

Fundraising through Sponsorship

APHON

Local Chapter Committee



Exhibits and Sponsors

- Identify supporters aligned with pediatrics
 - Pharmaceutical companies
 - Other industries related to children

Exhibitors

- Exhibitors and Sponsors are obtained through *separate* mechanisms
- Exhibitors may be identified through your local pharmaceutical representative
- Exhibitors are a separate “fee for service” contract
- Exhibit space *cannot* be offered as part of the medical education grant

SCAPHON Example of Exhibitor Recruitment

- Fee for each exhibitor is: \$350
- SCAPHON will provide:
 - Recognition in conference brochure
 - Recognition in conference program book
 - Recognition in the SCAPHON newsletter
 - Skirted 6-8 foot table in designated Exhibit Room/Area (you may set up as early as 6 a.m. on Thursday)
 - List of attendees & their institutions
 - “Exhibitor” ribbon with your company’s name
 - Invitation to enjoy the meals provided including breakfast & break snacks/beverages on Thursday and Friday, wine & cheese reception on Thursday after the lectures and lunch on Friday after the final break
- Exhibiting times:
Thursday 10:05-10:40 & 3:10-3:40 and Friday 9:35-10:05

Identifying Sponsors

- Contact pharmaceutical companies or small businesses
- Communicate mutual benefits for sponsorship
 - enhances the company's visibility
 - shows their company's commitment to pediatric nursing
- Have a letter to explain your organization and event
 - sample grant request available on APHON website

Sponsor Application

- Support of medical education is now often done through grants
- Most pharmaceutical companies now have *online* grant submission for support of medical education
- Many require registration of your organization first to determine if you meet basic criteria *prior* to being able to submit an application. This registration is completed online.

Sponsor Timeline

- Timing of grant applications needs to be considered
 - companies may have quarterly deadlines
 - companies may have application deadlines to be submitted 6-12 weeks prior to the conference or event

Sponsor Considerations

- Usually only support accredited programs with CME/CEU offering
- Usually require a tax-ID number
- Completing applications:
 - character limits
 - budget constraints (items they will and will not cover i.e. gifts to attendees, cap on meal costs, support of speaker)
- Educational grants usually require a contract to be executed and a reconciliation completed in a 60-90 day period (post-conference or post-event)

- Have a tax deduction receipt available
- Be professional
 - Send information on outcome of event
 - Send thank you letter; sample thank you letter available on APHON website

Potential sponsors

Amgen www.amgen.com/unified_donations/apply_donation.html

Astellas www.astellasgrants.com

AstraZeneca www.astrazenecagrants.com

Biogen Idec <https://grantsoffice.biogenidec.com/home/>

Eisai <http://www.eisaigrants.com/>

Endo www.EndoRequests.com

Enzon www.enzongrants.com

Genentech <http://www.gene.com/gene/imed/>

Genzyme <http://www.genzymegrants.com/>

GSK www.partnersinknowledge.com

Novartis www.ngcs.novartis.com

Pfizer <https://www.pfizermededgrants.com/pfizercme/>

Roche www.rochegrants.com

Sanofi-Aventis <http://www.sagrants.com>

Wyeth <https://apps.wyeth.com/grantsanddonations/pages/Login.aspx>

Resources

- Past local chapter officers and members
- Other local chapters
 - use chapter community for questions or issues; other chapters may have experiences to share
- APHON Local Chapter Committee
 - use your committee liaison or chair
- National APHON Office