



SPONSORSHIP GUIDE 2023

ENDSEPSIS

The Legacy of Rory Staunton



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Welcome to END SEPSIS, the Legacy of Rory Staunton.

END SEPSIS is the leading sepsis advocacy organization in the country and the only organization focused on creating systemic change through policy initiatives, and legislation. This makes us a uniquely valuable partner for companies with diagnostic and treatment solutions for sepsis. As our work prompts more and more hospitals to adopt evidence-based protocols, implement sepsis training, and become accountable for every sepsis case, they increasingly turn to advanced technologies to improve outcomes. We fully support the breakthroughs being made in the field of sepsis diagnosis and care and are proud to partner with the companies dedicated to reducing deaths from sepsis.

What we offer our sponsors.

Recognition & Promotion at the National Forum on Sepsis.

Our organization hosts the premier sepsis event on the calendar: The National Forum on Sepsis. This event brings together leaders in government, healthcare, academia, and patient advocacy to present the latest data, policies, and milestones on sepsis and to forge the path forward. Past speakers have included the director of the CDC, CMS leadership, Senator Charles Schumer and other members of Congress, leading academics, and health system presidents. As an END SEPSIS partner, you receive public recognition of your contribution to our work during the event promotion period and on the day. You have the opportunity to meet with leaders in the fight against sepsis from a variety of sectors who may be interested in your contributions to the field.

The opportunity to support lifesaving initiatives.

The work of END SEPSIS impacts millions of lives across the country. The sepsis hospital protocols developed under our leadership saved more than 16,000 lives between 2015 and 2019, according to new data from the NYS Department of Health, and they reduced pediatric mortality by 40%. Currently, 43 million Americans are covered by these sepsis protocols with many more states actively considering their implementation. Our public awareness and K-12 education campaigns have reached millions of Americans of all ages, alerting them to the causes and signs of sepsis. We invite you and your employees to become part of this urgent work.

Affiliation with a nationally prominent organization.

Ciaran and Orlaith Staunton have turned their personal tragedy into a call for collective action. They are frequently called on to speak to major media organizations, including NPR, *The Today Show*, and the *New York Times*, and industry outlets about their experience and efforts to combat the scourge of sepsis. In 2016, Orlaith was selected as a L'Oréal Woman of Worth for her extraordinary contribution as a champion for sepsis prevention. The Stauntons also regularly address conferences and other events, such as the Critical Care Congress and Women in Government Annual State Directors Conference. As a result, Rory Staunton has become the face of sepsis in the United States, and his parents the key spokespeople. Our visibility is strategic: By maintaining our presence on the front lines of the fight against sepsis, we put a human face to the appalling statistics, educate the public, and hold leaders accountable. Affiliation with END SEPSIS is an affiliation with the public face of sepsis and the movement's spokespeople.

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We welcome a conversation about your business goals and how END SEPSIS can help you achieve them. We also encourage you to ask us about program-specific sponsorship opportunities.

Sponsorship Opportunities

\$40K END SEPSIS Partner

- Speaking opportunity at Forum
- Press release announcing partnership (can be released jointly if preferred) with quotes from company CEO to be disseminated through newswire service, posted on END SEPSIS website and emailed to supporters
- Verbal recognition as END SEPSIS Partner at the 2023 Forum
- A post on the END SEPSIS blog announcing the partnership and Q&A with the company CEO, or other representative, on your sepsis work and personal interest in the cause. Post will be featured on the homepage for two weeks and archived on the blog page thereafter
- Marketing email sent to the organization's 4,000 email subscribers—including Forum attendees from the government, patient advocacy and healthcare sectors—announcing partnership and describing your company's contributions to sepsis diagnosis and care and the guiding principles behind your work
- Announcement of sponsorship with company logo on social media outlets to Foundations' 20,000+ followers
- Corporate logo and acknowledgement of Partner status on all 2023 Forum materials, including invitation, social media, and email blasts
- Acknowledgement as END SEPSIS sponsor with corporate logo and link to company website on END SEPSIS homepage and sponsor page

\$25K END SEPSIS Leader

- Verbal recognition as END SEPSIS Leader at 2023 Forum
- A post on the END SEPSIS blog announcing the partnership and Q&A with the company CEO, or other representative, on your sepsis work and personal interest in the cause. Post will be featured on the homepage for two weeks and archived on the blog page thereafter
- Marketing email sent to the organization's 4,000 email subscribers—including Forum attendees from the government, patient advocacy and healthcare sectors—announcing partnership and describing your company's contributions to sepsis diagnosis and care and the guiding principles behind your work in this area
- Announcement of sponsorship with company logo on social media outlets to our 20,000+ followers
- Corporate logo and acknowledgement of Leader status on all 2023 Forum materials including invitation, social media, and email blasts
- Acknowledgement as END SEPSIS sponsor with corporate logo and link to company website on END SEPSIS homepage and sponsor page

\$10K END SEPSIS Champion

- Marketing email sent to the organization's 4,000 email subscribers—including Forum attendees from the government, patient advocacy and healthcare sectors—announcing partnership and describing your company's contributions to sepsis diagnosis and care and the guiding principles behind your work in this area
- Announcement of sponsorship with company logo on social media outlets to our 20,000+ followers
- Corporate logo and acknowledgement of Champion status on all 2023 Forum materials including invitation, social media, and email blasts
- Acknowledgement as END SEPSIS sponsor with corporate logo and link to company website on END SEPSIS homepage and sponsor page

\$5K END SEPSIS Advocate

- Announcement of sponsorship with company logo on social media outlets to our 20,000+ followers
- Corporate logo and acknowledgement of Advocate status on select 2023 Forum materials, including invitation, social media, and email blasts
- Acknowledgement as END SEPSIS Advocate with corporate logo and link to company website on END SEPSIS homepage and sponsor page