

**BALANCE
AWARENESS
WEEK**

SEPT 16-20, 2018

VEDA



SPONSORSHIP PACKET



BALANCE AWARENESS WEEK

Balance Awareness Week (“BAW”) engages patients and healthcare providers in raising awareness about vestibular disorders worldwide. You can align your brand with this high-profile event.

Thanks to sponsors like you, VeDA has raised awareness about the life-altering impact vestibular disorders have on patients and their families worldwide. Together we have engaged the medical community in our campaign to reduce the time it takes patients to find the right specialist so they can get an accurate diagnosis and effective treatment. We could not do this without your support.

VeDA serves millions of people around the world who face chronic dizziness and imbalance due to vestibular disorders. These individuals often feel alienated because their friends and family don’t understand what they are going through. During Balance Awareness Week, patients share their story with friends and family, petition government agencies for recognition of BAW, and engage with local medical professionals. This is their opportunity to stand up as advocates for the vestibular community to and make “vestibular” a household word.

We want you to join our 20th year of raising awareness about vestibular disorders and growing our community of vestibular advocates. We are committed to building a strong partnership with you. Becoming a BAW sponsor will raise your brand awareness and demonstrate your commitment to supporting vestibular patients in their journey back to balance. As a sponsor you will receive recognition during and leading up to Balance Awareness Week. You can see a complete list of the many benefits you will receive as a BAW sponsor in this packet. We are happy to tailor your plan to meet your organization’s communication goals.

Thank you for your time and consideration in reviewing this packet. I truly appreciate your work on behalf of the vestibular community and look forward to talking with you soon.

Sincerely,



Michelle Eyres, Development Coordinator
5018 NE 15th Ave Portland, OR 97211
503.294.9085; FAX: 503.229.8064
EMAIL: michelle.eyres@vestibular.org



P.S. New this year, VeDA is introducing a Corporate Sponsorship add-on to your BAW Sponsorship options. I will be in touch soon to tell you more about this exciting opportunity.



BECOME A SPONSOR



"Micromedical has worked together with VEDA for over 19 years to preserve and improve balance, and we are proud to be a BAW sponsor."

-Diane Miles
Micromedical

OPPORTUNITY:

Align your brand and mission more closely with an organization that is highly regarded in the vestibular community for its medically validated information and leadership in advocacy.

TARGET AUDIENCE:

Balance Awareness Week connects you with people who suffer from dizziness and imbalance, their friends and families, and professionals and leaders in the vestibular community including VeDA's Medical and Scientific Advisors:

P. Ashley Wackym, MD—Chair
Rick Clendaniel, PT, PhD
Joel A. Goebel, MD, FACS
Timothy C. Hain, MD
Janet Helminski, PT, PhD
Gary Jacobson, PhD
Jeffrey Kramer, MD
David Newman-Toker, MD, PhD
James Phillips, PhD

Steven Rauch, MD
Jay Rubinstein, MD, PhD
Michael Schubert, PT, PhD
Alain Semont, PhD, PT
Neil T. Shepard, PhD
Hinrich Staecker, MD, PhD
Jack J. Wazen, MD, FACS
Judith White, MD, PhD

- Professionals in the fields of: Otology, Neurotology, Neurology, Physical Therapy, Audiology and more.
- Patients with the co-occurring conditions: hearing loss, tinnitus, memory issues, and more.

COMMUNICATIONS:

The focus of Balance Awareness Week's marketing strategy will be on engaging our community around support for VeDA and for each other. We will be regularly sharing updates with our community through social media posts, on vestibular.org, and in our newsletter (On the Level) and e-newsletters (V-News and V-News Pro).

KEY IMPRESSIONS:

Website: Over 450,000 unique views every month.
Facebook: 22,000 likes and growing.
E-Newsletter Subscribers: > 7,000 people.
Membership: Nearly 3,000 members.

SPONSORSHIP LEVELS AND BENEFITS

BENEFIT	PRESENTING \$10,000	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000	BRONZE \$500
Logo placement on poster	Premium Placement	Preferred Placement	Prominent Placement	Logo Placement	Name Only
Logo placement on website	With Link	With Link	Without Link	Name Only	Name Only
Featured Article	Newsletter & Website	Website			
Logo placement in <i>On the Level</i>	x4	x3	x2	x1	Name Only x1
Recognition in all media collateral	Exclusive				
Sponsored Facebook Post	x5	x4	x3	x2	x1
Permission to promote sponsorship on website					
Complementary VeDA Memberships	x10	x5	x3	x2	x1
Brand Recognition through:	PR Video	Photo Contest			
CORPORATE PARTNERSHIP ADD-ON BENEFITS					
Seat on a VeDA Committee		Industry, Communications, Medical or Legislative Advocacy, Support group, Event			
Newsletter announcement of partnership (1/2 page)		Logo & Contact Info			
LinkedIn Posts		6 Posts in 12 Month Period			
Banner in V-News eblast (to patients or healthcare professionals)		2x			
Webpage sponsorship (1-page, negotiable)		12 Months			
CORPORATE PARTNERSHIP ADD-ON COST: \$2,500					



2018 BALANCE AWARENESS WEEK SPONSORSHIP APPLICATION

Company Name _____

Sponsorship Level ☐ Presenting (\$10,000) ☐ Platinum (\$5,000) ☐ Gold (\$2,500)

☐ Silver (\$1,000) ☐ Bronze (\$500) ☐ Corporate Partner Add-on (\$2,500)

Company Address (correspondence)

Company Address (billing)

Street Address _____ Street Address _____

City _____ City _____

ST _____ ZIP _____ ST _____ ZIP _____

Primary Contact information:

Contact for graphics:

Name _____ Name _____

Work number _____ Work number _____

Cell number _____ Cell number _____

E-mail _____ E-mail _____

I would like to donate an in-kind gift.

Gift: _____

Value: \$ _____

Please complete and return this form by July 1, 2018 for inclusion in all applicable media.

Please indicate your preferred method of payment:

Check enclosed ☐

Please invoice ☐

Credit Card _____ Exp _____ CCV _____ Billing ZIP _____

VeDA - 5018 NE 15th Ave - Portland, OR 97211

Contact - Tel: 503.294.9085 - FAX: 503.229.8064 - Email: development@vestibular.org