

2024 CORPORATE PROSPECTUS



*Equipping a Modern Profession
of Lifesavers in Organ
Donation & Transplantation*



Equipping a Modern Profession of Lifesavers
in Organ Donation & Transplantation

- Impatient Innovators.
- Problem Solvers.
- Engaged Optimists.
- Respectful Collaborators.
- Can-do Partners.
- Mentors for the Next Leaders.

This describes our present community and the professionals who shape our future. In the midst of the transformative year 2023-2024, we are witnessing a multitude of changes within our field. Some of these changes are part of a deliberate process aimed at improvement, while others are disruptive, brought about by new innovations and environmental factors. Nevertheless, our community remains steadfast in its collective mission: saving and healing lives. As we confront mounting challenges and adapt to enduring change, our unwavering commitment to donors and the well-being of our patients remains at the forefront. Each successful case study fills us with pride, but it also fuels our relentless pursuit of improvement.

Our community thrives on the dedication of more than 350 volunteers who generously offer their time and expertise. These remarkable individuals do not seek financial compensation or other benefits; their driving force is the desire to enhance our field, ensuring that our waitlisted patients receive the life-saving transplants they urgently need. We are inspired by these leaders and are fully committed to optimizing their invaluable contributions.

The Alliance strives to optimize partnerships across the healthcare continuum – OPOs, transplant centers, hospitals and industry. Innovators in private organizations are driving critical change at every level.

As we continue to charge through this era of growth and change, we are fortunate for the financial support provided by our corporate partners who support our mission and the many initiatives underway. Through our collective partnership, we are committed to helping you to:

- Increase Brand Exposure and Awareness
- Generate Targeted Leads
- Share Corporate Announcements through our Platforms
- Convey Thought Leadership
- Extend Reach through Alliance Communications
- Support Employees with Professional Development, Onboarding & Learning
- Reach New Hires for your Growing Staff
- Increase Influence in the Community of Practice

With your support, we will continue to raise up our community to identify the emerging issues, to build the valuable resources to implement effective practices, and to execute on practices that advance our profession.



Kari Hobson-Pape

KARRI HOBSON-PAPE, MBA
Executive Director, The Alliance



Corey Bryant

COREY BRYANT
Senior Director,
Communications and
Strategic Initiatives
The Alliance

The Alliance is not a membership organization and therefore relies on the financial support from organizations who are united in our mission of saving and healing lives. That support enables The Alliance to continue powering synergy, sparking innovation and turning discoveries into solutions for an equipped, agile and empowered community. There are many ways to support The Alliance, including becoming a Corporate Partner or participating in any of our unique monthly or annual programs listed above.

BY THE NUMBERS

IMPROVE REACH THROUGH THE ORGAN DONATION AND TRANSPLANTATION COMMUNITY

29,250



Total Digital Content Subscribers
(Email + Social Followers)

137



Total Number of
Professional Partners
& Corporate Partners

TOTAL ENGAGEMENT

18,736



Total Number of
Professionals Who
Engaged in Annual
Learning Opportunities
(All Alliance Programs)

5,997



Continuing Education
Credits Claimed
(CEPTC, Nursing, CME
and Dietitian Credits)
(All Alliance Programs)

THE ALLIANCE ADVANCEMENT SERIES

4.10 →

Overall Educational
Value for Advancement
Series (based on 4.0
scale)

366

NUMBER OF
VOLUNTEERS
ON THE
BOARD,
COUNCILS &
WORKGROUPS

106%



INCREASE
SINCE
2020



2024 CORPORATE PARTNERSHIP BENEFITS

We have a portfolio of platforms, products and services for all of the ways your clients connect. You'll get strategic and custom capabilities.

ADVOCATE \$17,500	SUPPORTER \$9,000	FRIEND \$4,000
----------------------	----------------------	-------------------

BRAND EXPOSURE & AWARENESS

	ADVOCATE	SUPPORTER	FRIEND
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

	ADVOCATE	SUPPORTER	FRIEND
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

	ADVOCATE	SUPPORTER	FRIEND
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

	ADVOCATE	SUPPORTER	FRIEND
Provide a promotional video to be shared on The Alliance social media channels. Subject to approval criteria**			

LEAD GENERATION

	ADVOCATE	SUPPORTER	FRIEND
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

	ADVOCATE	SUPPORTER	FRIEND
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.

ADVOCATE \$17,500	SUPPORTER \$9,000	FRIEND \$4,000
----------------------	----------------------	-------------------

HIRING TEAM MEMBERS

	ADVOCATE	SUPPORTER	FRIEND
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

TEAM GROWTH: ONBOARDING AND TRAINING OF NEW TEAM MEMBERS

	ADVOCATE	SUPPORTER	FRIEND
 <p>The Alliance Foundational Perspectives of Organ Donation Textbook Offered in print or eBook.</p>	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

	ADVOCATE	SUPPORTER	FRIEND
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 DTCP Listserv. Collaboration for the Donation and Transplantation Community of Practice			

INCREASED INFLUENCE IN THE COMMUNITY OF PRACTICE

	ADVOCATE	SUPPORTER	FRIEND
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.

