



2024 ANNUAL SPONSORSHIP CATALOG

Your opportunity to support families and individuals affected by Prader-Willi syndrome (PWS)



Welcome

A MESSAGE FROM OUR EXECUTIVE DIRECTOR



At PWSA | USA, our commitment is to enhance the quality of life and empower individuals impacted by Prader-Willi syndrome (PWS). As we continue to champion this cause, we recognize the importance of collaborative efforts and the significant role that corporate partnerships play in achieving our mission.

Our aspiration is that the sponsorship opportunities showcased in this catalog will ignite a connection between your organization's identity and objectives and the impactful work we do. We hope the content within this document serves as a catalyst for discussions on collaborative efforts to enhance the lives of the PWS community and further our common interests.

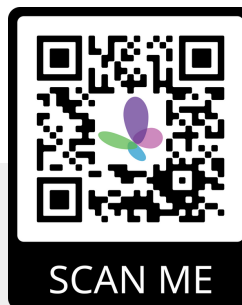
I invite you, our friends in the Prader-Willi syndrome corporate community, to join us in our mission. Let us explore together how we can tailor a sponsorship package that not only aligns with your corporate objectives but also contributes to the betterment of our shared community.

Stacy Ward

Stacy Ward, MS
PWSA | USA CEO



LEARN MORE ABOUT PWSA | USA
BY SCANNING THE QR CODE



PWSA | USA'S THREE PILLARS



Advocacy

Increasing awareness and effectively advocating for Prader-Willi syndrome at the state and federal level is a critical component of our mission. We seek to involve all members of our community and work to keep them informed on the best ways to affect change for their loved ones.



Family Support

PWSA | USA's Family Support team provides individuals diagnosed with Prader-Willi syndrome, their families, and care providers with critical information and resources on PWS. We also provide education to medical providers, schools, and professional care givers through ongoing trainings, toolkits and other valuable resources. We support the family from the NICU through all stages of the PWS journey.



Research

PWSA | USA seeks to support research projects with the potential for immediate and high impact for the PWS community. The goal is to fast-track better treatment for the syndrome, and we proudly collaborate with partners representing pharmaceutical companies, research universities, and more to achieve that goal.



SPONSORSHIP *Opportunities*

For specialized program and event sponsorship, reach out to events@pwsausa.org.



DIAMOND SPONSOR

\$100,000

- ✓ Logo/weblink featured on PWSA | USA's website
- ✓ Special personalized webpage created on PWSA | USA's website
- ✓ Logo featured in PWSA | USA's Pulse newsletter and various event emails
- ✓ 12 Pulse spotlights in 2024
- ✓ 12 social media spotlight posts in 2024
- ✓ 4 standalone emails sent to PWS community
**Emails must be PWS related*
- ✓ Logo on all PWSA | USA event promotional and print materials
- ✓ 8.5x11 promotional flyer in all PWSA | USA in-person event welcome materials (*sponsor to provide*)
- ✓ One minute commercial spot on PWSA | USA's Podcast per quarter
- ✓ Logo in PWSA | USA Annual Report



PLATINUM SPONSOR

\$75,000

- ✓ Logo/weblink featured on PWSA | USA's website
- ✓ Special personalized webpage created on PWSA | USA's website
- ✓ Logo featured in PWSA | USA's Pulse newsletter
- ✓ 8 social media spotlight posts in 2024
- ✓ 5x7 promotional postcard in all PWSA | USA in-person event welcome materials (*sponsor to provide*)
- ✓ :45 second commercial spot on PWSA | USA's Podcast per quarter
- ✓ 8 Pulse spotlights in 2024
- ✓ 2 standalone emails sent to PWS community
**Emails must be PWS related*
- ✓ Logo in PWSA | USA Annual Report



GOLD SPONSOR

\$50,000

- ✓ Logo/weblink featured on PWSA | USA's website
- ✓ Logo featured in PWSA | USA's Pulse newsletter
- ✓ 4 social media spotlight posts in 2024
- ✓ 4 Pulse spotlights in 2024
- ✓ :30 second commercial spot on PWSA | USA's Podcast per quarter
- ✓ 1 standalone email sent to PWS community
**Email must be PWS related*
- ✓ Logo in PWSA | USA Annual Report



SILVER SPONSOR

\$25,000

- ✓ Logo/weblink featured on PWSA | USA's website
- ✓ Logo featured in PWSA | USA's Pulse newsletter
- ✓ 2 social media spotlight posts in 2024
- ✓ :15 second commercial spot on PWSA | USA's Podcast per quarter
- ✓ 2 Pulse spotlights in 2024
- ✓ Logo in PWSA | USA Annual Report

Sponsorship opportunities at all levels are not exclusive.

HOW *You* WILL BENEFIT



280,000

Annual website visitors

15,000+

Direct mailing contacts



23,000+

Followers across PWSA | USA social media pages



975,000

Average annual social media post reach across PWSA | USA social media channels

3,000+

Total number of people who attended PWSA | USA events in 2023



INTERESTED IN LEARNING *More?*

We understand every businesses needs and goals are unique and we are delighted to speak with you about ways to custom tailor a sponsorship package that helps you reach your marketing goals.

To get more information and to talk to our team about becoming a Corporate Sponsor, please email development@pwsausa.org. We hope you consider partnering with PWSA | USA to make a difference in the lives of those affected by Prader-Willi syndrome.

