



2027 AAD President's Gala

Corporate Prospectus



AMERICAN ACADEMY
OF DERMATOLOGY

President's
Gala

President's Gala

San Francisco, CA | March 20, 2027

Hosted by President Murad Alam, MD, MSCI, MBA, FAAD &
Vice President Lawrence Green, MD, FAAD and Allison Green

Impacting the Future of Dermatology

Held during the American Academy of Dermatology's (AAD) Annual Meeting, the **2027 President's Gala** is the Academy's premier philanthropic event and a celebration of the transformative impact of dermatologist-led care. In recognition of the leadership of **AAD President Murad Alam, MD, MSCI, MBA, FAAD**, this signature evening will bring together more than 500 leaders from across the specialty, to ensure dermatology remains a powerful force for all patients.

A Shared Vision for Stronger Communities

AAD President's Gala sponsors become essential partners in the Academy's Awareness, Access, and Community Outreach initiatives, helping patients and caregivers navigate conditions that can be painful, isolating, and life-altering. Throughout his career and presidency, Dr. Alam has championed efforts to expand access to high-quality dermatologic care while strengthening the future of the profession. Sponsorship reflects a shared commitment to healthier communities, stronger support systems, and a future where dermatologist-led care is accessible to all.

Net proceeds from the President's Gala directly support the Academy's Awareness, Access, and Community Outreach initiatives, including Camp Discovery, Good Skin Knowledge, and the Shade Structure Grant Program. These initiatives are provided free of charge to the communities they serve, ensuring that cost is never a barrier to expertise, education, and high-quality care.

Investing in the Future of Dermatologist-Led Care

The AAD President's Gala is more than a celebration—it is a catalyst for lasting impact. Corporate partners who support this event help strengthen the specialty's future, promoting a lifetime of healthier skin, hair, and nails.

Together, we are building healthier futures, reducing barriers to care, and advancing skin health in every community.



Your Sponsorship Creates Opportunity

Your sponsorship creates opportunity—and opportunity creates impact. With support from Gala partners, the Academy sustains and expands programs that strengthen communities and promote lifelong skin health, including:

- **Camp Discovery** – For more than 30 years, this free summer camp has provided life-changing experiences for children with chronic skin conditions, helping them build confidence, independence, friendships, and lasting memories in a medically supported environment.
- **Good Skin Knowledge** – This youth education program has reached more than 17,500 children with age-appropriate lessons that build essential health literacy and empower young people to understand and care for their skin, hair, and nails.
- **Shade Structure Grants** – Through more than 520 permanent shade structures installed nationwide, the Academy helps protect over 4 million people each year from harmful UV exposure while promoting lifelong sun-safe habits.
- **Awareness & Access Initiatives** – Through public education, community outreach, and tele-dermatology programs, the Academy connects board-certified dermatologists with underserved communities, expanding access to trusted care and vital resources.

Thanks in part to the generosity of Gala supporters, the Academy invested more than \$2.6 million last year in programs that expand access, empower families, and improve health outcomes.

Together, these initiatives create healthier futures, strengthen communities, and ensure that dermatologist-led care reaches those who need it most.



As of December, 31, 2025

Engagement Opportunities	Presenting \$500,000 (limit 3)	Premier \$350,000 (limit 3)	Gold \$200,000 (limit 3)	Silver \$100,000	Bronze \$50,000
Live Gala Storytelling Presentation ¹	Exclusive on-stage participation				
Digital Storytelling Integration ²	Premier visibility	Featured visibility			
Matching Member Donation Promotion (up to \$50,000)	✓	✓			
Camp Discovery Donor Site Visit (Summer 2027)	2	2	1		
Distinguished AAD Guests Hosted at Table ³	6	6	4	2	
Private Reception Invitations (Pre-Gala)	24	24	16	4	
President's Gala Dinner & Reception Invitations	24	24	16	8	4
AAD Leadership Exhibit Booth Visit & Photo Opportunity	✓ ⁴	✓ ⁴	✓ ⁴	✓	✓
Brand Exposure					
Support featured in 2027 Donor Impact Report, distributed to member donors	✓				
Promotion Across AAD Awareness & Community Outreach Channels ⁵	✓	✓			
Premier Logo Visibility (Pre-event & Onsite Print & Digital)	✓	✓			
Gala Program Book Advertisement	2-page spread	1-page	Half-page		
Tiered Logo Visibility (Event Materials & Digital Channels) ⁶	✓	✓	✓	✓	✓
Enduring Materials Highlighting Program Support ⁷	✓	✓	✓	✓	✓
Sponsorship will Count Towards 2028 Corporate Partner Circle Recognition ⁸	✓ Diamond	✓ Sapphire	✓ Ruby	✓ Ruby	✓ Emerald

¹Presenting Sponsors will introduce Community Impact Program Champions. ²Collaborative video to be shared at Gala reception. ³AAD Leader will be seated with their guest. ⁴Top sponsors receive priority timing for booth tour, including additional photo opportunities with AAD leaders. ⁵Includes Camp Discovery Families & Volunteers eNewsletters & call-out in one Member eNewsletter. ⁶Includes quote from company on digital displays. ⁷Program supporter video will be posted on public and member facing web pages for 12 months. Presenting Sponsors will receive their own personalized videos to distribute through their channels. ⁸For more information on the AAD Corporate Partner Circle, contact your AAD liaison or visit the AAD website.

For any questions or more information please
contact us at CorporatePartnerships@aad.org.

