

VEDA

LIFE REBALANCED

"Gravity"
by vestibular patient
Nicolle Cure
www.nicollecure.com



SPONSORSHIP PACKET

WHO WE ARE

We are patients, professionals, volunteers, advocates.

The Vestibular Disorders Association (VeDA) is the **#1 international organization** people turn to for help with vestibular disorders.

- VeDA is an authoritative source of **information** that is clear, reliable, and scientifically objective.
- VeDA promotes **awareness** of vestibular disorders around the world through Balance Awareness Week and other events.
- VeDA **advocates** for improvements in vestibular healthcare, research, and insurance coverage.
- VeDA **partners** with leading medical experts in the vestibular field.
- VeDA's **experience** and **sustainability** are clear, having been in existence for 36 years.

VeDA invites you to join us in 2020 - our 37th year of raising awareness about vestibular disorders and growing our community of vestibular advocates. Building a strong partnership with you is important to us. Becoming a VeDA sponsor will build brand awareness and put your organization's values to practice in supporting vestibular patients and healthcare providers. As a sponsor, you will receive recognition for twelve (12) months starting at the date you complete your Pledge of Sponsorship.

By working together, we can advance the funding, research, and policymaking needed to positively impact the lives of millions living life without balance.

You can see a complete list of the many benefits you will receive as a VeDA 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.

MEET OUR COMMUNITY



Kelsey Flint



Kevin Roux



Kayla McCain

VeDA Ambassadors raise awareness about vestibular disorders through their social networks and local communities.

BECOME A SPONSOR

TESTIMONIALS



"I educated myself by reading VEDAs website and finding the right type of doctor, treatment and support system."

- Stacy Harpold, vestibular patient



"I routinely give out the VeDA website as a resource for my patients several times a week."

- Bridgett Wallace, DPT

KEY IMPRESSIONS

Website: 2.8 million unique visitors per year

E-Newsletter Subscribers: > 26,000 people

Facebook: 31,000 likes and growing

Membership: Over 1,500 professional healthcare providers

YOUR OPPORTUNITY

- Establish brand awareness
- Increase visibility
- Align yourself with a respected non-profit organization
- Build relationships with VeDA's followers
- Put your philanthropic values into practice
- Show your support for the vestibular community

REACH A TARGETED AUDIENCE

Connect with:

- Vestibular patients of all ages, their families and social networks
- Professionals in the fields of: Otology, Neurotology, Neurology, Physical Therapy, Audiology, Vision and more
- Patients with co-occurring conditions, such as hearing loss, tinnitus, memory issues, and more
- Military veterans and active service-members
- Athletes and sports therapists
- Government legislators
- And more!

SPONSORSHIP LEVELS AND BENEFITS

BENEFIT	PRESENTING \$12,000	PLATINUM \$6,000	GOLD \$3,000	SILVER \$1,500
Brand Recognition through event collateral	Save-the-Date postcards	Fiona Flamingo Photo Contest		
Featured Article	Newsletter & website	Website		
E-blast Banner	2 V-News 2 V-News Pro	1 V-News 1 V-News Pro	V-News or V-News Pro	
Logo placement on event poster	Premium Placement	Preferred Placement	Prominent Placement	Logo Placement
Logo placement on event webpages	With Link	With Link	Without Link	Name Only
Logo placement in On the Level	x4	x3	x2	x1
Sponsored Facebook Post	x5	x4	x3	x2
Website banner (choice of page)	12 months	6 months	3 months	1 month
Complementary VeDA Memberships	x10	x5	x3	x2

BENEFITS INCLUDED WITH ALL SPONSORSHIPS

Press Release & LinkedIn Post with mention/tag

OPTIONAL LOGO PLACEMENT

In donor mailing or professional membership renewal insert
(Call to request price)

