



2022 SPONSORSHIP OPPORTUNITIES



HOI EVENTS 2022

Date	Name of Event	Location
February 18, 19, 20	First Steps Family Weekend	Adventureland Inn, Des Moines Iowa
March 24 (tentative)	Day at the Iowa State Capital	State Capital, Des Moines Iowa
April 8, 9, 10	HOI Annual Meeting	Dubuque Iowa
May 14 (Tentative)	First Steps Mom's Day	TBD
June 13	HOI Golf Tournament	Tournament Club of Iowa (TCI) Polk City, Iowa
June 19 – 25	Youth Camp	Camp Tanager, Marion Iowa
July 23	Family Education Day	Fun City, Burlington Iowa
August 12, 13	Adult Retreat	Riverside Casino, Iowa City Iowa
September 17	HOI Unite Walk/Clot Trot	Clark Park, Marion Iowa
December 3 (Tentative)	First Steps Holiday Family Event	TBD

FIRST STEPS – FEBRUARY, MAY, DECEMBER 2022

The First Steps program is a group designed to reach out to parents of children with a bleeding disorder from birth to age 8. All programming is planned by the Parent Coordinators in collaboration with the HTC. The primary goal of this program is for this population to know they are not alone and to provide a “safe” environment to interact with other families. First Steps is a yearlong program with many little special touches for the families and will provide three (3) in-person gatherings that allow participants time to network with each other. Here is how you, as our industry sponsors, can support First Steps:

Since First Steps runs all year, sponsorship/support will be utilized for all activities from January – December 2022. Please note, industry attendance will not be permitted at in-person events. (Gold Level exception - see below for details.)

Gold Sponsorship: \$1,000 to \$2500

*All benefits as "Silver" Level

*Company name listed as “Gold” sponsor on all invites sent to attendees.

*Invite for 1 representative per company to attend a vendor reception at the conclusion of a specified event. (Date, location and time to be announced) This in-person opportunity will provide time to share your company message during an exclusive portion of the event with the First Step families in attendance. The time allowed for each presentation will be based on the number of companies at the Gold Level Sponsorship.

Silver Sponsorship: \$750 - \$999

*Signage at in-person gatherings

*Bloodline acknowledgement made within the First Step article

*Marketing materials, goodies, business cards etc. will be distributed on your behalf to attendees at the in-person gatherings.

Bronze Sponsorship: \$300 to \$749

*Signage at in-person gatherings. Bloodline acknowledgement made within the First Step article.

ANNUAL MEETING — APRIL 8,9,10 2022

This is a premiere event for Hemophilia of Iowa's members. Bleeding disorder families from around the state are invited to a weekend of education and fun. This event will feature speakers from the bleeding disorder community, as well as educational sessions on a broad range of topics relevant to the bleeding disorder community. Companies will have many options to support and participate in the weekend event. This will be an IN-PERSON event.

Multiple sponsorships are available. All levels of sponsorship for Education weekend will be recognized with signage at the event, receive verbal recognition at main meeting and written recognition in the Bloodline article for the event.

Exhibitor Fee: \$1500

Exhibitor Fee includes entry for two representatives to display in the exhibit hall & meals for two (2) industry representatives.
(There is a \$100 fee for each additional representative.)

Lunch Meal Sponsorships: \$750

Recognition as meal sponsor during the event. Companies may sponsor multiple meals.

Child Care: \$500

Educational program/activity for young kids and or teens.
(Does NOT include an exhibit.)

Break Sponsorships: \$500

Recognition of company during the break period. (Does NOT include and exhibit)

Social Sponsorship: \$500

Friday night social sponsorship.
(Does NOT include an exhibit.) In the past, HOI has offered an Ice Cream Social.

GOLF — JUNE 13, 2022

“Factoring Fairways for Families” – A golf tournament benefiting Hemophilia of Iowa is held every year at one of Iowa’s beautiful courses. The tournament is held to raise awareness about bleeding disorders as well as raise funds to support ongoing programs and services provided by Hemophilia of Iowa. Golfers will enjoy a breakfast or lunch before starting an 18-hole scramble Golf Tournament (Teams of 4), fun course games, dinner reception that will be highlighted by winners of the overall tournament, closest to the pin, and individual score as well as sponsorship recognition. Breakfast, Lunch and Dinner will be included & golf cart supplied in the foursome sponsorship .

