



PSC PARTNERS
SEEKING A CURE

19th Annual

PATIENT & CAREGIVER

CONFERENCE

Corporate Sponsorship Opportunities

Henderson, Nevada

Sept 8-10, 2023

Just 10 min from the Las Vegas airport!

ABOUT PSC PARTNERS

OUR MISSION

The mission of PSC Partners Seeking a Cure is to drive research to identify treatments and a cure for primary sclerosing cholangitis (PSC) while providing education and support for those impacted by this rare disease.

Founded in 2005, PSC Partners Seeking a Cure is a 501(c)(3) nonprofit organization. The various programs give support to patients, caregivers, families, and friends, educate patients and the medical community about primary sclerosing cholangitis (PSC), and encourage ground-breaking research in the search for treatments and a cure.

ABOUT PRIMARY SCLEROSING CHOLANGITIS

Primary Sclerosing Cholangitis (PSC) is a rare liver disease that damages the bile ducts inside and outside the liver. With PSC, bile ducts become inflamed, and the inflammation leads to scarring and narrowing of the affected ducts. Eventually, blockages may occur. As the scarring blocks more and more ducts, bile becomes trapped in the liver. This damages the liver and can result in fibrosis and cirrhosis of the liver and liver failure. Patients may eventually require a liver transplant. Unfortunately, recurrent PSC occurs in 30% of transplanted livers.

Although no one knows the causes of PSC, research is underway to better understand the disease, develop more effective treatments, and, eventually, find a cure. **Join us in the fight to find a cure, whatever it takes!**

CONNECT WITH US!

Keep updated on the most recent research and PSC news by joining our e-news mailing list at PSCPartners.org. Find us on Facebook, Twitter, Instagram, LinkedIn, and YouTube.

FUNDRAISING@PSCPARTNERS.ORG
303-771-5227



THE CONFERENCE

19th Annual



Join us in fabulous Henderson, Nevada, from September 8-10, 2023, at beautiful Green Valley Ranch for our 19th Annual Patient & Caregiver Conference!

The PSC Partners Annual Conference draws patients and caregivers together to learn about the latest research on treatments, medications, procedures, and disease outlook. There are support and discussion sessions with physicians and with other attendees. Speakers at our Conferences are global leaders in PSC from renowned PSC treatment and research centers.

Time also is set aside for fun and entertainment. Many participants say the Conference is life-changing! Friendships are forged, and attendees go back home with renewed energy to cope with PSC, both medically and emotionally.

Visit our Conference webpage for the most updated information and agendas: <https://bit.ly/3L85sPh>.

I just want to say, this weekend was one of the best experiences of my life, no lie. I am not usually comfortable meeting new people, and I haven't traveled alone in many years, but I can honestly say I have never felt more comfortable! Thank you for your love and support. I had an incredible time!



SPONSORSHIP OPPORTUNITIES

WHY SPONSOR THE CONFERENCE?

Your investment in PSC Partners 2023 Patient & Caregiver Conference helps achieve our mission for the PSC community and enables us to make the event accessible to as many people as possible by subsidizing a significant portion of registration fees for all patients and caregivers.

As a sponsor, you will receive:

- Increased awareness for your organization
- An opportunity to learn about all aspects of PSC
- Exposure to nearly 400 people in your target audience
- Goodwill from the international PSC community

