Sponsorship Opportunities

sidp.org
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110 E Schiller St, Suite 230, Elmhurst, IL 60126
About SIDP

The Society of Infectious Diseases Pharmacists (SIDP) is an association of pharmacists and allied healthcare professionals dedicated to promoting the appropriate use of antimicrobial agents. SIDP is committed to ensuring diversity, equity, and inclusion across our society and profession. SIDP is one of five partner organizations hosting ID Week™.

Membership

1,500+ members in hospital, academic, industry, government organization, and other practice settings across all 50 states and internationally.

SIDP is represented by members in integral roles on national and international committees concerning antimicrobial agents, including:

- Centers for Disease Control and Prevention (CDC)
  Therapeutic Working Committees on Antimicrobial Resistance
- Department of Health and Human Services (DHHS)
  Committees on the Treatment of Human Immunodefi ciency Virus (HIV) Infection
- Food and Drug Administration (FDA)
  Anti-infective and Anti-Viral Drugs Advisory Committee
- National Institute of Health (NIH)
  COVID-19 Treatment Guidelines Panel

Strategic Plan

Our Mission
ADVANCE infectious diseases pharmacy and LEAD antimicrobial stewardship in order to OPTIMIZE the care of patients.

Our Vision
Safe and effective antimicrobials for now and the future.

Benefit Society
Innovate and collaborate to create solutions that advance effective use of antimicrobials.

Grow Our Profession
Challenge, empower, and mentor our members to achieve the highest levels of professional excellence.

Demonstrate Excellence
Embrace and promote a culture of integrity and transparency.

Social Media Reach

SIDP on Youtube
1,000+ Subscribers
50,000+ Views
SIDP Engagement Opportunities
Novel Education Podcasts

**Breakpoints Podcast Statistics**
Current as of May 2020

- 30,354 Total Listens
- 1,046 Subscribers
- 21 Published Episodes

**Sponsored: Podcasts**

Social media is a rapidly growing platform for education, networking, and advocacy. Podcasts provide a novel mechanism for communication and education. The SIDP Breakpoints podcast offers the opportunity to spark conversation on important and relevant topics in infectious diseases pharmacotherapy and antimicrobial stewardship. Sponsors can propose topics or sponsor a pre-planned topic from the Breakpoints menu. Commercial advertisements within the podcast episode are also available.

Sponsors can partner with SIDP to develop creative, educational communications, including but not limited to:

- **Podcast Sponsored Episodes (Exclusive sponsor)**
  - $30,000 for 60-minutes of content
  - Includes:
    - Sponsor acknowledgement in podcast intro and outro
    - One social media announcement across all platforms (i.e. Twitter, Facebook, Instagram), followed by one reminder two weeks after the initial announcement
    - One email announcement sent to SIDP members

Visit [sidp.org/Podcasts](http://sidp.org/Podcasts) to listen to previous Breakpoints podcast episodes. Our single most popular episode, “So You’re an Antimicrobial Steward... Now What?” has over 2,400 listens to date and is a great example of a sponsored episode.

**Podcast Advertisement Opportunities (Non-Sponsored Podcasts)**

<table>
<thead>
<tr>
<th>Podcast Advertisement Opportunity</th>
<th>Duration</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>15 secs</td>
<td>$1,000</td>
</tr>
<tr>
<td>Mid-Roll</td>
<td>60 secs</td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td>30 secs</td>
<td>$1,000</td>
</tr>
<tr>
<td>Outro</td>
<td>60 secs</td>
<td>$750</td>
</tr>
<tr>
<td></td>
<td>30 secs</td>
<td>$500</td>
</tr>
</tbody>
</table>

Visit [@SIDPharm](https://twitter.com) on Twitter to join the conversation with our community of over 13,000 followers.
## SIDP Engagement Opportunities

**SIDP Business Meeting (Affiliated with ID Week™)**

<table>
<thead>
<tr>
<th>Complimentary Attendee Registration (Meeting &amp; Reception)</th>
<th>Bronze $2,500</th>
<th>Silver $5,000</th>
<th>Gold $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>PowerPoint Recognition during SIDP Business Meeting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Business Meeting Swag</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social Media Acknowledgments and Recognition during Business Meeting</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Verbal Acknowledgment by SIDP President during SIDP Business Meeting Presentation</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website Recognition</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Full Page Color Advertisement in Meeting Materials</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Half Page Color Advertisement in Meeting Materials</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

### SIDP Marketing Opportunities

Specific meeting marketing material examples (Availability not guaranteed. Some items may be subject to up charges)

- Antimicrobial-themed t-shirts
- Cloth Masks
- Drink koozie
- Hand sanitizer
- Lanyards
- Lip balm
- Notepads
- Pens
- Phone power banks and chargers
- Social media filters
- Stress balls
- Tote bags
- Tumblers
- Twitter wall (ex. see right)
- USB flash drives
- Wi-Fi

### Reception Sponsorship

$20,000 for sponsorship of evening reception with exclusive signage and verbal acknowledgment prior to and during reception

**Inquire about custom Business Meeting and lecture series opportunities at:** SIDP@affinity-strategies.com
SIDP is dedicated to supporting high-quality, unbiased clinical research. SIDP will work with sponsors to target specific disease states and/or topics (e.g., rapid diagnostics) but cannot guarantee the use of licensed products. Many projects are presented at national infectious diseases conferences and published in high-impact journals.

