



FOR ALL BLEEDING DISORDERS

2020 Sponsorship Opportunities

OUR MISSION

The Hemophilia Foundation of Northern California serves the needs of people impacted by bleeding disorders by providing support, education, advocacy and research through our affiliated national foundations.

CONTACT US

Alona Metz, Executive Director
alona.metz@hemofoundation.org

6400 Hollis Street Suite 6, Emeryville, CA 94608 Ph.
510-658-3324 Fax: 510-658-3384

www.hemofoundation.org

EDUCATION AND ADVOCACY

FAMILY CAMP January 17-19, 2020

Family Camp is an annual event in which dozens of families, many of them with newly diagnosed children, get together for a weekend of support, education and bonding. For many parents, Family Camp is their first exposure to the bleeding disorders community. This connection to the community, the Foundation and resources helps to alleviate the fear and loneliness associated with a new diagnosis.

Located at Camp Arroyo in Livermore (generously donated by the Taylor Family Foundation), the main costs to the Foundation for this program are childcare, materials for the programs, and staff time.

Each year 120 community members attend this weekend. Invitations are sent out by mail to 775 households and email to 1480 individuals. The event is also marketed on our social media channels (1,830 Facebook likes) and at our events.



Sponsor A Family | \$500

- Acknowledgement in Infusion Newsletter

Childcare Sponsor | \$2,500

- Acknowledgement in Infusion Newsletter
- Corporate Logo on Camp T-Shirt
- Thank you post on Facebook

T-Shirt Sponsor | \$1,000

- Corporate Logo on Camp T-Shirt

Branded Items | \$500-\$1,000

- HFNC will accept branded items for use at camp. All items will be distributed on the first day of camp so as to provide maximum exposure for your brand.

THANK YOU FOR YOUR SUPPORT!

ASIAN INFUSION

February 22, 2020



Asian Infusion is a culturally sensitive event for bleeding disorder community members of all types of Asian descent. The program provides education on an annual topic of interest to the community and allows the group to support one another and form bonds, while recognizing cultural and social challenges. This is a crucial program for immigrant families where language may be a barrier to access to care, advocacy, and education.

Target attendance for this event is 50+ people. Invitations are sent by email and by mail to over a hundred families along with social media posts.

BOOTH Sponsor - \$2,500

- Exhibit Booth
- Entrance for two (2) company representatives
- Limited space available

ANNUAL MEETING & COMMUNITY CRAB FEED

March 27, 2020

The HFNC Annual Community Crab Feed is one of the most important community gatherings of the year. Hundreds of bleeders and their families gather for an evening of community bonding and unity. For the first time this year this event will include a Chapter Annual Meeting in which HFNC will distribute financial reports and host a town hall. We will also focus on Advocacy in connection with Bleeding Disorders Awareness month, including an educational component as well as community engagement in local advocacy efforts. Tools and resources for advocacy at the local, state and national level will be provided.



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Annual Meeting and Crab Feed Cont'd

Advocacy Sponsor - \$15,000

- 15 minute speaking opportunity on advocacy.
- 2 tables (20 people.)
- Logo prominently placed in the Crab Feed printed materials and brochures distributed to all participants.
- Name prominently mentioned in all press releases produced for the event.
- Social media recognition on HFNC's Facebook page.
- Logo prominently displayed at the event.
- Logo prominently displayed on the HFNC's website.
- Acknowledgement of company sponsorship during opening remarks.

Program Sponsor - \$7,500

- 2 tables (20 people)
- Logo placed in the Crab Feed printed materials and brochures distributed to all participants
- Social media recognition on HFNC's Facebook page
- Logo prominently displayed at the event
- Logo prominently displayed on the HFNC's website
- Acknowledgement of company sponsorship during opening remarks

Local Sponsor - \$2,500

- 1 table (10 people)
- Logo placed in the Crab Feed printed materials and brochures distributed to all participants
- Logo prominently displayed at the event
- Logo prominently displayed on the HFNC's website
- Social media recognition on HFNC's Facebook page

