



## CORPORATE AND FOUNDATION SPONSORSHIP OPPORTUNITIES

**Through LE&RN programs, businesses and organizations are given an opportunity to further our mutual mission of fighting lymphatic disease and lymphedema through education, research and advocacy.**

In 2013, members of [Lymphatic Education and Research Network—LE&RN](#) (formerly LRF) pursued an intensive review of the field of lymphatics. LE&RN weighed current trends, desired outcomes and current organization impact. This resulted in the expansion of its mission to include education and advocacy in addition to research. To respond to this change, a state-of-the-art website was created by award-winning marketing team Citizen Group. Besides offering expanded content and resources, LE&RN retained a social marketing staff to keep patients and the public apprised of news and advancements in the field. LE&RN posts daily blogs, tweets and Facebook updates, regular e-blasts and a weekly update. Recognizing that lymphatic disease and lymphedema are all too unknown in our society, we have also retained a public relations firm to seek out national stories and prominent spokespersons capable of bringing this cause to national attention.

**Why sponsor LE&RN programs—**Partnering with LE&RN increases the impact of your dollars, expands your outreach to both patients and the research community and is a dynamic way to advance the cause.

### **Benefits of being a LE&RN Partner—**

Select your area of interest from our research, education and advocacy initiatives. Partial and collaborative sponsorships are also available.

### **RESEARCH**

- **Fund the National Lymphatic Disease Patient Registry for one year for \$75,000.**
  - Be recognized in all LE&RN materials
  - Be featured on the LE&RN website
  - Be promoted in an educational campaign directed to therapists and patients
- **Fund a LE&RN Postdoctoral Research Fellow for \$50,000 per year for a two-year fellowship.**
  - Receive naming rights to this prestigious award
  - Recommend general focus of research
  - Receive biennial reports from your fellow
  - Be featured in all LE&RN materials
  - Opportunity to be a guest blogger on LE&RN website
  - Promoted as a sponsor in online ad with link to your website
- **Fund the National Lymphatic Disease Tissue Bank for one year for \$50,000.**
  - Be named as a prime sponsor of the tissue bank on all materials
  - Be named in all promotional and educational material for funding up to 500 samples for groundbreaking research opportunities.
- **Sponsor Young Investigators** (PhD students and post docs) to defray registration and travel costs associated with attending a major international conference dedicated to

lymphatic research, including the *GRC on Molecular Mechanisms in Lymphatic Function and Disease*, for \$10,000 (ten awards @ \$1,000 apiece).

- Be recognized as a sponsor by the young investigator and in all LE&RN materials

## EDUCATION

- **Sponsor our Public Relations Education campaign for one year for \$40,000.**
  - Be mentioned as the grantor in this campaign focused on getting major news stories in top publications and on television to bring awareness to lymphatic disease and lymphedema, the breakthroughs, patient stories and national impact
- **Sponsor LE&RN's bimonthly live-streamed symposium series featuring the world's leading researchers, medical practitioners and educators for \$30,000.** This series is available worldwide in real time where questions can be asked. Each symposium then lives on the LE&RN website, YouTube and on LE&RN's Live-Stream channel in perpetuity. Currently, thousands view the symposiums during their first two months following the live broadcast.
  - Be named as sponsor in all e-blast, website and promotional materials
  - Be named as sponsor by live introduction at every symposium
  - Be asked to share recommendations for speakers to be considered

## SUPPORT & ADVOCACY

- **Sponsor "ASK THE EXPERTS" website feature** where patients can ask the world's leading authorities to answer their questions, receive direct responses, and have these Q & As archived by topic on the website. Sponsorship \$25,000 per year.
  - Be promoted as the sponsor of this dynamic feature that provides patients free access to leading practitioners and educational authorities (current "experts" listed separately)
- **Sponsor LE&RN's "YOUR STORIES" website feature.** Patients can upload their personal stories and photos where they are archived for easy access and viewing; \$10,000 a year (modeled after *NY Times* breast cancer "your stories" feature).
  - Be prominently featured on the website as the sponsor of this patient-centric web page

## Additional Benefits

In addition to the specific benefits received when funding LE&RN initiatives listed above, Sponsors receive the following:

- Featured in LE&RN promotional materials and social marketing
- Opportunity to be a guest blogger on LE&RN website
- Prominently promoted on website in online ad with link to your website

## HOW TO BECOME A SPONSORING PARTNER

- Call the LE&RN office at (516) 625-9675 and ask for assistance.
- E-mail the Executive Director directly and request a meeting: [wrepicci@LymphaticNetwork.org](mailto:wrepicci@LymphaticNetwork.org)