Hole-In-One Sponsor: \$3,000

Title sponsor for this event. All programs and advertised signage will announce this level. And verbal recognition at dinner. Includes two tee box and or green sponsorships and golf for one foursome.

Breakfast Sponsor: \$750

Recognition at Breakfast
Tee Box Sponsor, signage

Reception Sponsor: \$750

Recognition at the Breakfast
Tee Box Sponsor/Signage

Eagle Sponsor: \$2,000

Company listed in program and on all advertised signage announcing this level. And verbal recognition at dinner. Includes one tee box/green sponsorship and golf for one foursome

Beverage Cart Sponsor: \$750

Name on Beverage Cart
Tee Box sponsor/signage

Birdie Sponsor: \$1000

Company listed in program and on all advertised signage announcing level. And verbal recognition at dinner. Includes one tee-box/green sponsorship and golf for one foursome.

Foursomes: \$500 per foursome

Groups can purchase additional foursomes and have multiple teams competing.

YOUTH CAMP — JUNE 19 — 24, 2022

This is a unique summer experience for kids ages 6-17 with bleeding disorders and their siblings. Camp creates an opportunity to bond with peers as they learn to manage their conditions under medical supervision along with participating in typical summer camp activities. At camp, we empower the youth to become strong leaders in the community and advocate for their disorder. Campers take ownership of their disorder, and most campers learn to self-infuse by “sticking” themselves and administering their medication; giving them confidence to live long, independent lives.

Partner in Camp:

Please consider a monetary donation to HOI Summer Camp. Your company will be recognized in the “partners in camp” section of Bloodline Newsletter and verbal recognition during our closing ceremonies.

If you are interested in volunteering, watch your email as we will be asking for medical and nonmedical volunteers. You can also contact Mary Lou Warner to make sure you are included on the list for the email.

Other Sponsorship

Opportunities:

Once HOI solidifies camp logistics, (2 months prior to camp dates) we will send a separate document outlining additional sponsorship opportunities. Please look for more information in 2022.

FAMILY EDUCATION DAY — JULY 23, 2022

The event will provide time for members and families to interact with exhibitors before attending an educational session. After the session families will enjoy time connecting with other families.

Exhibitor Fee: \$1,000

Exhibitor Fee includes entry for two representatives to display in the exhibit hall & meals for two (2) industry representatives.

Representatives will also have an opportunity to speak for 5-7 minutes about services. \$50 for additional representative.

Meal Sponsorship: \$500

Multiple sponsorships available. Recognition at the event included. Must be an exhibitor to sponsor the meal with a speaking opportunity.

ADULT RETREAT — AUGUST 12,13,14 2022

HOI Adult retreat weekend will give members an opportunity to meet, connect and attend educational sessions regarding the latest information in the bleeding disorder community. Sponsors/exhibitors have an opportunity to interact with members.

Exhibitor Fee: \$1500

Exhibitor Fee includes entry for two representatives to display in the exhibit hall & meals for two (2) industry representatives.

Lunch Meal Sponsorships: \$750

Recognition signage and mention at meal sponsor during the event. Companies may sponsor multiple meals.

Breakfast Meal Sponsor: \$1000

Recognition signage and mention at meal sponsor during the event. Companies may sponsor multiple meals.

Break Sponsorships: \$1000

Recognition signage and mention of company during the break period. Breaks may include golf and painting.

Social Sponsorship: \$1000

Friday night social sponsorship. Recognition signage and mention at the social event.

UNITE WALK/CLOT TROT —SEPTEMBER 17, 2022

Participants will enjoy the option of walking the course or running in a timed 5K. *Walk/5k* registrations are not included in ANY of the sponsorship or exhibit fees.

HOI Gold: \$2,000

Exhibit space. Three “thank you” signs placed along the walk route. Level announced on all HOI signage. Company logo on the back of T-shirt. Verbal recognition during the welcome. Company materials allowed to be placed in the participation bag.