Table Sponsor - \$1,000

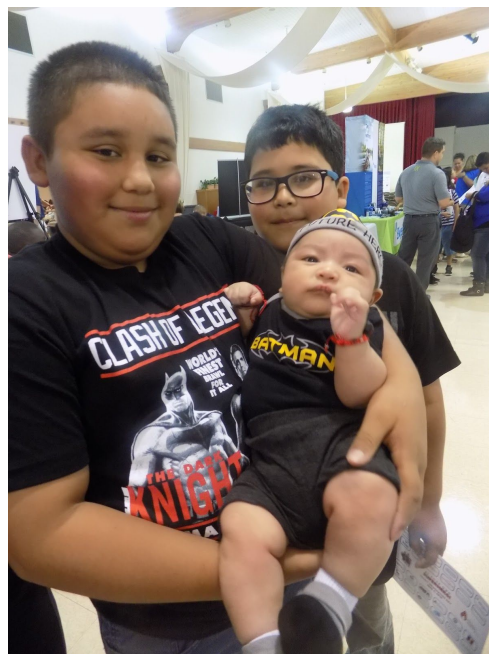
- 1 table (10 people)
- Logo prominently displayed at the event

THANK YOU FOR YOUR SUPPORT!

FAMILY EDUCATION DAY

April 19, 2020

Join us for our Annual Family Education Day (FED). Attendees have the opportunity to meet other individuals within the bleeding disorders community, become inspired by patient speakers, gain valuable knowledge through educational presentations and visit industry partners at the vendor fair. Please note: all industry representatives must have a booth to attend the event. Our FED will be held at Oakland Children's Hospital. This is a full day of educational programs and networking, with exhibit hall opportunities. Includes teens and children's programs. Target attendance 225 people. Invitation to around 750 households via US Mail and eblasts to nearly 1,400 recipients along with social media posts.



PRESENTING Sponsor - \$10,000

- A complimentary premier exhibitor booth at the Family Education Day (FED) Valued at \$3000
- Provide brief welcoming remarks
- Speaking opportunity at end of event raffle
- Logo prominently placed in the FED printed materials and brochures distributed to all participants
- Name prominently mentioned in all press releases produced for the event
- Prominent recognition in weekly communications to the supporters of the FED
- Social media recognition on HFNC's Facebook & Twitter pages
- Logo prominently displayed throughout the event
- Logo prominently displayed on the HFNC's website

LOCAL Sponsor - \$7,500

- A complimentary premier exhibitor booth at the FED Valued at \$3000
- Logo prominently placed in the FED printed materials (brochures distributed to all participants)
- Name prominently mentioned in all press releases produced for the event
- Social media recognition on HFNC's Facebook and Twitter pages
- Logo prominently displayed throughout the event
- Logo prominently displayed on the HFNC's website

THANK YOU FOR YOUR SUPPORT!

Family Education Day Cont'd

ADVOCATE Sponsor - \$5,000

- A complimentary premier exhibitor booth at the (FED) Valued at \$3000
- Logo prominently placed in the FED printed materials (brochures distributed to all participants)
- Name prominently mentioned in all press releases produced for the event
- Logo prominently displayed throughout the event
- Logo prominently displayed on the HFNC's website

PARTNER Sponsor - \$2,500

- Logo prominently placed in the FED printed materials (brochures distributed to all participants)
- Logo prominently displayed throughout the event
- Logo prominently displayed on the HFNC's website

SUPPORTER Sponsor - \$1,500

- Logo prominently placed in the FED printed materials (brochures distributed to all participants)
- Logo prominently displayed on the HFNC's website.

BOOTH Sponsor- \$3,000

- All-day booth (open through World Hemophilia Day program-see below)
- Logo prominently displayed on the HFNC's website
- Logo prominently placed in the FED printed materials. (brochures distributed to all participants)

BREAKFAST Sponsor - \$4,000

- Opportunity for your company to make a branded presentation to the FED participants during breakfast
- Logo prominently placed in the FED printed materials (brochures distributed to all participants)
- Logo prominently displayed throughout the event
- Logo displayed on HFNC's website

LUNCH Sponsor - \$5,000

- Logo prominently placed in the FED printed materials (brochures distributed to all participants)
- Logo displayed during the lunch at FED
- Logo displayed on HFNC's website
- Company acknowledged during opening remark.