ON-SITE BENEFITS

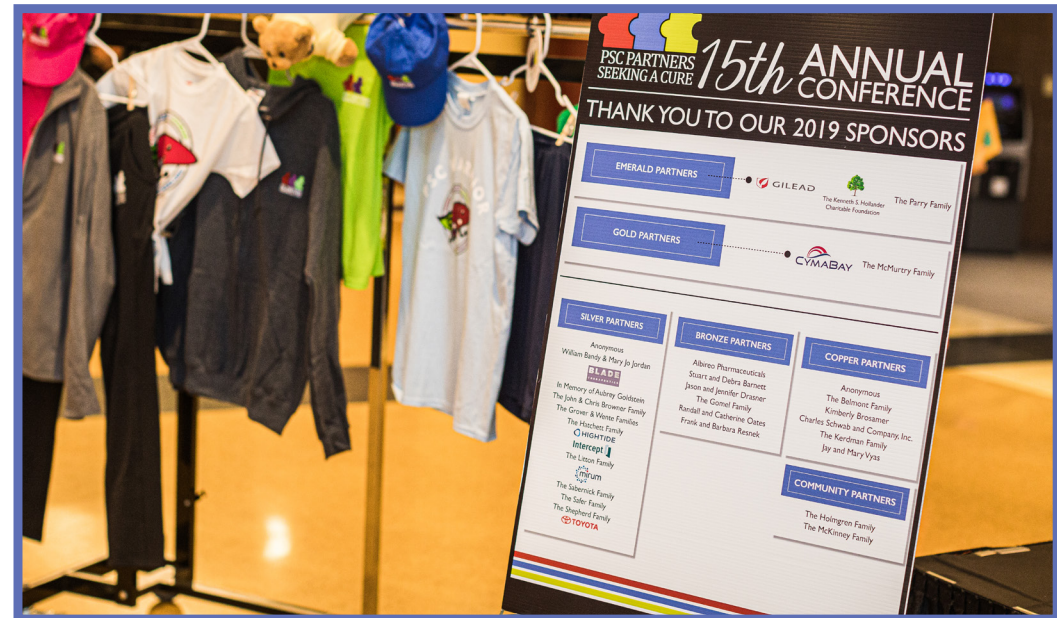
We invite sponsors to be on-site with us by having an exhibitor table and participating in the Conference sessions. Additionally, sponsors receive varying levels of on-site branding to further the reach of your audience.

READY TO COMMIT TO SPONSORING?

Contact Elizabeth Szewczyk, Director of Development:

ELIZABETH@PSCPARTNERS.ORG

303-771-5227



DIGITAL BENEFITS & APP

DIGITAL BENEFITS

Each sponsor level includes a variety of social media posts and digital advertising opportunities. The base level for all sponsors includes at least one tagged post on Facebook, Instagram, Twitter, and LinkedIn, as well as recognition on the event website, event app, and in at least one e-newsletter. With higher levels, your visibility on our social media channels will increase with more posts and recognition opportunities.

Our online community is continuously growing, with over 6,000 e-newsletter contacts and 7,000+ social media followers. On average, posts receive 6,000+ Facebook post reach and 3,400+ post engagement, 1,500+ Instagram post impressions, and 21,700 tweet impressions. Our e-newsletter is above the industry standard for open rates, click-thru rates, and bounce rates, guaranteeing that your sponsorship will be seen by a wide variety of people!

CVENT EVENT APP

New this year, we are excited to be going eco-friendly with the use of the Cvent app for event logistics. With this application, sponsors have increased opportunity for branding, sharing your vision, and connecting with attendees. Higher sponsorship levels provide more places to share your branding and logo and have a virtual booth, as well as having a dedicated backend log-in where you can customize your sponsor page, track clicks, and download metrics. As an exclusive add-on, sponsoring the event app shows your company's logo on the splash screen that every attendee sees when they launch app, as well as exclusive branding positions (see more on the Add-Ons page).