 <p>ADVOCATE 2024-2025 \$33,000 MULTI-YEAR DEAL Save! \$2000!</p>	 <p>SUPPORTER 2024-2025 \$17,000 MULTI-YEAR DEAL Save! \$1000!</p>	 <p>FRIEND 2024-2025 \$7,500 MULTI-YEAR DEAL Save! \$500!</p>
--	---	--

SPECIALIZED SPONSORSHIP OPPORTUNITIES

SIGNATURE EVENT SPONSORSHIP PROGRAM

The Alliance is currently planning 2 signature events in 2024, one virtual and one in-person. Corporate Partners are invited to enhance their level of sponsorship for a special discounted rate.

National Innovation Forum: The Future of Organs for Transplantation Virtually, April 30, 2024

This event will explore technological innovations that are contributing to next generation therapies for traditional organ transplantation.

- Presenting Sponsorship: \$10,000
- Promotional Video to be played at the top of a session (max 90 seconds): \$2,500

National Critical Issues Forum - September 5-6, 2024 | Wyndham Grand Bonnet Creek, Orlando, FL

This forum convenes current and emerging hospital system, transplant, OPO, and physician/surgical leaders for a collaborative discussion, identifying unique and innovative strategies for increasing organ donation and transplantation.

- Presenting Sponsorship: \$20,000
- Meeting Space WiFi Sponsorship: \$7,500
- Hotel Key Card Sponsorship: \$7,500
- Promotional Item distributed at registration: \$1,000
- Promotional Video to be played at the top of a session (max 90 seconds): \$2,500
- Exhibitor Booth: \$2,000 (10x10' booth space, 6' table and 2 chairs. Additional fees may apply for electricity or other amenities. Includes 1 event registration)
- Breakfast Sponsorship (2 available): \$5,000
- Lunch Sponsorship (2 available): \$7,500
- Evening Reception Sponsorship: \$10,000
- Break Sponsorship (4 available): \$2,500

Transplant Administration Workshop Pre-Event - September 4, 2024 Wyndham Grand Bonnet Creek, Orlando, FL

Transplant senior leaders will convene for a day of collaborative sessions prior to the 2024 National Critical Issues Forum.

- Presenting Sponsorship: \$5,000
- Promotional Item distributed at registration: \$500
- Promotional Video to be played at the top of a session (max 90 seconds): \$1,000
- Lunch Sponsorship: \$2,500
- Break Sponsorship (1 available): \$1,000

LEARNING PROGRAM SPONSORSHIP OPPORTUNITIES

Foundational Perspectives of Organ Donation Seminar - Held Virtually

Two Date Options in 2024: April 9th, 2024; December 5th, 2024

The Alliance Foundational Perspectives of Organ Donation is an interactive course designed by experts to provide a comprehensive overview of the donation process for early-career healthcare professionals, including critical care providers, residents, nurses, respiratory therapists, and OPO professionals.

- Presenting Sponsorship: \$5,000
- Promotional Video to be played between sessions (max 90 seconds): \$500

DCD Educational Seminar - Held Virtually - Summer 2024

This event will share insights from a variety of national experts from the recently released DCD Educational guide, which strives to develop greater national consistency with DCD practices and approaches.

- Presenting Sponsorship: \$5,000
- Promotional Video to be played between sessions (max 90 seconds): \$500

THE ALLIANCE MENTORSHIP PROGRAM

Become the presenting sponsor of our specialized peer mentorship program, designed to help early-career donation and transplantation professionals connect and collaborate with experienced peers across the country, inspiring success and powering futures. In 2024, the Alliance is launching a Discipline Peer Program, connecting professionals in the same roles across the country, which will leverage our mentorship program and platform.

\$10,000/year

WEBINAR SPONSORSHIP PROGRAM

As the presenting sponsor of a specialty webinar, you may help identify a relevant topic or potential speaker for a webinar presentation, promoted to our digital subscriber audience of more than 29,000 professionals.

Topic and content are subject to approval criteria. Available to Advocate Level Partners only. Limited to 2 per year total.

\$2,500/webinar

ANNUAL ALLIANCE LEADERSHIP AWARDS PROGRAM

Become the presenting sponsor of The Alliance National Leadership Awards, which recognize national thought leaders in the areas of collaboration and engaged learning.

\$5,000/year

We would be honored to have you join us as a valued Alliance Corporate Partner.

Please contact:

*Karri Hobson-Pape, Executive Director
404-558-0562 | karri@organdonationalliance.org
931 Monroe Drive NE | Suite A102-284 | Atlanta, GA 30308*