Review Process
• Committee consists of 20 active members with significant research experience along with 3 trainee members
• Grants are reviewed and scored in accordance with National Institutes of Health Review Criteria

Recent Publications from Grant-Supported Research

SIDP Education Center (SIDPEC™)
As part of our ongoing commitment to professional development, SIDP welcomes sponsors to propose topics for one-hour continuing education webinars with enduring content.

Options include:
• Pre-recorded webinar
• Live webinar
• Live symposium at a national meeting

All three options will have enduring CE content made available on the SIDPEC website.

Enduring CE content provides a convenient method to disseminate educational material to a broader audience at a later date. Individual SIDPEC CE lectures anticipate to reach 600–1200 healthcare practitioners during their lifetime online.

CE for other disciplines (e.g., medicine, nursing) is also available.

20,000+
Pharmacists have completed a SIDPEC program!

17,413
Continuing Education hours have been earned!

Visit proce.com/SIDPEC to learn more

For more information or to suggest a potential CE topic, contact sidpec@gmail.com
Other SIDP Engagement Opportunities

**Newsletter (Electronic) Sponsorship**

$1,000 ($1,500 front page) per newsletter ad

The SIDP newsletter is a quarterly electronic publication that is anticipated to reach over 1,500 SIDP members through e-mail.

Newsletter Advertisement Specifications

- The advertisements may include any desired text and hyperlinks (up to 150 words or 25 lines, whichever is shorter) and up to one desired picture or background.
- All advertisements will be described as sponsored ads within the final post.
- Content will be formatted to match the official Newsletter account colors, fonts, etc.

**Website Sponsorship**

$10,000 per year

The SIDP website is available for sponsorship. The site has an average of 22,341 page views per month (>100,000 page views annually). Its vast array of resources and easy public access makes it a great opportunity to reach individuals across the country. For instance, our COVID-19 Resources page with free educational videos, podcasts, journal clubs, and infographics debuted at the end of March 2020 and had the highest traffic within several weeks (averages 823 page views per day), representing approximately 20% of unique page views since January 2020 and accessed by 50 countries.

Visit sidp.org to learn more.

**Residency/Fellowship Training Sponsorship**

$60,000 per post-graduate trainee

SIDP is committed to increasing opportunities for post-graduate training in infectious diseases. Sponsors can partner with us by providing $60,000 to fund one full residency or fellowship position.

- Smaller funding gifts will be combined with other sources to provide overall funding.
- Donor will be named in award grant, as well as formally during award presentation.

**Annual Giving Campaign**

Variable Amount

SIDP Research and Scholarship Endowment

SIDP invites sponsors to join in our annual giving campaign to support our society’s mission, values, and initiatives. The fund serves to provide SIDP research and training grant opportunities.

Visit sidp.org/Donate to make a tax-deductible gift today!

Visit sidp.org to learn more.

**Sponsor Recognition**

Sponsor’s logo is displayed at the bottom of each page with a link to the sponsor’s website. Sponsor’s website traffic is tracked and shared.
## SIDP Engagement Opportunities

### Sponsorship Packages & Benefits of Sponsorship

<table>
<thead>
<tr>
<th>Individual Item Cost</th>
<th>Supporter $10,000</th>
<th>Sustainer $20,000</th>
<th>Advocator $50,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-Newsletter Advertisement</td>
<td>Single newsletter cost $1,000 ($1,500 for front page)</td>
<td>Front Page x 2 newsletters</td>
<td>Front Page x 2 newsletters</td>
</tr>
<tr>
<td>Podcast Commercial Advertisement (Intro, Mid-Roll, or Outro. Placement excludes sponsored podcast episode)</td>
<td>Intro – $1,000/15 seconds</td>
<td>Intro only for one episode</td>
<td>Intro and 30-second Mid-Roll for one episode</td>
</tr>
<tr>
<td>Website Sponsorship (1-year)</td>
<td>$10,000</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Research Sponsorship</td>
<td>$10,000 minimum</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsored Podcast (60 minutes of content)</td>
<td>$30,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Estimated Cost per Tier</td>
<td></td>
<td>Total: $14,000 ($4K value)</td>
<td>Total: $25,000 ($5K value)</td>
</tr>
</tbody>
</table>

### Additional Engagement & Package Opportunities

Thinking about something different? Custom packages are available. Please contact us to inquire about custom sponsorship packages at: SIDP@affinity-strategies.com

SIDP is grateful for the prior support of the following sponsors:

- Accelerate Diagnostics
- Allergan
- ANI Pharmaceuticals
- Asolva
- Astellas
- Azurity Pharmaceuticals
- BD/Antimicrobial Resistance Fighter Coalition
- BioFire Diagnostics
- bioMérieux
- Cepheid
- Cidara Therapeutics
- Curetis
- Iterum Therapeutics
- Melinta Therapeutics
- Merck
- Premier Inc.
- Rebiotix Inc.
- Sanford Guide
- Shionogi
- T2 Biosystems
- Tetraphase
- Unbound Medicine