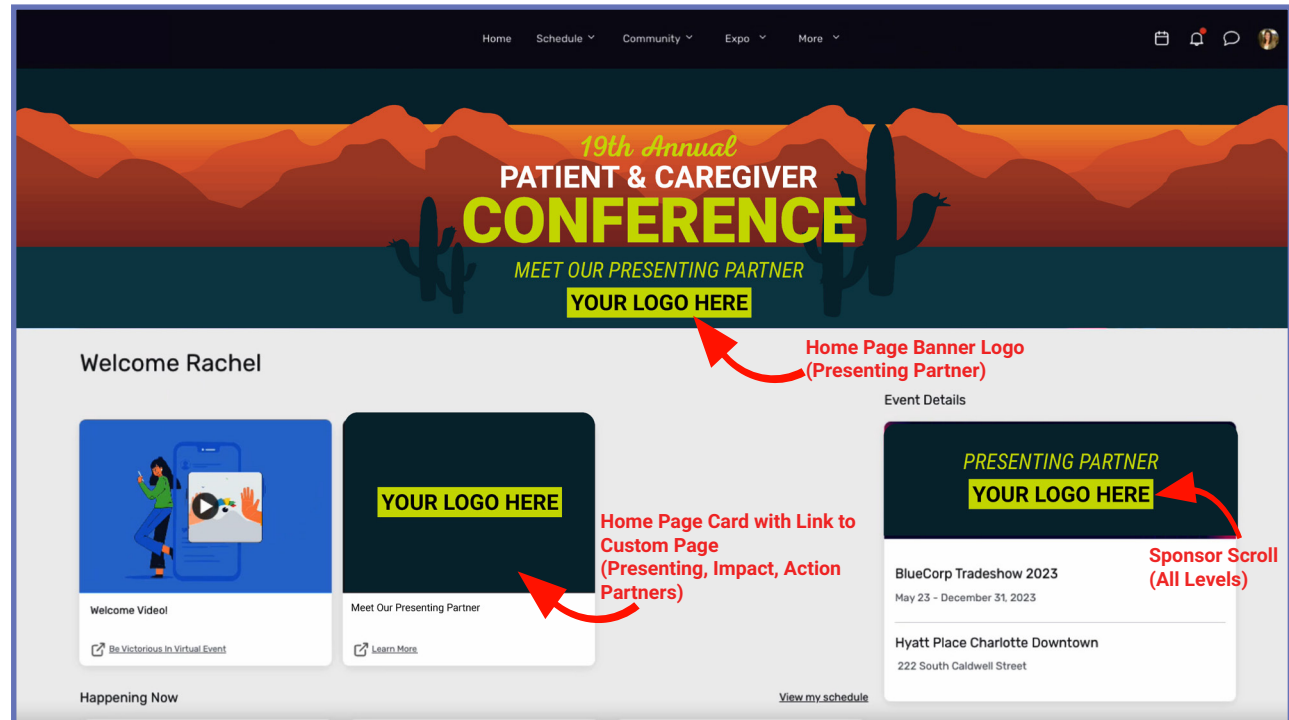


Image demonstrates some potential home page logo placement. This image is a mock-up only; actual app and event website presentation will differ.

AT A GLANCE

FEATURES	\$90,000	\$60,000	\$30,000	\$15,000	\$7,500
Saturday Night Gala Sponsor	●				
Approved Promotional Item at Check-In	●				
Prominent On-Site Logo & Branding	●	●			
Optimal Social Media, App & Digital Marketing	●	●			
Verbal Recognition Daily	●	●	●		
Complimentary Conference Registrations	8	6	4	3	2
On-Site Logo or Name Placement	<i>Prominent Display</i> ●	●	●	●	<i>Name Only</i> ●
Social Media, App & Digital Marketing	<i>Optimal Engagement</i> ●	<i>Optimal Engagement</i> ●	●	●	<i>Name Only</i> ●
Exhibition Booth	<i>Premier Location</i> ●	<i>Premier Location</i> ●	●	●	●
Sponsor Ribbon for Company Personnel	●	●	●	●	●

DON'T SEE THE RIGHT PACKAGE FOR YOU? REACH OUT TO US TO DISCUSS A CUSTOM SPONSORSHIP.

Contact Elizabeth Szewczyk,
 Director of Development:
ELIZABETH@PSCPARTNERS.ORG
 303-771-5227



EXCLUSIVE

Presenting Partner \$90,000

ON-SITE BENEFITS

- Recognition as a Saturday Gala Dinner sponsor
 - » Special podium recognition and logo prominently displayed on main screen
 - » Reserved table for 8 at Saturday Gala Dinner
 - » Table tents at each table for the dinner that includes company logo
- Approved promotional item distributed to attendees at registration
- Premier location for exhibit space Friday and Saturday (Complimentary table & chairs)
- Extra-large/most prominent logo placement displayed on event signage, step and repeat, and monitors and screens
- Verbal podium recognition daily
- 8 complimentary Conference registrations
- Sponsor ribbons for company personnel

