



2018 SPONSORSHIP OPPORTUNITIES

The National PKU Alliance will hold our fifth internationally renowned patient conference July 5-8, 2018, where leading experts in the fields of PKU research, clinical care, nutrition and advocacy will come together and provide the PKU community with the latest information on advances in PKU and offer support and tips on PKU management. Additionally, it is a unique opportunity for businesses, industry providers and nonprofit organizations to reach this diverse community.

Since 2010 the conference has grown each time, with our largest ever in 2016. The record-breaking conference included over 605 attendees from 35 states and 7 countries, and our conferences are consistently the largest gathering of PKU adults, families and professionals in the World. The conference sessions will also be recorded and available for download on our website for those adults, families and professionals that will not be able to attend personally.

We hope that you will consider sponsoring this critical patient driven event and join us in *Advancing the Dream* for PKU! Each sponsorship level includes a donation to our **scholarship fund** so you can help us bring more adults and families living with PKU to the event. This is very important to PKU families as nearly 1/4 of our conference participants receive scholarships to attend this meeting.

YOUR SPONSORSHIP WILL:

- Provide PKU families with updates on research and new treatments
- Provide important networking time for parents, teens and children
- Provide a buffet of delicious low protein food options, like no other, for the PKU diet
- Provide PKU families connections with resources, education and more!

CREATIVE SPONSORSHIP OPPORTUNITES WILL BE CONSIDERED
Contact Michelle Pernsteiner, Event & Development Coordinator
at michelle.pernsteiner@npkua.org to set-up a time to discuss!

2018 SPONSORSHIP OPPORTUNITIES

Here's how you can support NPKUA's next groundbreaking conference – look for our new and exciting ways to sponsor and some added benefits**:

Making History Sponsorship -- \$65,000 plus minimum \$5,000 scholarship donation (will help 14 people attend); exclusive sponsorship (includes reception sponsor)

12 tickets to the NPKUA conference

Exclusive sponsorship and special signage at the opening reception at the Atlanta Botanical Garden Premier vending space in exhibition space **with 2 tables (note: no more tables can be purchased)**

Full page ad on the inside cover of the Program book; Sponsor mention in program book

Prominent signage identifying company as THE SIGNATURE SPONSOR

Special recognition during the Saturday evening banquet AND VIP seating at the Keynote banquet

Logo in all advertising, including conference website

**Social media announcement of sponsorship on all NPKUA's accounts

Logo on totes in a prominent position and opportunity to include an approved promotional piece in give-away tote

**Entry of two informational/marketing/biography pieces in Registration Packets

Logo on PKU Awareness T-shirt

Acknowledgement in opening address

4 tickets to VIP cocktail hour on Friday evening with presenters and NPKUA Board members

****Add-on option (\$5,000):** Be a sponsor of a **new feature** to the NPKUA Conference – **The NPKUA Conference Mobile App** – everyone who gets the app code can stay tuned throughout the conference with our messages, schedule updates, share photos, private message and more! Your sponsorship will be recognized on the sign where conference participants scan the app code, in the program and on the homepage of the App itself. The first sponsor to notify the NPKUA of this add-on will be the named sponsor.

Platinum Sponsorship -- \$17,000 plus minimum \$2,000 scholarship donation (will help 7 people attend)

10 tickets to the NPKUA conference

Premier vending space in exhibition space with **2 tables (note: no more tables can be purchased)**

Full page ad and Sponsor mention in program book

Special recognition during Saturday evening banquet

Signage identifying the company as a Platinum Sponsor

Premier seating at the Keynote banquet

Logo in all advertising, including conference website

**Social media announcement of sponsorship on all NPKUA's accounts

Logo on give-away tote and opportunity to include an approved promotional piece

**Entry of one informational/marketing piece in Registration Packets

Logo on PKU Awareness T-shirt

Acknowledgement in opening address

3 tickets to VIP cocktail hour on Friday evening with presenters and NPKUA Board members

****Add-on option (\$5,000):** Be a sponsor of a **new feature** to the NPKUA Conference – **The NPKUA Conference Mobile App** – everyone who gets the app code can stay tuned throughout the conference with our messages, schedule updates, share photos, private message and more! Your sponsorship will be recognized on the sign where conference participants scan the app code, in the program and on the homepage of the App itself. The first sponsor to notify the NPKUA of this add-on will be the named sponsor.

