



PHARMACY
ON THE **MOVE**



FUN RUN & WALK

NATIONAL SPONSORSHIP
OPPORTUNITIES

2023 ASHP Midyear Clinical Meeting & Exhibition
Anaheim, CA | Dec. 5, 2023

THE ASHP FOUNDATION

As the philanthropic arm of the 60,000+ member American Society of Health-System Pharmacists (ASHP), the ASHP Foundation is a 501(c)3 charitable organization, and we share ASHP's vision that medication use will be optimal, safe, and effective for all people at all times.

OUR MISSION

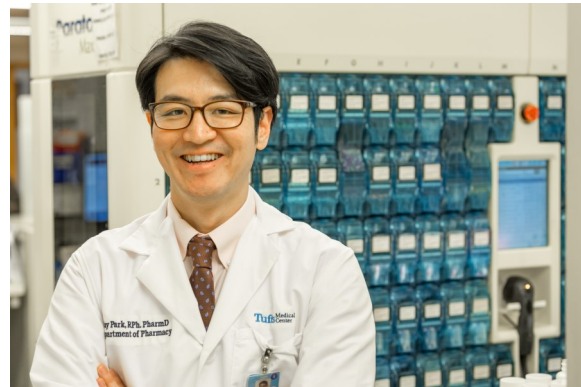
Our mission is to support ASHP by advancing the professional practice of pharmacists and the pharmacy workforce by funding research and education that improves health outcomes through optimal, safe, and effective medication use.

PHARMACY ON THE MOVE 5K FUN RUN & WALK

The inaugural ASHP Foundation Pharmacy on the Move 5K Fun Run & Walk will be held on Tuesday, Dec. 5 at the 2023 ASHP Midyear Clinical Meeting & Exhibition in Anaheim, California, the premier pharmacy conference in the world.

Race participants will gather to celebrate the pharmacy profession and the work they do to promote medication safety and improve patient care. They will also help raise vital funds that will fund research and education that advances pharmacy practice and improves health outcomes through optimal, safe, and effective medication use.

When you support the Pharmacy on the Move 5K Fun Run & Walk, not only are you demonstrating your commitment to pharmacy professionals and the patients they serve — you will also increase and strengthen your reach to the pharmacy community. And your support will make a critical impact by helping to fund initiatives that support our shared value — improving patient care.



“Knowing the ASHP Foundation promotes health outcomes, medication safety, and improvements in patient care, QuVa was excited to become a Platinum member of the Corporate Partners Program because the aligned focus on patient safety and outcomes was important to us. This enables us to better connect with and understand leaders in ASHP and health-system pharmacy to foster more transparent communication and collaboration around areas of mutual interest.”

— Mike Scouart, QuVa Pharma
Platinum Corporate Partner

WHAT IS THE IMPACT OF YOUR CORPORATE SUPPORT?

Your support enables the ASHP Foundation to fund research, awards, education, and leadership development initiatives focused on enhancing medication safety and recognizing pharmacy practice excellence, which has a tremendous impact on the pharmacy workforce and, ultimately, the patients that pharmacists serve.



Research

- **Research Funding:** Awarding over \$6 million in research funding since 2004 to optimize patient outcomes and advance pharmacy practice.
- **Innovative Research:** Recently awarding \$135,000 in grants in partnership with the ASHP Innovation Center to support research projects focused on using technology to improve medication management and safety and optimize health outcomes.
- **The Pharmacy Forecast:** An annual, essential companion written by pharmacy leaders for industry-wide strategic planning and the most sought-after and read report in pharmacy.



Leadership Development

- **Pharmacy Leadership:** Developing the leadership skills of 1,175+ emerging leaders through our Pharmacy Leadership Academy® since 2008, positioning a global network of alums to move into leadership roles in healthcare.
- **Future Leaders:** Preparing new pharmacists for practice through our Residency Expansion Grants and our Visiting Leaders Program.
 - Providing more than \$3.6 million to establish 100+ new residency positions, directly addressing the shortage of pharmacy residency positions.
 - Supporting 200+ visits to residency programs by pharmacy leaders, reaching more than 1,600 residents.



Awards

- **Literature Awards:** Presenting highly selective awards across six literature categories, including sustained contributions, drug therapy research, student research, and more, to distinguished pharmacy leaders at all stages of their careers.
- **Residency Excellence:** Recognizing individuals who have demonstrated training excellence throughout their careers through our Preceptor and New Preceptor Awards and presenting our Program Award to a pharmacy residency program that has gained national recognition for training residents.

CORPORATE BENEFIT DETAILS

When you become an event sponsor, your company will have broad exposure across multiple ASHP and ASHP Foundation channels.

