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.

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.
**2024 CORPORATE PARTNERSHIP BENEFITS**

**BRAND EXPOSURE & AWARENESS**

<table>
<thead>
<tr>
<th>Advocate</th>
<th>Supporter</th>
<th>Friend</th>
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</thead>
<tbody>
<tr>
<td>$17,500</td>
<td>$9,000</td>
<td>$4,000</td>
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| 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 | Listing, no logo | Listing, no logo |
| Recognition in The Alliance 2024 National Impact Report | Listing, no logo | Listing, no logo | Listing, no logo |
| Logo recognition in The Alliance Weekly Email & Program Updates | Listing, no logo | Listing, no logo | 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. Specific programs subject to availability.

**THOUGHT LEADERSHIP OPPORTUNITIES**

| Dedicated custom ad space in the Monday Minute weekly email (Must be coordinated in advance with Director of Communications) | 2x/year | 2x/year | 2x/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 |

**CORPORATE ANNOUNCEMENTS**

**EXTENDING REACH THROUGH COMMUNICATIONS**

| Innovation Showcase Webinar. Present for a portion of an annual webinar dedicated to partner offerings. | (Must be coordinated in advance with Director of Communications) |
| 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* | 1x/year |
| Submit effective practice resources to be posted in The Alliance Community Resource Toolbox | 1x/year |

**BUILDING THE ALLIANCE NETWORK**

**LEAD GENERATION**

| National Innovation Forum: The Future of Organ for Transplant (Virtual), April 10, 2024. Included as a “Contributing Sponsor” ($5000 sponsorship value). Includes list of all attendees (name, title, email). | Unlimited job postings; Postings promoted on the Alliance website |
| National Critical Issues Forum – Sept 4-6, 2024. Included as a “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). | Unlimited job postings; Postings promoted on the Alliance website |

**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 | Unlimited | Up to 20 Connections | Up to 10 Connections |

**HIRING TEAM MEMBERS**

Complimentary job postings on The Alliance job board—publicly available for the donation and transplantation community of practice

**TEAM GROWTH: ONBOARDING AND TRAINING OF NEW TEAM MEMBERS**

**EMPLOYEE ACCESS TO NEW INFORMATION AND CONTENT IN THE FIELD**

**INCREASED INFLUENCE IN THE COMMUNITY OF PRACTICE**

**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 strives to maintain an objective and unbiased perspective.
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 between sessions (max 90 seconds): $500

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:

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