DIGITAL BENEFITS

- Recognition as **Presenting Partner** on Conference-related e-mail marketing, website, and social media posts
- Company-specific social media recognition post with PSC Partners approved verbiage and images posted across all social media channels
- Company name/tag and/or logo recognized across all social media channels on sponsor recognition and Conference-related posts
- Company logo linked on Conference webpage
- **APP BENEFITS**
 - » Complimentary virtual event exhibition booth/custom company page with link directly on app home page
 - » Home page banner logo placement
 - » One special recognition push notification during the Conference to all app users
 - » Company name/logo featured as **Presenting Partner** on app-specific sponsor page
 - » Company name/logo featured on landing page sponsorship scroll
 - » Backend log-in to track metrics and data and customize sponsor page/exhibition booth

Impact Partner \$60,000

ON-SITE BENEFITS

- Premier location for exhibit space Friday and Saturday
- Large logo placement displayed on event signage, step and repeat, and monitors and screens
- Verbal podium recognition daily
- 6 complimentary Conference registrations
- Sponsor ribbons for company personnel

DIGITAL BENEFITS

- Recognition as **Impact Partner** on Conference-related e-mail marketing, website, and social media posts
- Company name/tag and/or logo recognized across all social media channels on sponsor recognition and Conference-related posts
- Company logo linked on Conference webpage
- **APP BENEFITS**
 - » Complimentary virtual event exhibition booth/custom company page with link directly on app home page
 - » Company name/logo featured as **Impact Partner** on app-specific sponsor page
 - » Company name/logo located on landing page sponsorship scroll
 - » Backend log-in to track metrics and data and customize sponsor page/exhibition booth

Action Partner \$30,000

ON-SITE BENEFITS

- Exhibit booth space Friday and Saturday
- Medium logo placement displayed on event signage, step and repeat, and monitors and screens
- Verbal podium recognition at Saturday gala
- 4 complimentary Conference registrations
- Sponsor ribbons for company personnel

DIGITAL BENEFITS

- Recognition as **Action Partner** on Conference-related e-mail marketing, website, and social media posts
- Company name/tag and/or logo recognized across all social media channels on sponsor recognition and Conference-related posts
- Company logo linked on Conference webpage
- **APP BENEFITS**
 - » Company specific page
 - » Company name/logo featured as **Action Partner** on app-specific sponsor page
 - » Company name/logo located on landing page sponsorship scroll
 - » Backend log-in to track metrics and data and customize sponsor page

Engagement Partner

\$15,000

ON-SITE BENEFITS

- Exhibit booth space Friday and Saturday
- Small logo placement displayed on event signage, step and repeat, and monitors and screens
- 3 complimentary Conference registrations
- Sponsor ribbons for company personnel

DIGITAL BENEFITS

- Recognition as **Engagement Partner** on Conference-related e-mail marketing, website, and social media posts
- Company name/tag and/or logo recognized across all social media channels on sponsor recognition and Conference-related posts
- Company logo linked on Conference webpage
- **APP BENEFITS**
 - » Company specific page
 - » Company name/logo featured as **Engagement Partner** on app-specific sponsor page
 - » Company name/logo located on landing page sponsorship scroll

Contributing Partner

\$7,500

ON-SITE BENEFITS

- Exhibit booth space Friday and Saturday
- Company name displayed on event signage, step and repeat, and monitors and screens
- 2 complimentary Conference registration
- Sponsor ribbons for company personnel

DIGITAL BENEFITS

- Recognition as **Contributing Partner** on Conference-related e-mail marketing, website, and social media posts
- Company name/tag recognized across all social media channels on sponsor recognition and Conference-related posts
- Company name linked on Conference webpage
- **APP BENEFITS**
 - » Company specific page
 - » Company name featured as **Contributing Partner** on app-specific sponsor page
 - » Company name located on landing page sponsorship scroll

