



Association for the Advancement of Wound Care®

2020 AAWC CORPORATE SPONSORSHIP OPPORTUNITIES

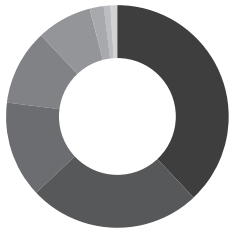
BE OUR PARTNER! WHY?

- Year-Round Exclusive Access
- Prominent Positioning
- Distinguish Your Company



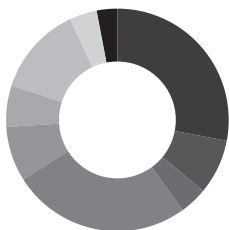
AAWC Member Demographics

Clinician Type



- Medical Director/Director of Operations (38%)
- Registered Nurse (25%)
- Nurse Practitioner (14%)
- Doctor of Podiatric Medicine (11%)
- Physical Therapist (8%)
- PhD (2%)
- Physician's Assistant (1%)
- Licensed Practical Nurse (1%)

Practice Setting



- Clinic or Wound Care Center (28%)
- Hospital (26%)
- Private Office (13%)
- Long Term Care Facility (8%)
- Corporate/Industry (7%)
- Other (6%)
- Home Health (4%)
- University/College (4%)
- VA Health System Facility (3%)

About the AAWC

The Association for the Advancement of Wound Care (AAWC) is the largest, non-profit, multidisciplinary wound care organization in the U.S. focused on education, research, public policy, and the application of evidence-based wound care practice. With the mission to advance the care of people with and at risk for wounds, our members speak with one voice, promoting and preserving the specialty of wound care while championing the care of the whole patient.

AAWC has a corporate engagement program that provides your company year-round visibility with members and stakeholders. Corporate partnerships are one-year agreements that run from January through December, established to meet mutually beneficial and strategic business goals. Offering several levels to match your budget and align with your goals for meaningful access to the thought leaders in wound care management, a corporate partnership with AAWC:

- Provides an opportunity for your company to access a qualified market for your products and services.
- Allows your company the ability to interact with AAWC leadership.
- Empowers your employees to become active participants and advocates for the AAWC mission.



CORPORATE SPONSOR BENEFITS

Corporate Partnership is available at multiple levels with increasing benefits at each one. Options range from Platinum at \$30,000 to Copper* at \$5,000.

	PLATINUM \$30K +	GOLD \$25,000	SILVER \$15,000	BRONZE \$7,500	COPPER * \$5,000
Meeting with the AAWC Board of Directors One hour session with AAWC Board of Directors to discuss your company's interests and AAWC's goals & objectives for the coming year.	X				
Acknowledgement of Corporate Sponsors on AAWC Home Page Logo visibility on the AAWC homepage with link to your corporate website. www.aawconline.org	X				
Invitation to attend President's Member Event at upcoming AAWC Meeting Opportunity to mingle with AAWC leadership and other members.	X				
Webinar Thought-Leader AAWC sponsors are recognized as partners and thought-leaders within the industry. Through presenting a webinar, you will have the opportunity to provide content and speakers for the program. AAWC will help market and host the program on our platform for AAWC members. Through this marketing channel, your brand will be visible pre- and post-program and you will receive the post-attendee registration list for follow-up.	X	X			
Send 1 Eblast a year to the AAWC distribution list Over 5500 emails, content to be approved by AAWC staff with a disclaimer included.	X	X			
Clinical Surveys to AAWC Members Solicit feedback on concepts/products, new clinical approaches, market campaign messages, educational needs assessments, etc. Silver level eligible for 1 survey per year; Gold and Platinum levels eligible for 2 surveys per year.	X	X	X		
Company Advertisement in the AAWC E-Newsletter (weekly publication) Includes maximum of four (4) ad placements per year with company logo.	X	X	X		
Company Profile/Product Descriptions on AAWC Corporate Sponsor Page 50 word description about your company.	X	X	X		
Access to the AAWC Wound Clinic Directory	X	X	X		
Participation in Bi-Annual Corporate Advisory Panel (CAP) One in-person and one teleconference to discuss concerns and opportunities for the industry with AAWC Leadership.	X	X	X	X	
Link to Sponsor's Site from Company Logo on AAWC's Corporate Sponsor Webpage www.aawconline.org/corporate-sponsors .	X	X	X	X	
Midyear Update A written communication to all sponsors with a debrief of the Spring Corporate Advisory Panel (CAP) meeting and AAWC plans for the remainder of the year.	X	X	X	X	X
AAWC Corporate Membership Membership includes two individuals with access to all clinician member benefits. (Copper receives one membership)	X	X	X	X	X
Acknowledgement of Support in Wound Central Digital Subscription A journal partner of the AAWC, www.woundcentral.com , your corporate logo will be included in one issue of the quarterly journal.	X	X	X	X	X
Acknowledgements at AAWC Official Meetings Logo on signage at the meetings and "AAWC Corporate Sponsor" badge ribbons provided to your staff.	X	X	X	X	X
Logo on AAWC's Corporate Sponsor Webpage www.aawconline.org/corporate-sponsors .	X	X	X	X	X
National Press Release Sponsors' names listed in alphabetical order.	X	X	X	X	X

*Copper level reserved for new companies defined as having been in business up to 5 years, without a dedicated sales force, or a U.S. sales force of less than 20.