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Family Education Day Cont'd

CHILD/TEEN PROGRAM Sponsor - \$5,000

- Logo prominently placed in the FED printed materials
- Brochures distributed to all participants
- Logo prominently displayed throughout the event
- Logo displayed on HFNC's website

WORLD HEMOPHILIA DAY April 19, 2020

What better way to end our Family Day of Education than with a World Hemophilia Day celebration of our past and our future, of our differences and similarities. Our program this year will be designed to provide a post-group activity that highlights the history of bleeding disorders and raises awareness in recognition of World Hemophilia Day. The evening will include a journey back through the past of the bleeding disorders community and a glimpse of our future. It will include activities that encourage participants to form bonds despite cultural and ethnic differences, as bleeding disorders unite us in our differences.

Premier Sponsor- \$10,000

- Provide opening remarks
- Lead 2 breakout sessions on an advocacy or diversity/inclusion topic
- Logo prominently placed in the WHD printed materials
- Name prominently mentioned in all press releases produced for the event
- Logo prominently displayed throughout the event
- Logo prominently displayed on the HFNC's website
- Thank you post on Facebook

Major Sponsor- \$5,000

- Lead 1 breakout sessions on an advocacy or diversity/inclusion topic
- Logo prominently placed in the WHD printed materials
- Name prominently mentioned in all press releases produced for the event
- Logo prominently displayed throughout the event
- Logo prominently displayed on the HFNC's website
- Thank you post on Facebook

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World Hemophilia Day Cont'd

Contributing Sponsor- \$2,500

- Logo prominently placed in the WHD printed materials
- Name prominently mentioned in all press releases produced for the event
- Logo prominently displayed throughout the event
- Logo prominently displayed on the HFNC's website
- Thank you post on Facebook

DINNER Sponsor - \$7,500

- Logo prominently placed in the FED printed materials. Brochures distributed to all participants
- Logo displayed during the dinner
- Logo displayed on HFNC's website

Food Station Sponsor- \$1,000

- Sponsor one of our "around the world" dinner or dessert stations.
- Prominent signage at your station

CAMP HEMOTION

June 13-20, 2020

Our award-winning Camp Hemotion was created for the benefit and growth of children with a bleeding disorder and his/her siblings. Children should have the opportunity to grow physically, socially, and mentally at camp and this requires a safe environment -both physically and emotionally- as well as a variety of experiences that are fun while teaching skills and activities that are child-centered. Campers learn by doing, and we encourage the spirit of exploration and adventure. Individual



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decision-making helps children take responsibility for themselves and his/her medical condition, while learning that their decisions can affect others.

Camp Hemotion Cont'd

The cost per camper is \$1,638 and includes transportation, lodging for the week, 3 nutritious meals a day, and all programming.

Sponsor Underwriting Scholarship for One (1) Camper | \$1650

- Acknowledgement in Infusion Newsletter

Golf Cart Sponsor | \$2,500

Golf carts are used to traverse the expansive and hilly terrain - a necessity for those with joint issues

- Custom Branded Signage on six (6) Golf Carts Used Sunday - Saturday for Camp Staff
- Post Camp Facebook Thank You Acknowledgement

Boxed Lunch Sponsor

- Sacramento or Oakland Bus | \$750
- Palo Alto or Fresno Bus | \$500
- Company Logo on sticker on box lunch to camp

T-Shirt Sponsor | \$1,000

- Corporate Logo on Camp T-Shirt

Visitors Day | \$500

Industry attendee space is limited to one representative per company. More spots available depending on demand.

Branded Items | \$500-\$1,000

- Camp Hemotion will accept branded items provided on the bus or for use at camp. All items will be distributed on the first day of camp so as to provide maximum exposure for your brand.

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BLEADERS

July 17-19 2020



BLeaders is a 3-day leadership and empowerment retreat for teens ages 14-18 in the bleeding disorders community in Northern California. At BLeaders, we create a safe environment for teens with bleeding disorders to discuss the ways in which bleeding disorders affect their lives as teens. Participants engage in fun and educational activities to facilitate personal growth and team bonding. In past years, programs have included challenge courses, camping trips, goal setting workshops and college campus

tours. The driving force behind BLeaders is the understanding that our youth are our community's future leaders. By taking the time now to educate our teens and inform them on issues that are happening within their community, we strive to help them develop into responsible, compassionate leaders who will be integral to the success of the future of our community.

