

PROGRAMME SPONSORSHIP & MARKETING OPPORTUNITIES

EXCLUSIVE PLATINUM ORGANISATION SPONSORSHIP £50,000 – Please note this covers all activities listed below

As the exclusive Platinum Sponsor of the UK and Ireland ITP Support Association, you will receive recognition across all of our planned ITPSA activities during the 2024/2025 financial year.

This will include:

- Your Company Logo on all digital patient material (website, social media channels) for the duration of the sponsorship period
- Platinum Sponsorship recognition on all emails sent to patients and registered members
- Platinum Sponsorship recognition in each edition of the ITPSA Platelet Journal which is published quarterly (Mar, June, Sept, Dec) including a half page advert.
- ITP Awareness Month recognition, your company logo on Awareness Month marketing materials.
- Annual Patient Conference – Benefits as with the Gold Sponsorship level
- Access to the ITP International Alliance Members meeting (takes place during our Patient Convention Week) Observer for the first session, then an agenda slot to talk to the Alliance members.
- Access to ITPSA CEO for up to four events/activities during the sponsorship period. This includes presentations to clinicians, corporate speaking, marketing and in-house events.
- First right of refusal for the following year as Exclusive Platinum Sponsor

The ITP Support Association Website - With have over 15,000 monthly visitors from countries all over the world, the mobile-friendly itpsupport.org.uk website helps to reassure and engaged the patient community across the United Kingdom, whilst acting as a trusted resource for medical and industry professionals.

WEBSITE SPONSORSHIP

Exclusive - £10,000 | Shared - £3,000 each

RECOGNITION

Sponsor name and hyperlink displayed on itpsupport.org.uk home page. Sponsor logo displayed in all issues of The Platelet (our quarterly journal).

WEBSITE MARKETING OPPORTUNITIES

Website Banner Placements. Placements available on home and subsequent web pages.

LEADERBOARD – 728 X 90

3 months: £500 | 6 months: £750

MEDIUM RECTANGLE – 300 x 250

3 months: £200 | 6 months: £450

Banner placements will be hyperlinked to a page of your choice. Medium rectangle placements will be located on the right-hand margin of the pages as a standalone. Inside page placements will be located on the inside web page of your choice. Banner placements may be in full colour and animated. Banner placements will be added at the beginning of the month. Placements must be received two weeks prior to publication date.

The ITP Support Association accepts marketing placements on our website and in its publications and is limited to topics and services we believe are beneficial and support the needs of the community we serve.

BOOKLETS & ARTICLES

The ITP Support Association offers a large patient-friendly collection of educational booklets and articles containing disease-related specifics, definitions, treatment options and ways to help manage living with the disease.

BOOKLET/BROCHURE SPONSORSHIP

Exclusive - £15,000 | Shared - £5,000 each

RECOGNITION

Sponsor mentioned in booklet/brochure (first page) and included in the downloadable .pdf on itpsupport.org.uk

THE ITP SUPPORT ASSOCIATION PLATELET JOURNAL

Regarded as the number one source of information by members containing news, treatment information and research updates, the ITP Support Associations quarterly journal, The Platelet, is distributed to all UK and overseas members by Royal Mail or as an electronic version (if requested).

PLATELET JOURNAL SPONSORSHIP

Exclusive - £15,000 | Shared - £8,000 each

RECOGNITION

Sponsor logo prominently displayed in all issues of The Platelet quarterly journal.

IN-PERSON AND VIRTUAL PATIENT SUPPORT GROUP MEETINGS

Each year we hold a number of in-person or virtual patient support group meetings around the UK and All-Ireland.

SUPPORT GROUP SPONSORSHIP

Exclusive - £5,000 | Shared - £3,000

RECOGNITION

Sponsor logo prominently displayed in all materials promoting these events (Platelet. Website and e-newsletters.



ANNUAL CONFERENCE SPONSORSHIP

Every year the Annual ITP Convention attracts both patients and family with ITP plus the top ITP Specialists.

Following the virtual conventions during Covid our 2023 event was held at the Royal College of Pathologists in London. Our 2024 Patient Convention will be held at the Cavendish Conference centre in London, and then for 2025 we will be travelling to the Bridgewater Conference centre in Manchester.