Gold Sponsorship -- \$14,000 plus minimum \$1,500 scholarship donation (will help 3 people attend)

6 tickets to the NPKUA conference
Premier vending space in exhibition space with **2 tables** (*note: no more tables can be purchased*)
Half page ad and Sponsor mention in program book
Special recognition during Saturday lunch
Signage identifying the company as a Gold Sponsor
Reserved seating at the Keynote banquet
Logo in all advertising, including conference website
**Social media announcement of sponsorship on all NPKUA's accounts
Logo on give-away tote and opportunity to include an approved promotional piece
**Entry of one informational/marketing piece in Registration Packets
Logo on PKU Awareness T-shirt
Acknowledgement in opening address
2 tickets to VIP cocktail hour on Friday evening with presenters and NPKUA Board members
****Add-on option (\$5,000):** Be a sponsor of a new feature to the NPKUA Conference – **The NPKUA Conference Mobile App** – everyone who gets the app code can stay tuned throughout the conference with our messages, schedule updates, share photos, private message and more! Your sponsorship will be recognized on the sign where conference participants scan the app code, in the program and on the homepage of the App itself. The first sponsor to notify the NPKUA of this add-on will be the named sponsor.

Silver Sponsorship -- \$7,500 plus minimum \$750 scholarship donation (will help 2 people attend)

4 tickets to the NPKUA conference
Vending space in exhibition area with **1 table** (*note: no more tables can be purchased*)
Quarter page ad and Sponsor mention in program book
Signage identifying the company as a Silver Sponsor
Company name on Program Book cover
Reserved seating at the Keynote banquet
Logo in all advertising, including conference website
**Social media announcement of sponsorship on all NPKUA's accounts
Opportunity to include a promotional piece in giveaway tote
Logo on PKU Awareness T-shirt
Acknowledgement in opening address
1 ticket to VIP cocktail hour on Friday evening with presenters and NPKUA Board members

Bronze Sponsorship -- \$3,000 plus minimum \$400 scholarship donation (will help 1 person attend)

2 tickets to the NPKUA conference
Vending space in exhibition space with **1 table** (*note: no more tables can be purchased*)
Listing in program book
Signage identifying the company as a Bronze Sponsor
Logo in all advertising, including conference website
**Social media announcement of sponsorship on all NPKUA's accounts
Logo on PKU Awareness T-shirt
Acknowledgement in opening address
1 ticket to VIP cocktail hour on Friday evening with presenters and NPKUA Board members

EVENTS AND SERVICES SPONSORSHIP OPPORTUNITIES

****New sponsorship opportunities noted**

****LANYARDS (exclusive) - \$2,500**

Increase recognition of your company being visible throughout the entire conference by sponsoring the lanyards exclusively with your company's logo along with event logo.

****SELFIE PHOTO BOOTH (exclusive) - \$5,000**

Your company will allow participants to enjoy striking a pose and taking selfies, or posed photos, in front of our conference step and repeat banner, along with some fun signs to hold. They will have you to thank for added fun and increased visibility on social media! You will get recognition on a sign by the photo booth, special mention in the program and pre-event promotion to participants, including social media.

TRAVEL SCHOLARSHIPS (additional opportunities)

Provide additional scholarship funds for families in need that are affected by PKU - **\$1,000 and up**.

KIDS ZONE - \$8,000

Sponsor ***the Kids Zone*** – a fun, interactive zone for PKU children and their siblings ages 3-15. This popular spot provided supervised care, educational sessions and fun activities for 100 children at our 2016 conference. An off-site field trip is planned as well, which requires transportation. Your support will help off-set these costs and help parents avoid higher fees. Signage outside the room, special recognition in program booklet and social media announcement of sponsorship on all NPKUA's accounts.

SCIENTIFIC POSTER SESSION - \$5,000

Sponsor the Scientific poster session, providing three top selected entries with a travel award. Offer this session for conference participants to interact with researchers and learn more about specific projects focusing on new treatments or a cure for PKU! Signage outside the room, special recognition in program booklet and social media announcement of sponsorship on all NPKUA's accounts.

TEEN TIME GATHERING SPACE - \$1,500

Sponsor the Teen Time space, a separate living room area for teens to gather during the conference, share experiences and offer support to one another. Signage outside the room and special recognition in program booklet.

NURSERY - \$1,500

Sponsor the nursery, a place for parents and grandparents to bring infants and toddlers. The nursery will offer age appropriate toys and a place for new parents to gather and share experiences. Signage outside room and special recognition in program booklet.

WRITING PENS (exclusive) - \$1,000

Increase recognition of your company by providing a pen with your company's logo that is inserted in each registration tote bag.

EXHIBITION FEES (unless included in sponsorship as noted)

Commercial companies - \$1,500

Non-profit organizations - \$500

Booth space includes one 6 foot table, two chairs, tablecloth and skirting. All exhibitors will be listed on the conference website and in the program book. Each space includes **one registration into the conference and all meals**.