ASHP AND THE ASHP FOUNDATION

Web | ASHP Foundation, 2022 ASHP Summer Meeting, and 2022 ASHP Midyear websites

Total Reach: 1 million+ visitors

Email | Audiences: ASHP Foundation Supporters, ASHP Members, and 20,000+ Midyear Registrants in 2022

Total Reach: 87,000+ unique subscribers

Social Media | ASHP Foundation and ASHP Twitter and Facebook

Total Reach: 172,000+ followers

Sponsorship Levels

Title Sponsor \$10,000	Only one exclusive Title Sponsorship is available on a first-come basis. This sponsor receives the most comprehensive level of benefits to maximize your brand's exposure to the pharmacy community. This sponsorship level offers an excellent opportunity to reach the 60,000+ members of ASHP through a robust, integrated, multi-channel program.
Gold Sponsor \$5,000	Gold sponsors enjoy tremendous reach through a far-reaching, multi-channel, integrated marketing and promotional plan.
Silver Sponsor \$2,500	The Silver sponsorship level offers a great value for the opportunity to favorably position your brand as you benefit from promotional support opportunities.
Bronze Sponsor \$1,500	The Bronze level sponsorship is the most economical level to enjoy some of the recognition benefits.

Other Sponsorship Opportunities

Race Refreshments \$2,500	Sponsor the food and water at the finish line for the race participants. Sponsor benefits include special recognition signage at the race, recognition on meterboards at the Midyear Clinical Meeting, website recognition, and a special social media post.
Water Stations \$1,500	Sponsor two (2) water stations on the race course. Sponsor benefits include special recognition signage at the race and website recognition.
Goodie Bags \$1,500	Sponsor the goodie bags and content in the goodie bags for all participants. Sponsor benefits include special recognition signage at the race, website recognition, and company name and logo printed on the bags.
Prizes \$1,000	Sponsor the prizes for the race winners. Sponsor benefits include special recognition signage at the race, website recognition, and verbal recognition at the event during the awards ceremony.

SPONSORSHIP LEVELS AT A GLANCE

Pharmacy on the Move 5K Fun Run & Walk Benefits Summary	Title (1) \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,500
On-Site Activation				
Verbal recognition at race	✓			
Verbal recognition at donor event	✓			
Logo on start/finish arch	✓			
Additional dedicated signs (2) exclusively with your company name and logo as a Title Sponsor at race and donor events	✓			
Special prominence of logo on race t-shirts for participants	✓			
Logo featured on all directional signs placed throughout the course. Participants will run the course three times to complete the 3.1 miles	✓			
Recognition of your company on rotating slides at the beginning of the Opening Session	✓			
Logo on meterboards at the race, throughout the meeting space, and at donor events	Very Large	Large	Medium	Small
Logo on race t-shirts for participants	Very Large	Large	Medium	Small
Recognition of your company in a special ad in ASHP's Exhibitor Yellow Pages Directory at the ASHP Midyear Clinical Meeting & Exhibition	✓	✓	✓	✓
Recognition as a Race Sponsor in a full-page advertisement in the Exhibitor Yellow Pages Directory for ASHP national meetings and in <i>AJHP</i> (American Journal of Health-System Pharmacy)	Very Large	Large	Medium	Small
Recognition as a Race Sponsor on the Midyear Mobile App	✓	✓	✓	✓
Invitation to Foundation special events at the Midyear	6	3	2	1
Vendor table at the race	✓	✓	✓	
Listing in the Exhibitor Yellow Pages Directory for ASHP national meetings with your booth number and a special callout noting race sponsorship	✓	✓		
Sponsorship recognition signage displayed at your Exhibit Hall booth	✓	✓		

SPONSORSHIP LEVELS AT A GLANCE

Pharmacy on the Move 5K Fun Run & Walk Benefits Summary (Continued)	Title (1) \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,500
Promotional Benefits				
Title Sponsor Spotlight story on ASHP Foundation website and on “ASHP Foundation at the Midyear” webpage on ASHP website during the ASHP Midyear Clinical Meeting	✓			
Recognition on ASHP and ASHP Foundation Midyear Clinical Meeting and 5K Fun Run & Walk email communications	✓	✓	✓	
Website recognition with logo and link on ASHP and ASHP Foundation event webpages	Very Large	Large	Medium	Small
Recognition with logo and link on 5K Fun Run & Walk registration and event website	Very Large	Large	Medium	Small
Recognition with logo and link on ASHP and ASHP Foundation newsletters through Jan. 2024	Very Large	Large	Medium	Small
Recognition with logo in ASHP Foundation’s 2023-2024 Impact Report	Very Large	Large	Medium	Small
Special recognition on ASHP and ASHP Foundation social media channels through Jan. 2024	4	2		
Additional Benefits				
Subscription to the ASHP Foundation monthly e-newsletter	✓	✓	✓	
1-year subscription to the ASHP Foundation quarterly Corporate Partners’ e-newsletter	✓	✓		