At each Convention we have several Top ITP Specialists attending as speakers, these are the leaders in their field from the United Kingdom and USA.

2024 ANNUAL PATIENT CONVENTION

Will take place at The Cavendish Conference Centre in London on Saturday 11th May 2024.

*THE UNITED KINGDOM & IRELAND MEETING OF THE ITP INTERNATIONAL ALLIANCE

Will take place at The Hallam Conference Centre in London on Thursday 9th May 2024.

ITP International Alliance Members meeting, sponsors will be able to observe for the first session and network with Alliance members, then an agenda slot in the afternoon session to enable sponsors to present to the Alliance members. The ITP International Alliance has ITP Patient organisations from over 30 countries represented (more details about membership can be found at www.globalitp.org).

SPONSORSHIP OPTIONS, IN-PERSON, OR VIRTUAL CONVENTION.

GOLD - £25,000 (£30,000 with access to the ITP International Alliance Members meeting*)

- Exhibitor Booth
- Company description (text)
- Prime exhibitor placement
- Logo placement 50% larger than Silver and Bronze Sponsors
- If virtual up to 3 Videos on the virtual booth.
- If virtual up to 5 Documents for viewing/downloading
- Live Chat with company representative
- Company logo on all convention pages on the website (up to 15,000 monthly visitors)
- Editorial recognition in all quarterly newsletter convention related articles (2,000 circulation)
- Recognition during convention opening presentation
- Convention Virtual on-site signage with company logo and sponsorship level

SILVER - £20,000 (£25,000 with access to the ITP International Alliance Members meeting (see below)

- Exhibitor Booth
- Company description (text)
- If virtual 1 Video
- If virtual up to 3 Documents for viewing/downloading
- Live Chat with company representative
- Company logo on all convention pages on the website (up to 15,000 monthly visitors)
- Editorial recognition in all quarterly newsletter convention related articles (2,000 circulation)
- Recognition during convention opening presentation
- Convention Virtual on-site signage with company logo and sponsorship level

BRONZE - £15,000 (£20,000 with access to the ITP International Alliance Members meeting (see below)

- Exhibitor Booth
- Company description (text)
- If virtual up to 3 Documents for viewing/downloading
- Company logo on all convention pages on the website (up to 15,000 monthly visitors)
- Editorial recognition in all quarterly newsletter convention related articles (2,000 circulation)
- Recognition during convention opening presentation
- Convention Virtual on-site signage with company logo and sponsorship level

EXHIBITS

Those attending the convention (Patients, caregivers, and medical professionals) are continually seeking information about products and treatments that will help manage ITP and improve their quality of life. The exhibition area albeit 'in-person' or virtual is strategically arranged for exhibitors to meet conference attendees. This allows exhibitors to interact and network directly with target audiences and build brand recognition.

We will decide on which option to go with based on the Covid position in the New Year.

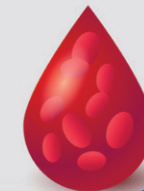
Sponsorship of the ITP Support Association Convention is made on an unrestricted basis, such sponsorship enables the Association to continue its work supporting those effected by Immune Thrombocytopenia.

For further details or if you would like to discuss sponsorship for this event, please email mervyn.morgan@itpsupport.org.uk

ITP SUPPORT ASSOCIATION

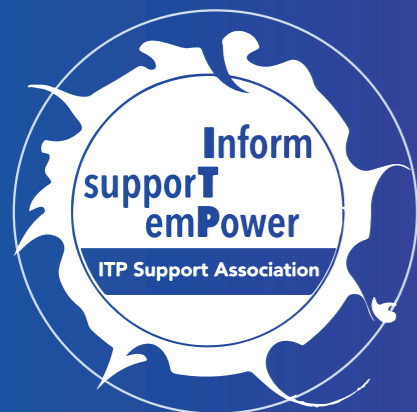


ITP awareness



PROSPECTUS 2024/2025





About the ITP Support Association

The ITP Support Association is the only UK registered charity which aims to promote and improve the general welfare of patients, and the families of patients, with Immune Thrombocytopenia by providing:

