



2024 CORPORATE PARTNERS PROGRAM

*Working Together to Advance Pharmacy Practice to
Ensure the Optimal, Safe, and Effective Use of Medications*

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.

WHAT IS THE CORPORATE PARTNERS PROGRAM?

The ASHP Foundation Corporate Partners Program is a strategic partnership between the ASHP Foundation, ASHP, and corporations which promotes medication safety and improvements in patient care.

This annual program offers a robust variety of benefits through four partnership levels, all of which focus on collaboration, recognition, informational opportunities, and access to ASHP resources. In addition to our Platinum, Gold, Silver, and Bronze partnership levels, we offer a-la-carte benefit opportunities that can be added to any partnership level to better meet your business objectives.

With the generous support of our corporate partners, the ASHP Foundation invests in health services research, awards, education, and leadership development to advance the pharmacy profession, improve health outcomes for patients, and ensure the safe, effective, and optimal use of medications.



“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

WHY ALIGN YOUR COMPANY WITH THE ASHP FOUNDATION?

By supporting the ASHP Foundation, you align your brand with ASHP, the world's leading pharmacy organization, gain access to trusted resources and insights to drive your business decisions, and reinforce your reputation as an industry leader among 60,000 pharmacy professionals who are therapeutic influencers and decision-makers.

By becoming an ASHP Foundation Corporate Partner, you have the opportunity to:

Engage and collaborate

with the ASHP Foundation and ASHP throughout the year through one-on-one in-person and virtual meetings, an annual all-Corporate Partners meeting, webinars, special events, research opportunities, and more.

Access

critical information regarding public policy, education, and research issues that impact pharmacy practice and your business.

Participate

in meetings and discussions regarding ASHP's current priorities and initiatives, as well as trends and changes in pharmacy practice and medication management that are vital to your business interests.

Reinforce

your reputation as an industry leader committed to advancing the pharmacy profession and improving medication safety.

Elevate

your brand and increase visibility of your company year-round through effective recognition opportunities at ASHP national meetings and across all ASHP Foundation communication platforms.

Network and collaborate

with corporate leaders on current pharmacy practice and patient care issues.



WHAT IS THE IMPACT OF YOUR CORPORATE SUPPORT?

By working together, your support enables the ASHP Foundation to fund health services research, awards, education, and leadership development that advance pharmacy practice, improve patient outcomes, and increase medication safety.



Supporting Innovative Research

Research Funding: Awarding nearly \$6 million in research funding since 2004 to optimize patient outcomes and advance pharmacy practice.

Innovative Research: Committing nearly \$500,000 to fund research projects focused on using technology to improve medication management and safety in collaboration with the ASHP Innovation Center.

The Pharmacy Forecast Report: Examining developments in key areas, this report is an annual, essential companion written by pharmacy leaders for industry-wide strategic planning that is the most sought-after and read report in pharmacy.



Investing in Leadership Development

Pharmacy Leadership: Developing the leadership skills of 1,175+ pharmacists through our Pharmacy Leadership Academy® since 2008, positioning a global network of alumni 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 108+ 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.



Recognizing Excellence in Practice & Research

Literature Awards: Celebrating excellence in pharmacy practice and research through pharmacists' contributions to biomedical literature across six literature categories. Established more than 50 years ago, the Literature Awards are one of the most prestigious awards in pharmacy.

Residency Excellence: Recognizing individuals who have demonstrated excellence in residency training 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 PARTNER BENEFIT DETAILS

The ASHP Foundation is committed to providing its partners with opportunities to collaborate with ASHP and ASHP Foundation leadership, offering effective and creative recognition opportunities, and providing access to valuable industry resources. Below, you will find all benefit details, broken out by level. Please let us know if your company is interested in exploring other benefit opportunities not listed here.

Quick Look at 2023 Corporate Partners Reach

Web | ASHP Foundation and 2023 ASHP National Meetings Websites
Total Reach: 294,000+ homepage views

Email | Audiences: ASHP Foundation Supporters, ASHP Members, and 2023 ASHP National Meeting Registrants
Total Reach: 102,000+ subscribers

Social Media | ASHP Foundation and ASHP Twitter and Facebook
Total Reach: 186,000+ followers

Tax-Deductibility

In compliance with IRS guidelines, the tax-deductible value of the Platinum Partnership is \$48,000 and the tax-deductible value of the Gold partnership is \$24,000. The Silver and Bronze Partnerships are 100% tax-deductible.

