

# 2022 CORPORATE PROSPECTUS



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*Bold goals. Bold actions. Bold impact.*



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“Yes.”

“Without hesitation.”

“How soon can we get it planned?”

These are some of the most common phrases we hear from professionals in our community. There is an underlying drive among our colleagues to serve the strongest donation and transplantation system in the world - and make it stronger day by day. Our corporate partners are critical in this continuum.

This year showcased our community’s collective tenacity. As challenges mounted and changes became permanent, our community continued to keep the support for donors and care for patients paramount. With this, The Alliance has intentionally chosen to approach challenges directly, by sharing insights across the nation. It is now more critical than ever to navigate the opportunities together, supporting each other. Today, we welcome your new ideas and entrepreneurial approaches. Every day we are creating forums for shared expertise, exchanging new effective practices, and advancing our network of leaders.

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.

We welcome 2022 with ...Bold goals. Bold action. Bold impact.



*Karri Hobson-Pape*

**KARRI HOBSON-PAPE, MBA**  
Executive Director, The Alliance



*Corey Bryant*

**COREY BRYANT**  
Senior Director,  
Communications and Strategic Initiatives  
The Alliance

## BY THE NUMBERS

IMPROVE REACH THROUGH THE ORGAN  
DONATION AND TRANSPLANTATION  
COMMUNITY

20,322



Total Digital Content Subscribers  
(Email + Social Followers)

116



Total Number of  
Professional Partners  
& Corporate Partners

ALLIANCE PARTNERSHIPS

### TOTAL ENGAGEMENT

14,338



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

59% INCREASE

6,272



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

### THE ALLIANCE ADVANCEMENT SERIES

3.74 →

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

328

NUMBER OF  
VOLUNTEERS  
ON THE  
BOARD,  
COUNCILS &  
WORKGROUPS

87% INCREASE



# 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.

**ADVOCATE**  
\$12,500


**SUPPORTER**  
\$7,000

**FRIEND**  
\$2,500

## BRAND EXPOSURE & AWARENESS

Corporate partner profile on the Alliance website	 More Prominent Logo	 Logo Included	 Logo Included
Logo recognition in 25+ Alliance webinars	 Logo Included	 Logo Included	Listing, no logo
Recognition in The Alliance 2022 Annual Impact Report	 Logo Included	Listing, no logo	Listing, no logo
Recognition in The Monday Minute weekly email (50/year)	 Logo Included	Listing, no logo	

## CORPORATE ANNOUNCEMENTS

Dedicated custom ad space in the Monday Minute (1 ad per year, must be coordinated in advance with Director of Communications)	 Logo Included		
Customized shout-out on The Alliance social media feeds; may be used to promote recent announcements (Must be coordinated in advance with Director of Communications)	Quarterly	Bi-annual	Annual


## THOUGHT LEADERSHIP OPPORTUNITIES

Innovation Showcase Webinar—present for a portion of an annual webinar dedicated to partner offerings	 Logo Included		
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	 Logo Included		
Submit effective practice resources to be posted in The Alliance Community Resource Toolbox	 Logo Included	 Logo Included	 Logo Included


## EXTENDING REACH THROUGH COMMUNICATIONS

Provide a promotional video to be shared on The Alliance social media channels—subject to approval criteria	 Logo Included		
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## LEAD GENERATION

Included sponsorship of the 2022 National Critical Issues Forum (\$5000 level). Includes list of all attendees (name, title, email). Supplementary opportunities will be shared closer to the event.	 Logo Included		
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## EMPLOYEE PROFESSIONAL DEVELOPMENT & LEARNING

Included “presenting sponsorship” of one (1) webinar Choose any one of our Donation or Transplant-focused webinars to meet your business objectives	 Logo Included	 Logo Included	
Complimentary connections for each of the 25 annual live webinars	Unlimited Connections	Up to 3 Connections	1 Connection
Complimentary recorded versions of each of the 25 annual webinars	 Logo Included		

## HIRING TEAM MEMBERS

Complimentary job postings on The Alliance Job Board—publicly available for the donation and transplantation community of practice	Unlimited job postings promoted in the MM & LinkedIn page	Unlimited job postings promoted in the MM & LinkedIn page	Unlimited job postings
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We are committed to delivering innovative and relevant experiences across all platforms.