- Patient/parental/antenatal information and support.
- ITP Patient Toolkit – ‘Making the right choices in ITP management and care’
- ‘Listening ear’ contact with nominated volunteers
- Members information pack
- Quarterly journal, The Platelet
- Easy to read booklets and factsheets on ITP and associated interests
- Guidelines for schools
- Protocol for dentists of affected patients
- Annual conventions featuring leading ITP specialists.
- Patient support meetings and events
- Social Media, Facebook, X formally known as Twitter etc.
- Running surveys and collating information
- Providing feedback on patient concerns to specialists and drug companies
- Medical seminars for haematologists, paediatricians and other health professionals

We work with the medical profession in order to advance the knowledge and treatment of ITP by: helping to fund the ITP registries and various other research into ITP. (We do not fund research that involves any testing on animals)

We are funded mainly by donations and the fundraising activities of volunteers and friends of the Association.

We also receive sponsorship from companies involved in research and the treatment of ITP.



ACHIEVE SILVER STANDARD FOR EXCELLENCE IN INDUSTRY



OUR MISSION

The ITP Support Association is dedicated to improving the general welfare of people with Immune Thrombocytopenia through support, understanding, education and research.



WHY WE NEED YOUR SUPPORT

Partnerships enable the ITP Support Association to have the resources to help those with the disease within the United Kingdom, All of Ireland and beyond.

Help us ensure that ITP Patients are empowered through education, awareness, and support. Together, with our partners, we can make the world of ITP a less frightening experience.

5,000 ADULTS affected by ITP in the UK at any given time

5/100,000 CHILDREN diagnosed with ITP each year

6/100,000 ADULTS living with ITP at any given time (which approximates to 2,400 new adult cases each year).



OUR SOCIAL REACH

Facebook - **Over 7,600 followers**
 Private Facebook Group - **Almost 300 members**
 New Thread - **Just started, already over 200 followers**
 X (Formally Twitter) - **Almost 2,000 followers**
 Instagram - **Almost 1,800 followers**
 Health Unlocked - **Forum over 4,000 members**
 Email Newsletters Monthly - **Over 1,300 on the mailing list**



OUR TEAM

‘The ITP Support Association has made a substantial difference to the lives of those afflicted with this rare disorder (or rather these rare disorders, since there are subtly different types).

Treatment is often difficult to make informed decisions about because the accumulated evidence for efficacy is mostly based on different doctors' opinions rather than hard evidence from carefully designed clinical trials.

The Association has therefore developed into a unique, balanced, and sound source of advice and information, and families can trust it to educate them and offer reassurance when things seem frightening. It can do this on a personal basis or through its well-established publication, The Platelet.

Additionally, it has begun to gather sufficient funds to support important research, from simple systematic collection of information about the frequency and outcome of ITP through to cutting edge analysis of gene variations that might relate to the chance of getting it or how those who do, respond to treatment. It thus plays an increasingly important role in advancing medical knowledge’.

Professor Sir John Lilleyman

TRUSTEES

Professor Adrian Newland CBE (Chair)
 Derek Elston
 Xenia Norman
 Colin Williams
 Anthony Heard (Patient Observer)
 Rhonda Anderson (Patient Observer)
 Dianne White (Deputy CEO & Patient Observer)

OFFICE

Chief Executive
 Mervyn Morgan
Post & Online Orders Admin
 Liz Gooch

VOLUNTEERS

Social Media
 Anthony Heard
 Mervyn Morgan

Group Liaison
 Derek Elston

VOLUNTEERS

Patient Mentors

Rhonda Anderson
 Derek Elston
 Karen Smith

Website

Mervyn Morgan

MEDICAL ADVISORS (Adult ITP)

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 CBE MA FRCP FRCPATH
 Dr. Drew Provan
 MD FRCP PRCPATH
 Dr. Jecko Thachil
 MRCP FRCPATH
 Dr. Will Lester
 MBChB(hons), BSc, MRCP,
 FRCPATH, PhD
 Dr. Nichola Cooper
 MA, MBBS, MD, FRCP, FRCPATH
 Dr. Gerard Crotty
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