









2024 CORPORATE PARTNERSHIP BENEFITS

BRAND EXPOSURE & AWARENESS

	ADVOCATE \$17,500	SUPPORTER \$9,000	FRIEND \$4,000
Corporate partner profile on the Alliance website	 Large Scaled Logo	 Small Scaled Logo	 Small Scaled Logo
Logo recognition in 25+ Alliance Webinars		Listing, no logo	
Recognition in The Alliance 2024 Annual Impact Report		Listing, no logo	Listing, no logo
Logo recognition in The Alliance Weekly Email & Program Updates		Listing, no logo	
Included “presenting sponsorship” of one (1) webinar. Choose any one of our Donation or Transplant-focused webinars to meet your business objectives. <i>Specific programs subject to availability.</i>			

CORPORATE ANNOUNCEMENTS

Dedicated custom ad space in the Monday Minute weekly email (Must be coordinated in advance with Director of Communications)	 2x/year	 1x/year	
Customized shout-out on The Alliance social media feeds; may be used to promote recent products or announcements. (Must be coordinated in advance with Director of Communications)	 4x/year	 2x/year	 1x/year



THOUGHT LEADERSHIP OPPORTUNITIES

Innovation Showcase Webinar. Present for a portion of an annual webinar dedicated to partner offerings.			
Provide editorial content for up to three (3) news posts by December 31, 2024 to be shared on The Alliance News Center and social media; subject to approval criteria**			
Submit effective practice resources to be posted in The Alliance Community Resource Toolbox			

EXTENDING REACH THROUGH COMMUNICATIONS

Provide a promotional video to be shared on The Alliance social media channels. Subject to approval criteria**			
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LEAD GENERATION

National Innovation Forum: The Future of Organs for Transplant (Virtual). April 30, 2024. Included as a “Contributing Sponsor.” (\$5000 sponsorship value). Includes list of all attendees (name, title, email). Supplementary opportunities will be shared closer to the event.			
National Critical Issues Forum - Sept 4-6, 2024. Included as "Contributing Sponsor" of the 2024 National Critical Issues Forum, held September 4-6 in Orlando, FL. (\$5000 sponsorship value). Includes list of all attendees (name, title, email). Supplementary opportunities will be shared closer to the event.			

EMPLOYEE PROFESSIONAL DEVELOPMENT & LEARNING

Complimentary live connections for each of the 25+ annual live webinars	Unlimited Connections	Up to 20 Connections	Up to 10 Connections
Complimentary recorded versions of each of the 25+ annual live webinars			

We are committed to delivering innovative and relevant experiences across all platforms.














HIRING TEAM MEMBERS

Complimentary job postings on The Alliance Job Board—publicly available for the donation and transplantation community of practice	Unlimited job postings Postings promoted in the Monday Minute	Unlimited job postings	Unlimited job postings
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TEAM GROWTH: ONBOARDING AND TRAINING OF NEW TEAM MEMBERS

 The Alliance Foundational Perspectives of Organ Donation Textbook Offered in print or eBook. 	 1 free copy Copies available through Amazon; Contact the Alliance team for bulk pricing	Copies available through Amazon; Contact the Alliance team for bulk pricing	Copies available through Amazon; Contact the Alliance team for bulk pricing
OnboardingU: Orientation for Transplant Professionals via online Learning Pathways. Complimentary and discounted access for team members	Up to 5 complimentary seats; \$125 per additional	Up to 3 complimentary seats; \$125 per additional	Up to 2 complimentary seats; \$125 per additional
The Alliance Foundational Perspectives of Organ Donation Live Seminar. Highlighting effective practices from national leaders, this 1-day virtual seminar is offered twice a year for new members of the donation community. A textbook accompanies this program.	20% discount	15% discount	10% discount

EMPLOYEE ACCESS TO NEW INFORMATION AND CONTENT IN THE FIELD

Cross-Community Comprehensive Terminology and Data Reference Guide	Downloadable document with current comprehensive terminology and data reference; Individual terms available online at no cost	Individual terms available online at no cost	Individual terms available online at no cost
Reminders to all Team members for Continuing Education Opportunities in late Fall			
The Alliance Weekly Email & Program Updates Comprehensive programming updates from The Alliance			
The Alliance Community Resource Toolbox - Comprehensive digital library, housing hundreds of effective practice resources for the donation and transplantation community of practice			
State Legislation & Donor Registries by State. Updated UAGA and Determination of Death legislation.			
The DTCPListserv. Collaboration for the Donation and Transplantation Community of Practice			

INCREASED INFLUENCE IN THE COMMUNITY OF PRACTICE

Brand recognition in all Alliance board and national council meetings			
Frontline Hero / Profile featurette for staff member			
Access to The Alliance Corporate Partner Advisory Committee. Provide guidance and insight on emerging issues in the field (Semi-annual meetings in May and November 2024)			

CONSIDER SAVING WITH A MULTI-YEAR DEAL!

Please note: The Alliance programming is supported but not influenced by corporate partners. The Alliance is not an advocacy organization and always intends to maintain an objective and unbiased perspective.

ADVOCATE

2024-2025
\$33,000
MULTI-YEAR DEAL

Save! \$2000!

SUPPORTER

2024-2025
\$17,000
MULTI-YEAR DEAL

Save! \$1000!

FRIEND

2024-2025
\$7,500
MULTI-YEAR DEAL

Save! \$500!