\$5,000 | Presenting Sponsor

- Lead a one-hour session for the teens
- Company logo on sleeve of t-shirts
- Recognition in Infusion Newsletter
- Post event Facebook Thank You Acknowledgement
- Opportunity for approved branding item give away

\$2,500 | Premier Sponsor

- Company logo on sleeve of t-shirts
- Recognition in Infusion Newsletter
- Post event Facebook Thank You Acknowledgement
- Opportunity for approved branding item give away

\$1,000 | T Shirt Sponsor

- Company logo on sleeve of t-shirts

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THE FEMALE FACTOR October 16-18, 2020



Our premier event for all women in the bleeding disorders community. Patients, caregivers and family members come together to help each other improve the quality of life for the family and the individual with a bleeding disorder. In addition, we provide guidance and advocacy for women seeking diagnosis and treatment. This gathering is a weekend of personal empowerment and bonding. Women leave this retreat feeling inspired, empowered and connected.

Premier - \$50,000

- Opportunity for up to five presentations
- Exhibit booth with three attendees
- Three non-speaker attendees
- Most prominent corporate recognition on all media
- Sponsorship acknowledgement during opening remarks
- Acknowledgement in HFNC Newsletter

Major - \$25,000

- Opportunity for up to four presentations

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The Female Factor Cont'd

- Exhibit booth with two attendees
- One non-speaker attendee
- Corporate recognition on all media
- Sponsorship acknowledgement during opening remarks
- Acknowledgement in HFNC Newsletter

Supporting – \$10,000

- Opportunity for two presentations
- Exhibit booth with one attendee
- Corporate recognition on all media
- Sponsorship acknowledgement during opening remarks
- Acknowledgement in HFNC Newsletter

Advocate-\$5,000

- Opportunity for one presentation
- Exhibit booth with one attendee
- Corporate recognition on all media
- Sponsorship acknowledgement during opening remarks
- Acknowledgement in HFNC Newsletter

Dinner Sponsor-\$7,500

- Signage at Dinner
- Company Logo on Facebook Post
- Acknowledgement in HFNC Newsletter

Breakfast Sponsor-\$5,000

- Signage at Breakfast
- Company Logo on Facebook Post
- Acknowledgement in HFNC Newsletter

Opening Night Mixer - \$2,500

- Signage at Reception
- Company Logo on Facebook Post
- Acknowledgement in HFNC Newsletter
- Thank you at the Mixer

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The Female Factor Cont'd

Exhibit- \$2,500

- Exhibit booth with one attendee
- Opportunity to be at round table discussion
- Acknowledgement in social media

Break Sponsor- \$1,500

- Signage at Table
- Company Logo on Facebook Post

Yoga Sponsor- \$750

- Signage at Program
- Company Logo on Facebook Post

Welcome Bag Sponsor- \$500+ or more worth of SWAG

- Must be relevant to women/conference (examples: notebooks, lotion, feminine hygiene products, candles, chocolates, soaps, etc.)
- May be branded
- Company Logo on Facebook Post

FOOD FOR THOUGHT Year-Round

You plan and sponsor the lunch or dinner. We will send your flyer to our mailing list, collect RSVP's and promote attendance. Dates will be set by November 1, 2019 and will then be offered on a first come first served basis. Subject to availability, inquire for pricing.

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AWARENESS AND FUNDRAISING

VINES & HOPS

June 27 2020

An annual fundraiser where Northern California wineries and breweries offer a selection for tasting. There are delicious hors d'oeuvres, a cheese tasting to compliment the wines, live music, silent auction and a raffle. This annual event raises funds to support our educational and support programs for our members. Proceeds raised at this event have helped our chapter to fund many new and innovative programs.