Collaboration Benefits	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Bronze \$5,000	A-la-carte
New in 2023!					
Complimentary ASHP annual membership (# of memberships)	2	1			
Complimentary registration for ASHP Midyear Clinical Meeting and Exhibition (# of registrations)	2	1			
Annual virtual Focus Group with pharmacy leaders/influencers (non-product related)	✓				
Meeting at your headquarters with ASHP Foundation and/or ASHP leadership	✓				
Meeting at ASHP headquarters with ASHP Foundation and/or ASHP leadership	✓	✓			
Check-in calls throughout the year with ASHP Foundation leadership on topics of mutual interest and potential collaborations (# of calls)	4	3	2	1	
Annual Corporate Partners Meeting at ASHP headquarters	✓	✓	✓	✓	
Breakfast reception and meeting on key topics at the ASHP Midyear Clinical Meeting (# of guests)	6	4	3	2	
Individual meetings at the ASHP national meetings with ASHP Foundation and/or ASHP leadership	✓	✓	✓	✓	
Preferred access to ASHP Consulting	✓	✓			
Access to pulse survey forums on pharmacy practice topics of interest with pharmacy leaders/influencers (# of surveys)	5	3	1		✓
One-on-one access and discussion with key ASHP/ASHP Foundation leaders and staff on topics of mutual interest	✓	✓	✓	✓	
Insider "first look" at new ASHP and ASHP Foundation initiatives	✓	✓	✓	✓	

CORPORATE PARTNER BENEFIT DETAILS

Recognition Benefits	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Bronze \$5,000	A-la-carte
Year-Round Recognition					
Website recognition as a Corporate Partner with logo and link on ASHP Foundation webpage	Very Large	Large	Medium	Small	
Recognition as a Corporate Partner in ASHP Foundation communications, including emails, social media, etc.	✓	✓	✓	✓	
ASHP Foundation "Proud Supporter" logo to use in your emails, on your website, and on any signage	✓	✓	✓	✓	
Recognition in Corporate Partners full page advertisement in <i>AJHP (American Journal of Health-System Pharmacy)</i>	Very Large	Large	Medium	Small	
Donor Match Campaign Support Recognition					
Website recognition as a Donor Match Campaign supporter with logo and link on campaign webpage	✓				✓
Recognition as a Donor Match Campaign supporter in all Donor Match Campaign communications and promotions, including all emails, invitations, and social media posts	✓				✓
Recognition as ASHP Foundation Donor Appreciation Event Supporter at ASHP national meetings	✓				✓
Recognition during ASHP National Meetings					
Recognition signage that includes your exhibit location to drive traffic to your booth	Very Large	Large	Medium	Small	
Corporate Partner signage displayed at your booth	2	1	1	1	
Recognition in Corporate Partners full page advertisement in Exhibitor Directory for ASHP national meetings	Very Large	Large	Medium	Small	
Listing in the Exhibitor Directory for ASHP national meetings with special callout noting partnership level	✓	✓	✓	✓	
Recognition on ASHP Foundation social media platforms	✓				
Recognition on "ASHP Foundation at the Midyear" webpage on ASHP Midyear Clinical Meeting website	✓				
Link on ASHP national meeting websites to Corporate Partners recognition	✓	✓	✓	✓	
Logo recognition on ASHP Foundation national meeting webpages	Individual	✓	✓	✓	
Logo recognition on ASHP national meetings app	Individual	✓	✓	✓	
Participation in Midyear Clinical Meeting Scavenger Hunt through mobile app to increase exhibit traffic	✓	✓	✓	✓	
Recognition signage at ASHP Foundation events and exhibit booth	✓	✓	✓	✓	

CORPORATE PARTNER BENEFIT DETAILS

Resource Benefits	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Bronze \$5,000	A-la-carte
Complimentary online access to <i>AJHP (American Journal of Health-System Pharmacy)</i> (number of accesses)	5	3	2	1	
Discount on any ASHP Publications relating to your health-system pharmacy interests	✓	✓			
Quarterly webinars on key, relevant topics (quarterly) open to anyone in your organization	✓	✓	✓	✓	
Subscription to the ASHP Foundation monthly e-newsletter	✓	✓	✓	✓	
Subscription to the ASHP Foundation quarterly Corporate Partners' e-newsletter	✓	✓	✓	✓	
Additional Benefits					
Additional points as part of the ASHP National Meetings Priority Point System for booth selection (number of points)	15	10	6	2	
Complimentary invitation to ASHP Foundation events at ASHP's national meetings	✓	✓	✓	✓	
Recognition name badge ribbons at ASHP National Meetings	✓	✓	✓	✓	
Right of first refusal for ASHP Foundation program sponsorship opportunities	✓	✓	✓	✓	
Early notification for ASHP Foundation sponsorship opportunities	✓	✓	✓	✓	



CONTACT US

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