

ADVANCING OUR PROFESSION.

ADVANCING PARTNERSHIPS.

ADVANCING EACH OTHER.

ADVANCING LIFE.

ADVANCING



All.



Dear Colleague,

The Organ Donation and Transplantation Alliance (The Alliance) is pleased to present our 2021 annual Corporate Partner Prospectus. We have designed our corporate partnership program with you in mind, complete with benefits that maximize your exposure to the donation and transplantation professional community.

The Alliance is not a membership organization, and therefore relies on voluntary financial support in order to develop, produce and maintain valuable programs and services for our life-saving professional community. Together, we equip a modern profession of lifesavers who restore hope, embolden legacies and secure futures.

Together, through our collaborative power, we can ensure that more people than ever can enjoy a second chance at life. To learn more about The Alliance's valuable programs and services, we encourage you to take a look at our [2020 Annual Impact Report](#).

We would be honored to have you join us as a valued 2021 Alliance Corporate Partner. Please contact me at karri@odt-alliance.org or 404-558-0562 to get started.

Advancing partnerships. Advancing each other. Advancing all.

Sincerely,



Karri Hobson-Pape

Karri Hobson-Pape
Executive Director
The Alliance

30+

scalable, targeted learning solutions offered per year

19,000+
digital content subscribers

9,000+
professionals who engaged in annual learning opportunities

August 2019 - July 2020



Uniquely POSITIONED TO ADVANCE donation and transplantation across all 3 estates



MORE THAN 800 TOOLS AND RESOURCES
equipping a modern profession of lifesavers



175+
active volunteers across the donation and transplantation community of practice, comprising **3 national leadership councils, 15 initiative workgroups**

EXCELLENT average rating for overall educational value

post-learning evaluations, August 2019 - July 2020



6,200+
CE and attendance credits claimed including CEPTC, nursing, CME and dietitian credits

August 2019 - July 2020

	ADVOCATE LEVEL \$10,000	SUPPORTER LEVEL \$5,000	FRIEND LEVEL \$2,500		ADVOCATE LEVEL \$10,000	SUPPORTER LEVEL \$5,000	FRIEND LEVEL \$2,500
IMPRESSIONS AND BRAND EXPOSURE				ALLIANCE COMMUNICATIONS & INITIATIVES			
Corporate partner profile on the new Alliance website: <i>Logo, descriptor and link to your website in multiple areas</i>				ENHANCED: Complimentary job postings on The Alliance Job Board <i>Publicly available for the donation and transplantation community of practice</i>	Unlimited job postings promoted in The Monday Minute & LinkedIn Page	Unlimited job postings promoted in the Monday Minute	Unlimited job postings
NEW: Brand recognition in all Alliance board and national council meetings				Discounted subscription for OnboardingU: Orientation for Transplant Staff	Up to 5 complimentary seats; \$125 per additional	Up to 3 complimentary seats; \$175 per additional	Up to 2 complimentary seats; \$225 per additional
Logo recognition in all 25+ Alliance webinars			Listing, no logo	The Monday Minute & Webinar Digest <i>Weekly emails with comprehensive programming updates from The Alliance</i>			
Logo in The Alliance 2021 Annual Impact Report <i>Distributed to donation & transplant leaders across the country</i>		Listing, no logo	Listing, no logo	The Pulse <i>A semi-annual email newsletter, exclusively designed for Corporate Partners</i>			
NEW: Recognition in The Monday Minute weekly email <i>Weekly exposure to 14,000+ recipients across the community of practice (included in approximately 50 emails per year)</i>		Listing, no logo					
ALLIANCE LEARNING PROGRAMS				OUTREACH AND MEDIA IMPRESSIONS			
Included "presenting sponsorship" of one (1) webinar <i>Choose any one of our Donation or Transplant-focused webinars to meet your business objectives</i>				Provide editorial content for up to three (3) news posts by December 31, 2021 <i>To be shared on The Alliance News Center and social media; subject to approval criteria**</i>			
ENHANCED: Complimentary connections for each of the 25 annual live webinars	Unlimited Connections	Up to 3 Connections	1 Connection	NEW: Provide a promotional video to be shared on The Alliance social media channels <i>Subject to approval criteria**</i>			
ENHANCED: Complimentary recorded versions of each of the 25 annual webinars				Shout-outs on The Alliance social media feeds <i>Logo and organization tags, and/or link to website homepage</i>	Quarterly	Semi-annual	Annual
Add-on Opportunity: Specialty webinar Sponsorship <i>As a presenting sponsor of a specialty webinar, you may help identify a relevant webinar topic or potential speaker for a webinar presentation. Subject to approval criteria.*</i>				COMMUNITY COLLABORATION AND EXECUTIVE LEADERSHIP IN THE FIELD			
ACCESS TO NEW CONTENT AND INFORMATION IN THE FIELD				Complimentary Registrations to the 2021 National Donor Management Summit <i>Scheduled for September 2021 in Orlando, FL</i>	2 complimentary registrations	1 complimentary registration	
The Alliance Resource Toolbox <i>A comprehensive digital library, housing hundreds of best practice resource for the donation and transplantation community of practice</i>				Included "Contributing Level" sponsorship of the 2021 National Donor Management Summit <i>\$2,500 value; Includes all applicable brand recognition and benefits; Upgrade to the higher "Signature Level" for a discounted rate of \$2,500.</i>			
The Alliance Spotlight & Insight Series <i>Printable, shareable hot topics and insights (formerly The Education Corner & C-Suite Snapshot Series)</i>	Exclusive access one month before publicly available	Exclusive access one month before publicly available	Available on website one month after publication	NEW: Priority consideration to serve on The Alliance National Leadership Councils and Committees			
The DTCP Listserv <i>Online email collaboration for the donation and transplantation community of practice</i>				NEW: Hold a dedicated seat on The Alliance Corporate Partner Advisory Committee <i>Provide guidance and insight on emerging issues in the field (Semi-annual meetings in May and November 2021)</i>			
NEW: Introduction to Donation and Transplantation <i>Based on the interest of corporate partners, The Alliance will host an introductory program for new partner employees. This will be a combination of on-demand material and live sessions with experts. Offered up to two (2) times per year.</i>							
				* Subject to proposal and Alliance approval. ** Content must be a non-advertising discussion of organization's involvement and/or contributions to education, innovation and/or collaborative leadership in donation and transplantation. Subject to additional approval criteria. Contact The Alliance for further information.			



2021 Corporate Partnerships

To confirm your 2021 Corporate Partnership, please contact:

Karri Hobson-Pape, Executive Director
404-558-0562 | karri@odt-alliance.org
931 Monroe Drive NE | Suite A102-284 | Atlanta, GA 30308

Payment may be made by check or credit card.