Cellar and Tavern Sponsor | \$7,500

- Prominent Signage at Registration/Outside Patio Area
- Post Event Facebook Thank You Acknowledgement
- Corporate Logo on Save the Date Card
- 14 Event Tickets

Cask Sponsor | \$5,000

- Prominent Signage at Cheese Tasting Station
- Post Event Facebook Thank You Acknowledgement
- 10 Event Tickets



Cork Sponsor | \$2,500

- Signage Next to Prominent Hors D'Oeuvres
- Post Event Facebook Thank You Acknowledgement
- 8 Event Tickets

Entertainment Sponsor | \$1,000

- Signage Next to Entertainment
- 4 Event Tickets

Individual Tickets | \$100

Underwriting Opportunities Please Inquire

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- Wine Tasting Glasses – Beer Tasting Glasses

UNITE FOR BLEEDING DISORDERS WALK May 17 2020, Oakland, CA

Our Annual Walk which takes place in the East Bay raises over \$100,000 a year for HFNC and helps us raise awareness about bleeding disorders in our local communities. Hundreds of people from all over the Bay Area and beyond UNITE at this family-friendly event. 100% of all individual donations raised go directly to HFNC's services and programs.



Local Presenting Sponsor | \$10,000

- Provide brief opening remarks at walk
- Host a Pre-Walk Thank You Recognition Event
- Logo prominently placed in Walk printed materials
- Prominent mention all press releases produced for the event
- Prominent recognition in weekly communications to the supporters of the Walk
- Prominent recognition at the pre-Walk kickoff event
- Logo prominently displayed at the start-end point at Walk

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- Large information booth at Walk

Unite Walk Cont'd

- Logo prominently displayed on the Walk website
- Recognition in annual Walk newsletter
- Recognition at annual Walk Training
- Post event thank you on Facebook

Platinum Sponsor | \$7,500

- Opportunity to host a Post-Thank You Recognition Event
- Logo prominently placed in Walk printed materials
- Name mentioned in all press releases produced for the event
- Recognition at the pre-Walk kickoff event
- Logo displayed at the start-end point at Walk
- Large information booth at Walk
- Logo prominently displayed on the Walk website
- Post event thank you on Facebook

Gold Sponsor | \$5,000

- Logo prominently placed in Walk printed materials
- Name mentioned in all press releases produced for the event
- Recognition at the pre-Walk kickoff event
- Logo displayed at the start-end point at Walk
- Regular information booth at Walk
- Logo displayed on the Walk website
- Post event thank you on Facebook

Silver Sponsor | \$2,500

- Logo placed in the Walk printed materials
- Recognition at the pre-Walk kickoff event
- Logo displayed at the start-end point at Walk
- Logo displayed on Walk website
- Post event thank you on Facebook

Bronze Sponsor | \$1,000

- Logo placed in the Walk printed materials
- Recognition at the pre-Walk kickoff event

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- Logo displayed on Walk website

Unite Walk Cont'd

Supporter Sponsor | \$500

- Name listed on the Walk posters
- Logo displayed on Walk website

In-kind Sponsor | \$500+

- Name listed on the Walk posters
- Logo displayed on Walk website

Information Booth | \$2,500

- Regular information booth at Walk

Refueling Station Sponsor | \$1,500

- Logo placed in the Walk printed materials
- Logo displayed on Walk website
- Logo displayed on Walk participant wristbands
- Post event thank you on Facebook

Route Sign Sponsor | \$250

- Logo placed on a Route sign along Walk route.
- Logo displayed on Walk website

Lunch Sponsor | \$2,500

- + cost of food
- Logo placed in the Walk printed materials
- Recognition at the pre-Walk kickoff event
- Logo displayed at the start-end point at Walk
- Logo stickers on all lunches
- Logo displayed on Walk website
- Post event thank you on Facebook

Breakfast Sponsor | \$1,500

- + cost of food
- Logo placed in the Walk printed materials
- Recognition at the pre-Walk kickoff event

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- Logo displayed at the start-end point at Walk

Unite Walk Cont'd

- Logo displayed at breakfast table
- Logo displayed on Walk website
- Post event thank you on Facebook

Wristband Sponsor | \$1,000

- + cost of bands
- Logo placed in the Walk printed materials
- Logo displayed on Walk website
- Logo displayed on Walk participant wristbands
- Post event thank you on Facebook

Live Band Sponsor | \$1,000

- + cost of band
- Logo placed in the Walk printed materials
- Logo displayed on stage
- Logo displayed on Walk website
- Post event thank you on Facebook

Photo Booth Sponsor | \$1,000

- + cost of booth
- Logo placed in the Walk printed materials
- Logo displayed on photo booth photos
- Logo displayed on Walk website
- Post event thank you on Facebook

Kids Activity Sponsor | \$1,000

- + cost of activity
- Logo placed in the Walk printed materials
- Logo displayed on Walk website
- Logo displayed on at activity table
- Post event thank you on Facebook

Custom Opportunities Available upon request.