Food Tent: \$1,000

Location of your choosing for one tent, a sign with company logo and “Food Zone.” Your company will be the only place to go for food, snacks, fruit, coffee, water. Verbal recognition during the welcome. Company materials allowed to be placed in the participation bag.

HOI Silver: \$1,000

Exhibit space. Logo on the back of walk shirt. Two “thank you” signs along the walk route. Level listed on all HOI materials and marketing. Company marketing materials allowed to be placed in the participation bag. Verbal recognition during the welcome.

Kids Tailgate Zone: \$750

Provide a kids tailgate zone with activities such as corn hole, latter golf and other fun tailgate activities as well as face painting and spin art. Signage naming the kids tailgate zone included. Verbal recognition during the welcome.

HOI Bronze: \$500

Exhibit space. One “thank you” sign along the walk route. Level listed on all HOI materials and marketing. Verbal recognition during the welcome. (This level does not include a logo on T-shirt or marketing materials in the bag.)

INDUSTRY DINNERS — 2 PER YEAR FOR EACH COMPANY

Hemophilia of Iowa is offering industry dinners. This is an opportunity for all companies in the industry to share information on the products and services. Companies have opportunities to speak directly with patients and their families, share product information, and answer any questions patients may have.

Branded Sponsor: \$1500

This sponsorship will allow your company a 50-minute branded speaking event. This level comes with recognition of your company in all promotional materials such as e-invites.

Non-Branded Sponsor: \$850

This sponsorship will allow your company a 50-minute non-branded educational event. This level comes with 2–3-minute company introduction as the sponsor of the educational event.

INDUSTRY MAILINGS



**HOI Industry Mailing
Program: \$1500**



HOI is offering to send educational material to the members. Please reach out to HOI for more information.

LEAD 1 - TEEN PROGRAMS

LEAD 1 is a program that Teens with bleeding disorders can learn more about their condition, how to live with their condition, and life after high school. Teens will experience college tours and exposure to trade programs. This is a unique program as it is teen driven. Sponsorships available. Please contact Mary Lou Warner for more information.

- 1) University of Iowa campus tour and college prep information
- 2) Teen industry dinner with trip to sports park
- 3) Grandview University and either DMACC/Drake/Iowa State campus tour (this depends on the plans that Lead1 teens have --> community college, large university, Trade program, or no schooling)

HOI PUBLICATION ADVERTISING SPONSORSHIP

Four times a year HOI issues a newsletter titled The Bloodline. The main purpose of The Bloodline is to educate the Iowa bleeding disorders community of new and ongoing care and treatment. We also include articles and save the dates for upcoming events as well as articles about previous events. Currently The Bloodline circulation is 300 and growing as well as given out to at the Hemophilia Treatment Center. There is also a digital version that is placed on the Hemophilia of Iowa website.

“Hemophilia of Iowa reserves the right to limit the number of full-page ads and are on a first come, first serve basis in each issue.” Deadlines for 2022 submission for ads and articles are January 10th, April 10th, July 10th, and November 10th

Package 1: \$3000

This package includes 4 – 1 page ads in 2021 newsletters. (one per quarter)

Package 2: \$2000

This package includes 4 – ½ page ads in 2021 newsletter. (One per quarter)

Package 3: \$1000

This package includes 4 – ¼ page ads in the 2021 newsletter. (One per quarter)

Individual prices:

¼ page - \$300

½ page - \$550

1 page - \$800

SOCIAL MEDIA ADVERTISING SPONSORSHIP

The chapter has an ever-growing social media presence. With over 600 Facebook, Twitter, and Instagram followers, your company can share information throughout the year. Materials will be posted on Facebook, Twitter, and Instagram.

Eligibility requirements: Any company that has a direct correlation to the bleeding disorder community.

Eligible Materials – Products and Services

Restricted Materials: No event invitations, no market research/surveys that ask for personal medical information.

Approval of Materials: HOI reserves the right to approve content.

Price per post: \$750

Each company is allowed to purchase one social media post per quarter with a total of four per year.