STRATEGIC SPONSORSHIP OPPORTUNITIES

AAWC Journal Club: Partial \$7,500 (non-exclusive); Full \$15,000 (exclusive)

(Limited to Gold & Platinum Sponsors)

Using contemporary peer-reviewed literature, the AAWC Journal Club imparts key learnings on the selected subject matter most relevant to members working in the wound care space. Speakers include expert AAWC members and leaders. Journal Club meets on the second Wednesday of each month from 1:00 – 2:00 PM Eastern. Throughout the session, participants can share comments on the research and ask questions of the presenter.

As a sponsor, your company will be recognized in the advertising of the journal club series including email and social media promotions, AAWC homepage journal club banner ads, journal club newsletter banner ads and at the start and conclusion of each monthly journal club webinar.

Learn more about the AAWC Journal Club: <https://bit.ly/2P4VrE5>

Advisory Panel: \$15,000 (if co-located at AAWC event) or \$18,000 (at off-site venue)

AAWC will work with you to select group of subject matter experts to provide insights and counsel on your company's product, an understanding of the business, market and industry trends, unbiased insights, and ideas from a third point-of-view – all managed and coordinated by the AAWC. All direct speaker honorarium and travel, audio/visuals, and food & beverage are pass-through costs to the sponsoring company.

AAWC Product Fair: \$5,000

A featured 30-minute session to showcase your product(s) through presentations, demonstrations, or group discussions hosted at an AAWC official meeting or another mutually agreed upon location. AAWC will provide the room, audio/visuals, and light snacks.

Upcoming Opportunities:

- Pressure Ulcer Summit, March 26-28, 2020, Atlanta, GA
- Wound Week, April 16-19, Milwaukee, WI

Market Research Interviews: Virtual or In-Person: \$7,500

At an AAWC event or virtually via Zoom video conferencing, you can conduct a 30-minute, one-on-one market research interview with your target audience. Using the interviewee selection criteria provided, the AAWC will vet candidates and provide a list to make final selections. The AAWC will handle the logistics and provide audio/video recordings of each interview.

**For an additional fee, the AAWC will provide a scribe during the interview. The number of interviews required determines the final cost of this add-on opportunity.*

WEBINAR SPONSORSHIPS

Webinar Thought-Leader

AAWC sponsors are recognized as partners and thought leaders within the industry. Through presenting a webinar, you will have the opportunity to provide content and speakers for the program, as well as build your brand, drive traffic to your company website, product page or other relevant information. AAWC will help market and host the program on our platform for AAWC members. Through this marketing channel, your brand will be visible pre and post-program and you will receive the post-attendee registration list for follow-up. *\$5,000 per webinar*

AAWC Hosted Webinar Sponsorship

AAWC webinars offer the perfect opportunity to support quality and scientifically rigorous online educational programs for AAWC members, as well as the promotion of your company. As a sponsor you will have 3-5 minutes at the beginning of the webinar to provide a brief introduction about your company, access to the webinar attendee registration list post-event, and inclusion of your logo in the webinar marketing. *\$3,500 per webinar*

GET IN TOUCH WITH US

We welcome your ideas and proposals regarding joint initiatives that you feel will result in a mutual benefit to both entities.

Each partner agreement can be customized to suit your specific partnership goals. Depending on your level of investment, your sponsorship package will include:

- An increased presence at AAWC official meetings
- Increased exposure through webinar sponsorship(s)
- Opportunities to participate in a product fair, advisory panels, and in the AAWC Journal Club

Your partnership fee will be based on the level of involvement your company chooses to have with AAWC and our members. As an AAWC sponsor, you gain exclusive access to a wide audience of medical professionals and are recognized as a partner of AAWC, the premier voice of wound care.

If you are interested in learning more about the AAWC Corporate Partner program, please contact **Sheila Mires, Senior Director of Fundraising & Sponsorship** at smires@aawconline.org, (312) 728-3419 or complete the interest form below and submit to Sheila. We will be in touch with you to schedule a consultative call to discuss your interests and priorities in working with AAWC.



CONTACT INFORMATION

Name: _____

Title: _____

Organization: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