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2020 Sponsorship Opportunities

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CHARITY GOLF TOURNAMENT

August 31 2020, Pleasanton, CA

HFNC's Annual Charity Golf Tournament takes place at The Club at Ruby Hill, a private, exclusive golf course. The course is filled with exciting opportunities, such as a winning a car on a Hole in One and a "beat the pro" challenge. The day closes with 120 golfers and approximately 30 additional guests dining at the Clubhouse and includes announcement of the tournament winners, a live auction and our annual Camp Hemotion Appeal. This annual event raises funds to support our educational and support programs for our members.



Tournament Title Sponsor | \$10,000

- Two (2) Foursomes
- Additional Eight (8) Guests for Reception and Dinner
- Prominent Signage at Registration/Dinner

- Corporate Logo on Podium at Dinner
- Signage as a Hole Sponsor
- Post Event Facebook Thank You Acknowledgement
- Corporate Logo on Save the Date Card
- Corporate Logo Featured in Program

Eagle Sponsor | \$7,500

- One (1) Foursome
- Additional Four (4) Guests for Reception and Dinner

- Signage as a Hole Sponsor
- Post Event Facebook Thank You Acknowledgement
- Corporate Logo Featured in Program

Birdie Sponsor | \$5,000

- One (1) Foursome
- Additional Four (4) Guests for Reception and Dinner

- Signage as a Hole Sponsor
- Post Event Facebook Thank You Acknowledgement
- Corporate Logo Featured in Program

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Charity Golf Tournament Cont'd

Par Sponsor | \$2,400

- One (1) Foursome
- Signage as a Hole Sponsor

Foursome | \$2,000

- One (1) Foursome

Lunch Sponsor | \$1,500

- Corporate Logo Featured in Program
- Signage at Lunch

Beverage Sponsor | \$750

- Signage at Beverage Station on Course

Green Sponsor | \$500

- Signage at Designated Hole

Dinner Ticket | \$100

Underwriting Opportunities Please Inquire

- Golf Balls
- Volunteer Golf Carts
- Continental Breakfast

Program Book Sponsorship Opportunities

- Back Cover | \$1,000
- Front Inside Cover | \$500
- Back Inside Cover | \$400
- Full Page Ad | \$300
- Half-Page Ad | \$200
- Quarter Page Ad | \$100

*Contains information on the live auction and golf competition. Distribution to 120+ golfers. Deadline to purchase advertising space is July 26, 2019 and all ads must be submitted and approved by August 1, 2019.

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COMMUNITY BUILDING EVENTS

WINTER CELEBRATIONS

December 2020, Oakland, San Jose & Fresno



HFNC realizes how important it is to our community to bring our membership together, to maintain the bonds formed over the course of the year. December is a busy time, but our winter celebrations offer our families a chance to come together, share their diverse traditions, catch up and to take time to continue to build the bonds they have formed (and to make new connections.)

HFNC hosts three celebrations in December in order to include all of the members in our bleeding disorder community: Oakland, San Jose and Fresno. The celebrations in San Jose and Fresno are culturally sensitive events that we call a “Posada”, which is a festival celebrated in Mexico and some parts of the United States. This is an opportunity for families to learn a bit more about their heritage

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and their traditions. It is also an opportunity to share those traditions with others. Each of these celebrations includes a festive meal, a visit from Santa, gifts for each child, and holiday cheer!