**ADVOCATE**  
\$12,500













**SUPPORTER**  
\$7,000

**FRIEND**  
\$2,500




## EMPLOYEE ON-BOARDING ASSISTANCE

The Alliance Introduction to Organ Donation and Transplantation Textbook	Available to the community through Amazon; Contact the Alliance team for bulk pricing	Available to the community through Amazon; Contact the Alliance team for bulk pricing	Available to the community through Amazon; Contact the Alliance team for bulk pricing
Discounted subscription for OnboardingU: Orientation for Transplant Staff	Up to 5 complimentary seats; \$125 per additional	Up to 3 complimentary seats; \$175 per additional	Up to 2 complimentary seats; \$225 per additional
Discounted subscription for Organ Donation Exploratory Seminar	20% discount	15% discount	10% discount
<b>NEW</b> Introduction to Donation and Transplantation Based on the interest of corporate partners, The Alliance will host an introductory program for new partner employees. This will be a 90-minute session, including a combination of on-demand material and live experts. Offered up to two (2) times per year.	 Logo Included		

## EMPLOYEE ACCESS TO EMERGING 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
The Monday Minute & Webinar Digest Weekly emails with comprehensive programming updates from The Alliance	 Logo Included	 Logo Included	 Logo Included
The Pulse—semi-annual email newsletter, exclusively designed for Corporate Partners	 Logo Included	 Logo Included	 Logo Included
The Alliance Community Resource Toolbox. A comprehensive digital library, housing hundreds of best practice resource for the donation and transplantation community of practice	 Logo Included	 Logo Included	 Logo Included
The Alliance Spotlight & Executive Insight Series. Printable, shareable hot topics and insights	Exclusive access one month before publicly available	Exclusive access one month before publicly available	Available on website one month after publication
The DTCP Listserv: Online email collaboration for the donation and transplantation community of practice	 Logo Included	 Logo Included	 Logo Included

## INCREASED INFLUENCE IN THE COMMUNITY OF PRACTICE

Brand recognition in all Alliance board and national council meetings	 Logo Included	 Logo Included	 Logo Included
Frontline Hero / Profile featurette for staff member	 Logo Included	 Logo Included	 Logo Included
Priority consideration to serve on The Alliance National Leadership Councils and Committees	 Logo Included	 Logo Included	
Access to The Alliance Corporate Partner Advisory Committee. Provide guidance and insight on emerging issues in the field (Semi-annual meetings)	 Logo Included	 Logo Included	

**NEW** CONSIDER SAVING WITH A MULTI-YEAR DEAL!

**ADVOCATE**  
2022-2023  
**\$24,000**  
MULTI-YEAR DEAL  
Save! \$1000

**SUPPORTER**  
2022-2023  
**\$13,500**  
MULTI-YEAR DEAL  
Save! \$500

**FRIEND**  
2022-2023  
**\$4,750**  
MULTI-YEAR DEAL  
Save! \$250



# SPECIALIZED SPONSORSHIP OPPORTUNITIES



## 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.

**\$20,000/year**



## MATCHING GIFTS PROGRAM

This sponsorship matches individual contributions received during Giving Tuesday and beyond. These gifts support our learning and professional development programs, provided to the community at no cost. Sponsorship promoted in all gift-giving communications.

**\$3,000/ year +  
MATCHED DONATIONS**



## SPONSOR/PARTNER EMAIL PROGRAM

Extend a dedicated marketing e-blast to The Alliance's audience of more than 15,000 donation, transplant and healthcare professionals. Subject to approval criteria. Sponsor must provide all messaging and artwork to the necessary specifications. Available to Corporate Partners only.

**\$2,500/email**



## CONFERENCE SPONSORSHIP PROGRAM

The Alliance National Critical Issues Forum will be held in-person at the Grand Bohemian Orlando, September 14-16, 2022. Corporate Partners are invited to enhance their level of sponsorship for a special discounted rate. Details to be announced in summer 2022.

**Details to be announced  
summer 2022**



## 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 19,000 professionals. Topic and content are subject to approval criteria. Available to Advocate Level Partners only.

**\$1,000/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. Awards are presented at The Alliance's annual conference each fall.

**\$5,000/year**

*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.*

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

*Please contact:*

*Karri Hobson-Pape, Executive Director*

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