

World PI Week - Sponsorship Levels

SPONSOR PI WEEK

Could you be a sponsor?

Over 10 million people suffer from PID around the globe, and yet the condition is still widely unknown. This community deserves better - more awareness, quicker diagnosis, better treatments. Each year, on the 22nd - 29th of April, World PI Week gives us a chance to celebrate this community. The week is a central platform to drive both global and national advocacy. 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 helps us to produce brochures, viral videos, posters and other campaign material, helping us in our mission and supporting the efforts of all of our PI campaigners worldwide.

If you're interested in becoming a sponsor, we'd love to hear from you. You can get in touch with Project Director Julie Cooper on +44 (0) 754 5209 874 or email her at info@worldpiweek.org. Additionally, please see the PDF below, which provides an overview of the 2012 campaign. At the end of the document you will also find sponsorship levels and details.

 [World PI Week sponsorship case](#)



Find resources 

Everything you need to spread the word.
[More...](#)



Be inspired! 

Want to put on an event, but don't know where to start? This section will show you the way [More...](#)

- 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 PI Week 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 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