Platinum Sponsor | \$4000 for one event, \$10,000 for all three

- Company logo on invitation
- Premium Branded Holiday Cheer Station
- Entrance for two (2) company representatives
- Post event thank you on Facebook
- Logo placed in the event printed materials
- Limited space available

Gold Sponsor | \$2,500 for one event, \$6000 for all three

- Branded Holiday Cheer Station
- Entrance for two (2) company representatives
- Post event thank you on Facebook
- Logo placed in the event printed materials
- Limited space available

Holiday Cheer Sponsor | \$1,000 for one event, \$2,500 for all three events + cost of food

- Logo placed in the event printed materials
- Logo displayed at the tables
- Post event thank you on Facebook

Santa's Helpers Sponsor | \$500

- HFNC provides families in need with gift certificates for the holidays. 100% of your contribution will go directly to families.
- Post event thank you on Facebook
- Logo placed in the event printed materials

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New Opportunities/ Under Development

EMERGING THERAPIES FORUM

March 7, 2020

The bleeding disorders landscape is changing quickly. Years of research are finally producing tangible results and many companies are either already offering new therapies or are poised to begin doing so within the next few years. It is vital that we educate the bleeding disorders community (patients and their families) about these emerging therapies so that they can ask questions, mentally prepare themselves for upcoming shifts in standard of care, and advocate for themselves.

As the backyard for many of the companies who are diligently working on these new treatments, HFNC is pioneering an Emerging Therapies Forum this year. This full-day summit will feature presentations, panels, breakout sessions, booths and other opportunities for patients and families to learn about emerging therapies and how they will impact their lives.

PLATINUM SPONSOR: \$25,000

- 5 company reps
- A premier exhibitor booth
- Provide welcoming remarks
- 45 minute KeyNote presentation (unbranded)
- 2 breakout sessions (one may be branded)
- Logo prominently placed in printed materials and brochures distributed to all participants
- Name prominently mentioned in all press releases produced for the event
- Social media recognition on HFNC's Facebook page
- Logo prominently displayed at the event
- Logo prominently displayed on the HFNC's website
- Acknowledgement of company sponsorship during opening remarks.

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Emerging Therapies Forum Cont'd

GOLD SPONSOR: \$15,000

- 4 company reps
- A premier exhibitor booth
- 2 breakout sessions (one may be branded)
- Logo prominently placed in the FED printed materials. Brochures distributed to all participants.
- Name prominently mentioned in all press releases produced for the event.
- Social media recognition on HFNC's Facebook and Twitter pages
- Logo displayed at the event
- Logo displayed on the HFNC's website
- Acknowledgement of company sponsorship during opening remarks.

SILVER SPONSOR: \$7,500

- 2 company reps
- A premier exhibitor booth
- 1 breakout session (unbranded)
- Logo placed in printed materials. Brochures distributed to all participants
- Name mentioned in all press releases produced for the event
- Logo displayed at the event
- Logo displayed on the HFNC's website
- Acknowledgement of company sponsorship during opening remarks.

BOOTH SPONSOR: \$2,500

- Exhibitor Booth, 2 representatives

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SOUTH BAY COLOR RELAYS

October 4, 2020, San Jose CA

HFNC serves a large territory, and last year the South Bay formed its own auxiliary under the umbrella of our chapter. This year, we will be hosting our first Color Relays in the South Bay in order to raise awareness and funds about bleeding disorders.

Local Presenting Sponsor | \$7,500

- Provide brief opening remarks at Relays
- Host a Pre-Relays Thank You Recognition Event
- Logo prominently placed in Relays printed materials
- Prominent mention all press releases produced for the event
- Prominent recognition in weekly communications to the supporters of the Relays
- Prominent recognition at the pre-Relay kickoff event
- Logo prominently displayed at the Relay
- Large information booth at Relay
- Logo prominently displayed on the Relay website
- Post event thank you on Facebook

Platinum Sponsor | \$5,000

- Opportunity to host a Post-Relays Thank You Recognition Event
- Logo prominently placed in Relays printed materials
- Name mentioned in all press releases produced for the event
- Recognition at the pre-Relays kickoff event
- Logo displayed at the Relays
- Large information booth at Relays
- Logo prominently displayed on the Relays website
- Post event thank you on Facebook

Gold Sponsor | \$3,000

- Logo prominently placed in Relays printed materials
- Name mentioned in all press releases produced for the event
- Logo displayed at the Relays
- Regular information booth at Relays
- Logo displayed on the Relays website
- Post event thank you on Facebook

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South Bay Color Relays Cont'd

