2022 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.

**BRAND EXPOSURE & AWARENESS**

- Corporate partner profile on the Alliance website
  - **ADVOCATE**: More Prominent Logo
  - **SUPPORTER**: Logo Included
  - **FRIEND**: Logo Included

- Logo recognition in 25+ Alliance webinars
  - **ADVOCATE**: Listing, no logo
  - **SUPPORTER**: Listing, no logo
  - **FRIEND**: Listing, no logo

- Recognition in The Alliance 2022 Annual Impact Report
  - **ADVOCATE**: Listing, no logo
  - **SUPPORTER**: Listing, no logo
  - **FRIEND**: Listing, no logo

- Recognition in The Monday Minute weekly email (50/year)
  - **ADVOCATE**: Listing, no logo
  - **SUPPORTER**: Listing, no logo
  - **FRIEND**: Listing, no logo

**CORPORATE ANNOUNCEMENTS**

- Dedicated custom ad space in the Monday Minute
  - **ADVOCATE**: ($5000 level).
  - **SUPPORTER**: Includes list of all attendees (name, title, email).
  - **FRIEND**: Included sponsorship of the 2022 National Critical Issues Forum

- Customized shout-out on The Alliance social media feeds; may be used to promote recent announcements
  - **ADVOCATE**: (Must be coordinated in advance with Director of Communications)
  - **SUPPORTER**: (1 ad per year, must be coordinated in advance with Director of Communications)
  - **FRIEND**: (1 ad per year, must be coordinated in advance with Director of Communications)

**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) community news posts by December 31, 2022 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

**LEAD GENERATION**

- Included sponsorship of the 2022 National Critical issues Forum ($5000 level). Includes list of all attendees (name, title, email).
  - **ADVOCATE**: Unlimited job postings promoted in the MM & LinkedIn page
  - **SUPPORTER**: Unlimited job postings promoted in the MM & LinkedIn page
  - **FRIEND**: Unlimited job postings

**EMPLOYEE PROFESSIONAL DEVELOPMENT & LEARNING**

- Included “presenting sponsorship” of one (1) webinar
  - **ADVOCATE**: Choose any one of our Donation or Transplant-focused webinars to meet your business objectives
  - **SUPPORTER**: Complimentary connections for each of the 25 annual live webinars
  - **FRIEND**: Complimentary recorded versions of each of the 25 annual webinars

**HIRING TEAM MEMBERS**

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

**EMPLOYEE ON-BOARDING ASSISTANCE**

- The Alliance Introduction to Organ Donation and Transplantation Textbook
- Discounted subscription for OnboardingU: Orientation for Transplant Staff
- Discounted subscription for Organ Donation Exploratory Seminar

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

- Cross-Community Comprehensive Terminology and Data Reference Guide
- The Monday Minute & Webinar Digest
- The Pulse—semi-annual email newsletter, exclusively designed for Corporate Partners
- The Alliance Community Resource Toolbox. A comprehensive digital library, housing hundreds of best practice resources for the donation and transplantation community of practice
- The Alliance Spotlight & Executive Insight Series. Printable, shareable hot topics and insights
- The DTCP Listserv: Online email 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
- Priority consideration to serve on The Alliance National Leadership Councils and Committees
- Access to The Alliance Corporate Partner Advisory Committee. Provide guidance and insight on emerging issues in the field (Semi-annual meetings)

**NEW**

- Consider saving with a multi-year deal!

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<thead>
<tr>
<th>ADVOCATE</th>
<th>SUPPORTER</th>
<th>FRIEND</th>
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<tbody>
<tr>
<td><strong>$24,000</strong></td>
<td><strong>$13,500</strong></td>
<td><strong>$4,750</strong></td>
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**CORPORATE PARTNERSHIP BENEFITS**

- The Alliance Introduction to Organ Donation and Transplantation Textbook
- Discounted subscription for OnboardingU: Orientation for Transplant Staff
- Discounted subscription for Organ Donation Exploratory Seminar

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<tr>
<th>Category</th>
<th>Level</th>
<th>Description</th>
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<tbody>
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<td><strong>ADVOCATE</strong></td>
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<td>Unlimited job postings promoted in the MM &amp; LinkedIn page</td>
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<td><strong>SUPPORTER</strong></td>
<td>$7,000</td>
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<td><strong>FRIEND</strong></td>
<td>$2,500</td>
<td>Unlimited job postings</td>
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**NEW**

- SAVE $1,350 (20% discount) |
- SAVE $650 (15% discount) |
- SAVE $250 (10% discount) |

**NEW**

- Consider saving with a multi-year deal!