



COMMUNITY LIVER ALLIANCE™

DELIVERING
HOPE

Every bunch
gives back.

Sponsorship Proposal



COMMUNITY LIVER ALLIANCE™
GLOBAL AWARENESS. LOCAL IMPACT.

Campaign Overview

The Community Liver Alliance announces its third annual awareness campaign - DeLIVERing Hope. The campaign calls attention to the prevalence of liver diseases and the disparities that exist among vulnerable populations.

DeLIVERing Hope provides an opportunity for the public to receive a vibrant bouquet of sunflowers for their donation towards our mission. All donations will support the mission of the Community Liver Alliance to brighten the future of the liver community through disease awareness, education, advocacy, and research.

Objectives

Give voice to the liver disease community

When you support the DeLIVERing Hope campaign, you'll be helping the Community Liver Alliance fulfill its mission of giving a voice to millions of people in the liver community. Every bunch of sunflowers purchased allows us to continue raising awareness, supporting patients and investing in cutting edge research.

Offer hope to those that need it most

Anyone can be affected by liver illnesses. There are persistent health disparities that affect socially disadvantaged populations. These disparities are linked to some common liver diseases including viral hepatitis, fatty liver disease, liver cancer, and access to life-saving liver transplantation. Your support of the DeLIVERing Hope campaign will help the Community Liver Alliance reach those who are at the greatest risk.

Make a difference in the health of your community

There are more than 100 different liver diseases affecting millions of people around the world. Many of these patients, along with their family members and health care providers, are in your community. The DeLIVERing Hope campaign is the prelude of our work to deliver our upcoming "Addressing Disparities in Liver Diseases Conference", which will enable us to identify strategies to impact health equity.



Golden Petal - \$10,000

Benefits:

- Logo placement on CLA event website with link
- Logo placement on DeLIVERing Hope ordering website sponsor page with link
- 4 week dedicated social media campaign in June/July 2024 on all social media platforms (2 post per week on Facebook, Twitter, LinkedIn and Instagram)
- Logo on DeLIVERing Hope Care Card to be distributed with each order
- 25 bunches of sunflowers
- Opportunity to participate in the pick-up activities
- Opportunity to participate in Corporate Kick-off breakfast & Ambassador Evening Mixer in June
- Logo on promotional sales cards provided to each coordinator
- Inclusion/Mention in all digital advertising/marketing campaigns

Sunflower Star - \$5,000

Benefits:

- Logo placement on CLA event website with link
- Logo placement on DeLIVERing Hope ordering website sponsor page with link
- 4 week dedicated social media campaign in June/July 2024 on all social media platforms (2 post per week on Facebook, Twitter, LinkedIn and Instagram)
- 10 bunches of sunflowers
- Dedicated social media mention during July 2024
- Opportunity to participate in delivering sunflowers to local health centers
- Opportunity to participate in the pick-up activities
- Opportunity to participate in Corporate Kick-off breakfast & Ambassador Evening Mixer in June
- Participation in campaign kick-off, committee meetings and wrap up party

Blossom Brilliance - \$2,500

Give the gift of hope with bunches provided to you to be shared with patients, health professional caregivers or anyone you would like to share a bit of hope with!

Benefits:

- Logo placement on CLA event website with link
- Logo placement on DeLIVERing Hope ordering website sponsor page with link
- Logo on DeLIVERing Hope Care Card to be distributed with each bunch
- 10 bunches of sunflowers



Contact Us

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