Silver Sponsor | \$2,000

- Logo placed in the Relays printed materials
- Recognition at the pre-Relays kickoff event
- Logo displayed at the Relays
- Logo displayed on Relays website
- Post event thank you on Facebook

Bronze Sponsor | \$1,000

- Logo placed in the Relays printed materials
- Recognition at the pre-Relays kickoff event
- Logo displayed on Relays website

Supporter Sponsor | \$500

- Name listed on the Relays posters
- Logo displayed on Relays website

In-kind Sponsor | \$500+

- Name listed on the Relays posters
- Logo displayed on Relays website

Information Booth | \$2,500

- Regular information booth at Relays

Lunch Sponsor | \$2,500

- + cost of food
- Logo placed in the Relays printed materials
- Recognition at the pre-Relays kickoff event
- Logo displayed at the Relays
- Logo stickers on all lunches
- Logo displayed on Relays website
- Post event thank you on Facebook

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South Bay Color Relays Cont'd

Breakfast Sponsor | \$1,500

- + cost of food
- Logo placed in the Relays printed materials
- Recognition at the pre-Relays kickoff event
- Logo displayed at the Relays
- Logo displayed at breakfast table
- Logo displayed on Relays website
- Post event thank you on Facebook

Wristband Sponsor | \$1,000

- + cost of bands
- Logo placed in the Relays printed materials
- Logo displayed on Relays website
- Logo displayed on Relays participant wristbands
- Post event thank you on Facebook

Live Band Sponsor | \$1,000 + cost of band

- Logo placed in the Relays printed materials
- Logo displayed on stage
- Logo displayed on Relays website
- Post event thank you on Facebook

Photo Booth Sponsor | \$1,000 + cost of booth

- Logo placed in the Relays printed materials
- Logo displayed on photo booth photos
- Logo displayed on Relays website
- Post event thank you on Facebook

Kids Activity Sponsor | \$1,000 + cost of activity

- Logo placed in the Relays printed materials
- Logo displayed on Relays website
- Logo displayed on at activity table
- Post event thank you on Facebook

Custom Opportunities Available upon request.

THANK YOU FOR YOUR SUPPORT!

MARKETING & ADVERTISING OPPORTUNITIES

INFUSION NEWSLETTER Quarterly Print

Full page Ads (7.5" wide x 10" long)

- \$1,500 per issue / \$5,000 for four issues if committed by January 1. Max. 3 pages per issue.
- Front or Back inside cover: \$1,750 per issue / \$5,500 for four issues if committed by January 1.
- Back cover: \$2,000 per issue / \$6,000 for four issues if committed by January 1.

Half Page Ad (7.5" wide x 5" long)

- \$1,000 per issue / \$3,500 for four issues if committed by January 1

Quarter Page Ad (3.675" wide x 5" long)

- \$750 per issue / \$2,500 for four issues if committed by January 1

Business Card Ad

- \$500 per issue / \$1,500 for four issues if committed by January 1

Newsletter Insert \$1,500

Ad Submission Deadlines: February 15th, May 15th, August 15th, November 15th

WEBSITE

Logo on sponsor slides at the bottom every page

- With hotlink: \$2,500 per quarter
- Without hotlink: \$1,000 per quarter

Spotlight Logo prominently located on landing homepage ribbon

- With hotlink: \$3,500 per quarter

THANK YOU FOR YOUR SUPPORT!

Marketing & Advertising Cont'd

E-MAIL & SOCIAL MEDIA

E-Fusions: our monthly e-newsletter sent to over 1480 emails.

- \$500 per month

Email blasts your content sent to over 1,480 emails

- \$1,000 per blast - 14 date notice required, or 50% rush charge will apply.
- \$500 follow up - one-time limit

Facebook Post to page with over 1,800 followers

- \$500 each. purchase 10 posts and receive one additional FREE

OTHER ADVERTISING OPPORTUNITIES

Direct Mailing

- You provide the material and envelopes at least 14 days prior to mailing date. Sample should be provided to HFNC at least 30 days prior to mailing date for review. (Must be approved by HFNC). Limited to four mailings per year.
- \$3,000 plus postage
- Email \$1,000 each, and follow up email \$500 - one-time limit

THANK YOU FOR YOUR SUPPORT!