SPONSORSHIP LEVELS AND BENEFITS

PRESENTING - \$12,000

- Your Logo
 - Balance Awareness Week (BAW) poster (**Premium Placement**)
 - With link on event webpages for 12 months
 - BAW Save-the-date postcard
 - Steps-2-Balance Save-the-date postcard
- On the Level (VeDA's quarterly newsletter)
 - Recognition in 4 issues (**12,000 annual distribution**)
 - Featured article
- Website vestibular.org (**3 million visitors annually**)
 - Sponsor banner on any interior page for 12 months
 - Featured article
- 5 Facebook mentions/tags (**31,000 Facebook followers**)
- 10 Individual Pro memberships OR Community of Support subscriptions
- 2 banners each in V-News and V-News Pro, with link
- Press release by VeDA announcing your sponsorship

PLATINUM - \$6,000

- Your Logo
 - Balance Awareness Week (BAW) poster (**Preferred Placement**)
 - With link on event webpages for 12 months
- On the Level (VeDA's quarterly newsletter)
 - Recognition in 3 issues (**9,000 annual distribution**)
- Fiona Flamingo Photo Contest sponsor
- Website vestibular.org (**3 million visitors annually**)
 - Sponsor banner on any interior page for 6 months
 - Featured article
- 4 Facebook mentions/tags (**31,000 Facebook followers**)
- 5 Individual Pro memberships OR Community of Support subscriptions
- Banner in V-News and V-News Pro, with link
- Press release by VeDA announcing your sponsorship

"I READ ALL THE VEDA NEWSLETTERS COVER TO COVER. I EVEN KEEP AND RE-READ THEM. THE WORK YOU DO IS SO IMPORTANT. THANK YOU!"

- NANCY B.

SPONSORSHIP LEVELS AND BENEFITS

GOLD - \$3,000

- Your Logo
 - Balance Awareness Week (BAW) poster (**Prominent Placement**)
 - With link on event webpages for 12 months
- On the Level (VeDA's quarterly newsletter)
 - Recognition in 3 issues (**6,000 annual distribution**)
- Website vestibular.org (**3 million visitors annually**)
 - Sponsor banner for 3 months, VeDA choice of page
- 3 Facebook mentions/tags (**31,000 Facebook followers**)
- 3 Individual Pro memberships OR Community of Support subscriptions
- Banner in V-News OR V-News Pro, with link
- Press release by VeDA announcing your sponsorship

SILVER - \$1,500

- Your Logo on Balance Awareness Week (BAW) poster
- Your Name (without link) on event webpages for 12 months
- On the Level (VeDA's quarterly newsletter)
 - Recognition in 1 issue (**3,000 annual distribution**)
- Website vestibular.org (**3 million visitors annually**)
 - Sponsor banner for 1 month, VeDA choice of page
- 2 Facebook mentions/tags (**31,000 Facebook followers**)
- 2 Individual Pro memberships OR Community of Support subscriptions
- Press release by VeDA announcing your sponsorship

GIFT IN-KIND

Sample benefits; actual benefits based on gift level.

- Your Logo
 - Balance Awareness Week (BAW) poster
 - With link on event webpages for 12 months
- On the Level (VeDA's quarterly newsletter)
 - Recognition in 1 issue (**3,000 annual distribution**)
- 1 Facebook mentions/tags (**31,000 Facebook followers**)
- 1 Individual Pro memberships OR Community of Support subscription

"I RECENTLY USED
THE VEDA WEBSITE
TO EDUCATE MY
FAMILY AND MY
INTERNIST. I AM SO
GRATEFUL FOR THIS
RESOURCE!"

- TAMAR S.

2020 SPONSORSHIP PLEDGE FORM

Company Name _____

Sponsorship Level Presenting (\$12,000) Platinum (\$6,000) Gold (\$3,000)
 Silver (\$1,500) Gift In-Kind

Company Address (correspondence)

Company Address (billing)

Street Address _____

Street Address _____

City _____

City _____

ST _____ ZIP _____

ST _____ ZIP _____

Website URL: _____

Facebook URL: _____

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 (acknowledgement based on value of the gift).

Gift: _____

Value: \$ _____

Please indicate your preferred method of payment:

Check enclosed

Please invoice

Credit Card _____ Exp _____ CCV _____ Billing ZIP _____

Increase my donation to cover credit card fees

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