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

1,600+ 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 Immunodeficiency Virus (HIV) Infection
- Food and Drug Administration (FDA)
  Anti-Infective and Anti-Viral Drugs Advisory Committee
- National Institutes of Health (NIH)
  COVID-19 Treatment Guidelines Panel
- Infectious Diseases Society of America (IDSA)
  Guidelines on the Treatment and Management of Patients with COVID-19
- The Presidential Advisory Council on Combating Antibiotic-Resistant Bacteria (PACCARB)

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

1,600+ Subscribers
81,000+ Views

Twitter Following 2018–2021
16,000+ Followers
13,000+ Followers
10,000+ Followers
7,000+ Followers
4,000+ Followers
2018 2019 2020 2021
SIDP Engagement Opportunities

Novel Educational Podcasts

Sponsored Podcasts

Social media is a rapidly growing platform for education, networking, and advocacy. Podcasts provide a novel mode of 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. Episodes have between 2,000–3,5000 listens.

Sponsors interested in developing an educational podcast communication would receive the following:

- **Podcast Sponsored Episodes (Exclusive sponsor)**
  - $30,000 for 60-minutes of content
  - Includes:
    - Sponsor acknowledgement in podcast intro, middle, and outro
    - One website posting
    - 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 1,600+ SIDP members
    - Report to sponsor regarding listener metrics at 2-weeks and 12-weeks post publication

Visit sidp.org/Podcasts to listen to previous Breakpoints podcast episodes. The episode “A Lung Time Coming: Controversies in Community Acquired Pneumonia” has over 3,000 listens and is a great example of a sponsored episode.

Visit @SIDPharm on Twitter to join the conversation with our community of over 16,000 followers.

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Breakpoints Podcast Statistics

Current as of January 2021

- 33 Published Episodes
- 2,100+ Subscribers
- 66,000+ Total Listens

Visit @SIDPharm on Twitter to join the conversation with our community of over 16,000 followers.
## SIDP Engagement Opportunities

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

<table>
<thead>
<tr>
<th></th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Attendee Registration (Meeting &amp; Reception)</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>PowerPoint Recognition during SIDP Business Meeting</td>
<td>✓</td>
<td>✓</td>
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</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>Half Page Color Advertisement in Meeting Materials</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>Full Page Color Advertisement in Meeting Materials</td>
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<td>✓</td>
<td></td>
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<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>
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<td>✓</td>
</tr>
</tbody>
</table>

### SIDP Marketing Opportunities

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

- 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
- USB flash drives
- Wi-Fi

Inquire about custom sponsorship opportunities for the SIDP Business Meeting or sponsoring specific lecture series opportunities at: [SIDP@affinity-strategies.com](mailto: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**

**Research Sponsorship**

$10,000 minimum

**SIDPEC™**

As part of our ongoing commitment to professional development, SIDP develops and delivers a multitude of continuing education (CE) activities throughout the year. SIDP welcomes funding support for many of these activities.

**Options include:**
- Pre-recorded webinar
- Live webinar
- Live symposium at a national meeting
- Interactive written programming and satellite symposia at major conferences
- Roundtable panel discussion
- Podcasts

All options include enduring CE content being made available on the SIDPEC website.

Enduring CE activities will be available on the SIDPEC website CE for other professions (e.g., physicians, nurses) is also available.

**20,000+** Pharmacists have completed a SIDPEC program!

**30,238+** Continuing Education hours have been earned as of January 27, 2021

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 1,600 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**

Over the past year (Jan 1, 2020 – Dec 31, 2020) there were 122,483 visits (session views) to the website. On average users are visiting at least 2 unique page per visit (>200,000 unique page views). The covid-19 page accounted for approximately 20% of all session visits. Based on the geolocation tracker, there were visits from 168 countries and territories. Visit [sidp.org](http://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

### 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

### Charitable 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](http://sidp.org/Donate) to make a tax-deductible gift today!

### Diversity, Equity and Inclusion Initiatives

**Variable Amount**

In 2020, SIDP announced the Diversity, Equity, and Inclusion Research Grant to support and build careers of the under-represented community and to improve communities most affected by structural racism. The inaugural award, of up to $40,000, will support research that addresses racial disparities and structural racism in our profession or in the care of our patient populations. For more information, please visit [https://sidp.org/Grants/](https://sidp.org/Grants/) or contact us to inquire about other opportunities to support diversity, equity, and inclusion with SIDP.
# SIDP Engagement Opportunities

## Sponsorship Packages & Benefits of Sponsorship

<table>
<thead>
<tr>
<th>Individual Item Cost</th>
<th>Supporter</th>
<th>Sustainer</th>
<th>Advocator</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$10,000</td>
<td>$20,000</td>
<td>$50,000</td>
</tr>
<tr>
<td>e-Newsletter Advertisement</td>
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<td></td>
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<tr>
<td>Single newsletter cost $1,000 ($1,500 for front page)</td>
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</tr>
<tr>
<td>Website Sponsorship (1-year)</td>
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<tr>
<td>$10,000</td>
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<tr>
<td>Research Sponsorship</td>
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<td>$10,000 minimum</td>
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</tr>
<tr>
<td>Sponsored Podcast (60 minutes of content)</td>
<td>$30,000</td>
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### Itemized Cost

<table>
<thead>
<tr>
<th>Itemized Cost</th>
<th>Supporter</th>
<th>Sustainer</th>
<th>Advocator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter Ads – $1,500 Website – $10,000</td>
<td>Newsletter Ads – $3,000 Website – $10,000 Research – $10,000</td>
<td>Newsletter Ads – $3,000 Website – $10,000 Research – $15,000 Podcast – $30,000</td>
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</tr>
<tr>
<td>Sponsored Podcast (60 minutes of content)</td>
<td>$30,000</td>
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### Total Estimated Value

<table>
<thead>
<tr>
<th>Total Value: $11,500</th>
<th>Total: $23,000</th>
<th>Total: $58,000</th>
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</thead>
<tbody>
<tr>
<td>($1,500 savings)</td>
<td>($3,000 savings)</td>
<td>($8,000 savings)</td>
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</table>

### Savings Due to Sponsorship Package

**Additional Engagement & Package Opportunities**

SIDP is grateful for the past 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
- DoseMeRx
- Ferring Pharmaceuticals
-Iterum Therapeutics
- Melinta Therapeutics
- Merck
- Paratek Pharmaceuticals
- Premier Inc.
- Rebiotix Inc.
- Regeneron
- Sanford Guide
- Shionogi
- T2 Biosystems
- Tetraphase
- Unbound Medicine

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