JOIN WORLD THROMBOSIS DAY TO MOVE AGAINST THROMBOSIS

The World Thrombosis Day campaign seeks to increase global awareness of thrombosis, including its causes, risk factors, signs/symptoms and evidence-based prevention and treatment.

Ultimately, we strive to reduce death and disability caused by the condition.

To support the World Thrombosis Day campaign, see the levels of support below.

Trailblazer
Champion
Contributor
Impact Partner
Campaigner
**Trailblazer**

$100,000 USD

Annual Support

- Website: Company logo recognition with link on the WTD homepage and on the supporter page.
- Company logo to be included in the following:
  - Campaign emails (40+) to more than 3,000 partner organizations.
  - Campaign PowerPoint presentation used by WTD leadership.
  - Social media inclusion in four dedicated posts on the company’s preferred social media platforms: Facebook, Twitter, LinkedIn, TikTok and/or Instagram each – individual and supporter level recognition posts for campaign support.
- Company name to be included in the following:
  - All campaign press releases. (3-4)
  - Online news stories on the WTD campaign site. (worldthrombosisday.org) (20+)
  - ISTH news stories about WTD. (isth.org) (1-2)
- Distribution of one sponsored email to WTD global distribution list of partners (3,000+) and stakeholders. Text/imagery created by company (cannot be product specific); WTD to format and distribute via email.
- Digital advertisement, created by the WTD team or company, to appear on the websites for the Journal of Thrombosis and Haemostasis (JTH) and Research and Practice in Thrombosis and Haemostasis (RPTH) (2 months).
- Develop and distribute an Ask the Expert video co-branded by the company and WTD. The topic and content must be approved by the WTD Steering Committee.
- Share company social media content that is relevant to the WTD campaign (non-product specific).
- Offer year-long support via online consultations on the Trailblazer’s objectives surrounding building awareness of DVT, PE, VTE and Atrial Fibrillation (non-product specific) (Max of 4 consultations).
- Offer cross-promotion of relevant company press releases by Trailblazers through WTD channels. Non-product specific, focus on educational / disease awareness (4 max).
- Offer to help secure speakers for company events and/or activities through the WTD Steering Committee (4 max).
- Provide connections to all WTD partner organizations; partner lists based on regional interest to align with marketing goals. Make introductions with partner organizations if requested.
- 500 WTD bracelets to be sent to the company’s headquarters.
- Monthly calls with WTD campaign headquarters if desired.
2 Champion

- Website: Company logo recognition with link on the WTD homepage and on the supporter page.
- Company logo to be included in the following:
  - Campaign emails to partner organizations (40+) to 3,000 partner organizations.
  - Social media inclusion in four dedicated posts on the company’s preferred social media platforms: Facebook, Twitter, LinkedIn, TikTok and/or Instagram each – individual and supporter level recognition posts for campaign support.
- Company name to be included in the following:
  - All campaign press releases. (3-4)
  - Online news stories on the WTD campaign site. (worldthrombosisday.org) (10+)
  - ISTH news stories about WTD. (isth.org) (1-2)
- Distribution of one sponsored email to WTD global list of partners (3,000+) and stakeholders. Text/imagery created by company (not product specific); WTD to format and distribute via email OR develop and distribute an Ask the Expert video co-branded by the company and WTD. The topic and content must be approved by the WTD Steering Committee.
- Offer year-long support via online consultations on the Trailblazer’s objectives surrounding building awareness of DVT, PE, VTE and Atrial Fibrillation (non-product specific) (Max of 2 consultations).
- Offer to help secure speakers for company events and/or activities through the WTD Steering Committee (3 max).
- Provide connections to all WTD partner organizations; partner lists based on regional interest to align with marketing goals. Make introductions with partner organizations if requested.
- Six calls with WTD campaign headquarters / year if desired.
- 300 WTD bracelets to be sent to the company’s headquarters.

3 Contributor

- Website: Company logo recognition with link on the WTD supporter page.
- Company logo to be included in the following:
  - October campaign e-mail communication.
  - Social media inclusion in two posts on Facebook, LinkedIn, Instagram and Twitter each developed by WTD.
- Company name to be included in the following:
  - Campaign press release in October. (1)
  - Online news stories on the WTD campaign site. (worldthrombosisday.org)
- Offer cross promotion of one relevant company press release (non-product specific / awareness, education).
- Offer to help secure speakers for company events and/or activities through the WTD Steering Committee (2 max).
- Provide connections to all WTD partner organizations; partner lists based on regional interest to align with marketing goals. Make introductions with partner organizations if requested.
- 200 WTD bracelets to be sent to the company’s headquarters.

$75,000 USD
Annual Support

$50,000 USD
Annual Support
Why Do We Need Support?

Corporate support makes World Thrombosis Day possible year-long. With a team of three dedicated staff, the campaign develops educational materials, translated collateral, creative videos and daily social media content on all online channels in addition to mobilizing patient organizations and providing educational opportunities for health care providers - regardless of where they live. We also work closely with policy makers globally to share educational resources and actively advocate for the field. This significant investment of time, money and resources is only possible with your support.

Opportunities for Customization

At the Trailblazer and Champion supporter level, there is an opportunity for sponsorship customization based on shared goals such as working together on a specific co-branded video or partnering on a stunt or activity. For customization, a statement of work will be created and approved.

Contact

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