Nonprofit Partner

\$1,000

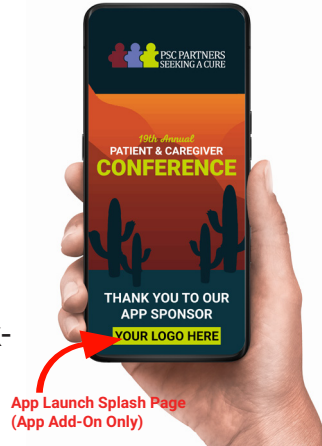
We welcome nonprofit organizations to exhibit and participate in our Conference. If your organization is interested in becoming a Nonprofit Partner, contact us at Fundraising@PSCPartners.org.

SPONSORSHIP ADD-ONS

App Sponsor - \$15,000

(One Available)

PSC Partners is going paperless! New this year, attendees will be able to register and view all Conference details directly through an event app and webpage. Sponsorship includes custom splash page that shows every time a user opens the app, branded registration check-in kiosks, custom sponsor app page, branding on one page header, and logo presentation throughout the app.



Hotel Keycard Sponsor - \$10,000

(Green Valley Ranch Only - One Available)

Brand hotel keycards with your company logo! This add-on is available only on Green Valley Ranch keycards.

Virtual Booth - \$2,500

(Multiple Available)

Presenting a virtual booth is an excellent option if you are unable to attend in-person. Virtual booths are linked directly on the homepage of app and comes with a custom booth page.

Lounge Sponsor - \$12,000

(One Available)

Relax and recharge at a cozy lounge located in the main Conference meeting area. Sponsorship includes custom branding within the lounge.

Lanyard Sponsor - \$5,000

(One Available)

Your logo around the necks of attendees all weekend! Sponsorship includes logo placement on all name tag lanyards.

Electronic Recharging Station

Sponsor - \$2,000 *(One Available)*

Show off your branding while attendees recharge their devices at two dedicated recharging stations in the main conference meeting area. Sponsorship includes a logo display placed at two recharging stations.

BECOME A SPONSOR

Thank you for supporting PSC Partners. Together, we are creating a world where a PSC diagnosis comes with a cure!

CHOOSE YOUR LEVEL

- Presenting Partner (\$90,000)
- Impact Partner (\$60,000)
- Action Partner (\$30,000)
- Engagement Partner (\$15,000)
- Contributing Partner (\$7,500)
- Nonprofit Partner (\$1,000)

ADD-ONS

- App Sponsor (\$15,000)
- Lounge Sponsor (\$12,000)
- Lanyard Sponsor (\$5,000)
- Virtual Booth (\$2,500)
- Recharging Station Sponsor (\$2,000)

CONTACT US

We would love to hear from you! If you have questions about any of these options or would like to discuss making a custom package, contact Elizabeth Szewczyk, Director of Development:

Elizabeth@PSCPartners.org
303-771-5227

PAYMENT

Total Sponsorship Amount: _____

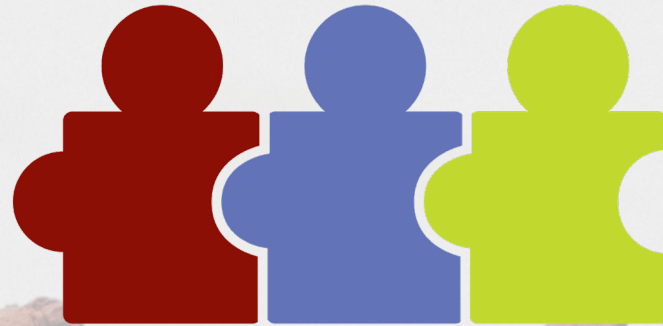
CREDIT CARD: CLICK HERE to pay online or contact us to process your card.

ACH/WIRE TRANSFER: Please contact us.

CHECK: PSC Partners Seeking A Cure
6900 E Belleview Ave, Suite 202
Greenwood Village, CO 80111 USA

TAX DEDUCTIBLE

Contributions to PSC Partners are tax-deductible to the extent allowed by law, as long as no goods or services are exchanged.



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