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
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](http://www.amgen.com/unified_donations/apply_donation.html)
Astellas [www.astellasgrants.com](http://www.astellasgrants.com)
AstraZeneca [www.astrazenecagrants.com](http://www.astrazenecagrants.com)
Biogen Idec [https://grantsoffice.biogenidec.com/home/](https://grantsoffice.biogenidec.com/home/)
Endo [www.EndoRequests.com](http://www.EndoRequests.com)
Enzon [www.enzongrants.com](http://www.enzongrants.com)
GSK [www.partnersinknowledge.com](http://www.partnersinknowledge.com)
Novartis [www.ngcs.novartis.com](http://www.ngcs.novartis.com)
Pfizer [https://www.pfizermededgrants.com/pfizercme/](https://www.pfizermededgrants.com/pfizercme/)
Roche [www.rochegrants.com](http://www.rochegrants.com)
Sanofi-Aventis [http://www.sagrants.com](http://www.sagrants.com)
Wyeth [https://apps.wyeth.com/grantsanddonations/pages/Login.aspx](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