-29th April 2021

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.



About the 2021 Campaign

Background

- COVID-19 brings major changes and disruptions worldwide, for research, care and quality of life of patients. Paradoxically, it provides momentum to raise awareness of defects of the immune system such as PIDs and share positive narratives on the importance of protecting each other

Key themes

- Patient safety/protection, plasma availability, quality of life; underpinned by messages on research - under the overarching topic of supporting early diagnosis and access to care

Goals and objectives

- **Knowledge & education**: Raise awareness of the importance of plasma donation and availability for people with PIDs, issues of patient safety and protection with a focus on vaccination, quality of life, and the need for investment in research and data collection
- **Communication & reach**: Grow online presence and harness social media channels to maximize awareness, amplify messages, increase visibility, drive traffic and generate conversations on issues surrounding primary immunodeficiency
- **Engagement, interaction & leverage**: Boost engagement with youth groups & influencers; secure support from celebrities/policymakers from all regions
- **Capacity building**: Provide efficient advocacy and digital communications tools/resources that can be tailored to local contexts and used to engage with key audiences/stakeholders, during the campaign and beyond

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 plan, manage and activate the Week. It also allows us to produce tailored advocacy, scientific and (digital) communications materials, 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 Plus Sponsor
€30,000

World PI Week
Silver Sponsor
€20,000

World PI Week
Bronze Sponsor
€10,000

World PI Week
Contributor
€5,000

World PI Week Gold Sponsor Benefits

- Rights to **officially associate with World PI Week** as “World PI Week Gold Sponsor”
- Rights to **use the World PI Week logo** along with communication materials (e.g. press releases, e-blasts, and regular updates)
- **Corporate logo to appear on online and print versions** of the following materials: poster, email template
- Access to high-resolution digital media of all **campaign materials for reproduction**
- **Recognition in World PI Week Communications** to network (e-Blasts/newsletters)
- **Company name** to appear on official World PI Week press releases
- All stakeholders requested to **recognize and collaborate 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 Campaign Steering Committee** and suggest campaign ideas

World PI Week Silver Plus Sponsor Benefits

- Rights to **officially associate with World PI Week** as a “World PI Week Silver Plus Sponsor”
- Rights to **use the World PI Week logo** along with communication materials (e.g. press releases, eblasts, and regular updates)
- **Corporate logo to appear on online and print versions** of the following materials: poster, email template
- Access to high-resolution digital media of all **campaign materials for reproduction**
- **Recognition in World PI Week Communications** to network (e-Blasts/newsletters)
- **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 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** to network (e-Blasts/newsletters)
- **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** to network (e-Blasts/newsletters)
- **Visibility on website:** logo to appear on sponsor pages with short company description and direct links to company web pages - NOT on front page of website
- World PI Week project management: **receive copies of World PI Week communications:** e-blasts, news updates, press releases etc.

World PI Week Contributor Benefits

- Rights to **officially associate with World PI Week** as a “World PI Week Contributor”
- **Access to high-resolution digital media** of all campaign materials for reproduction
- **Recognition in World PI Week Communications** to network (e-Blasts)
- **Visibility on website:** logo to appear on sponsor pages with short company description and direct links to company web pages - NOT on front page of website

Overall Benefits

- Company seen as the **enabler of the campaign**
- **Increased visibility** for your company in the media, social media and other platforms
- **Increased participation** of countries where company has affiliates in raising awareness of PI
- **Direct exposure** to patients, professionals, hospitals and local authorities
- Your company is associated with a **global action** and gets **increased recognition** from national members

Thank you

For further information on opportunities, please contact the World PI Week Head Office:

info@worldpiweek.org