

WORLD COMA DAY

AWAKENING HOPE | MARCH 22, 2021

Partnership & Engagement Proposal

Coma is a uniquely modern clinical challenge – a direct consequence of our incredible ability to maintain life support and fight death. Coma is a condition that has always fascinated and will increasingly challenge humanity. In 2019, the Neurocritical Care Society (NCS) launched the Curing Coma Campaign as its signature clinical, scientific, and public health effort. The Curing Coma Campaign is ***the first global public health initiative*** to tackle the unifying concept of coma as a treatable medical entity. The goal of the Curing Coma Campaign is to develop and implement coma treatment strategies that improve human lives; serious and driven, the message of the Curing Coma Campaign is that there is hope for victims with prolonged disorders of consciousness after brain injury.

To support the objectives of the Curing Coma Campaign, starting on March 22, 2021, NCS and the Curing Coma Campaign will host World Coma Day.

The objectives of World Coma Day are to:

- Raise awareness of coma as a treatable and recoverable clinical entity
- Encourage medical providers, patients, and patient advocates to get involved in the campaign
- Motivate caregivers to participate in specific current and future scientific efforts devoted to curing disorders of consciousness

350 global attendees are anticipated in the following areas:

- Medical experts (physicians, pharmacists, nurses, scientists, and researchers)
- Patients and families
- Caregivers from around the world

Engagement Opportunities

To participate in the Curing Coma Campaign and showcase your brand, please review the World Coma Day Advertising and Sponsorship options on page two.

For more information on the Curing Coma Campaign, contact Jennifer Shupe at jshupe@neurocriticalcare.org or visit www.curingcoma.org.

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Sponsorship and Advertising Options

Event Name	Event Options	Investment	Details & Specifications
Curing Coma Webpage Banner Advertisement	Two Premium Placements** One Secondary Placement*	\$3,500** ea. \$2,500*	**Static Premium Placement *Rotating position
Curing Coma Day Static Banner Advertisement	During educational program	\$1,500 ea. 4 Ads available	Static advertisement will be displayed for 30-seconds three times during the day between program Zoom sessions
Curing Coma Day Video Advertisement	During educational program	\$2,000 ea. 4 Ads available	Video message (provided by sponsor) will be played two times during the day between program Zoom sessions. Video can be up to 60 seconds max.
Curing Coma Day Marketing/Communications Banner Ad and Sponsor Message	During educational program	\$2,500 ea. 6 Ads available	Sponsor logo and message, up to 100 words included in NCS e-mails promoting World Coma Day along with footer Banner Ad.
World Coma Day Title Sponsor Exclusive Sponsorship	<p><u>Benefits to Title Sponsor</u></p> <ul style="list-style-type: none"> ✓ Curing Coma Webpage Banner Premium Advertisement ✓ World Coma Day Events Webpage Banner Ad ✓ Curing Coma Day Static Banner Advertisement ✓ Curing Coma Day Video Advertisement ✓ Curing Coma Day Marketing/Communications Banner Ad and Message ✓ Complete attendee registration list including contact information ✓ Three separate private meetings scheduled with NCS leadership, agenda to be determined by sponsor. <p>Contact jshupe@neurocriticalcare.org for a quote.</p>		

www.curingcoma.org/home