



## **Partner with the Trusted Voice in Dermatology**

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With a membership of more than 20,500 physicians worldwide, the AAD is the largest, most influential and representative dermatology group in the United States. Founded in 1938, the AAD is a 501(c)3 nonprofit organization dedicated to promoting leadership in dermatology and excellence in patient care through education, research and advocacy. The Academy invites organizations who support this mission to partner with the AAD.

Partners of the AAD are corporate members, sponsors and/or grantors that are recognized for their support of:

- Academy Initiatives and Mission
- Dermatology Education Review and Mastery (D.E.R.M.) for Industry
- Medical Education and Practice Management
- Patient and Public Health

The AAD has three corporate partnership programs (National Partner, Corporate Partner Circle, and Corporate Roundtable) to engage with and recognize industry partners. **Highlights of AAD Partner Program Benefits include:**

- Invite to the Industry Summit with Academy Leadership
- Customized Academy Leadership Meeting
- Dedicated AAD Liaison to Stay Informed and Connected
- Relationship-building Opportunities with the AAD's Corporate Relations Committee and other Member Leaders
- Recognition on Member- and Public-facing AAD Communications

This program recognizes the company's total annual commitment to AAD programs and services, including sponsorships, grants, and the D.E.R.M. program. To learn more about partnership opportunities, please visit [aad.org/corporate-partners](http://aad.org/corporate-partners) and email [CorporateTeam@aad.org](mailto:CorporateTeam@aad.org).

## **National Partner Program**

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The Academy's National Partner Program offers engaging benefits in addition to the recognition of sponsored program(s)/service(s). To review the highest level of recognition, **Corporate Partner Circle** membership, please view the next section.

### **DIAMOND** | *Annual support total of \$500,000 and above*

- One additional invite to the Annual Meeting Partner Recognition Reception (6 total) and Innovation Academy Partner Networking Reception (6 total)
- Additional invite (4 total) to a virtual Lunch and Learn with AAD Member Leaders
- **Sapphire Benefits**

### **SAPPHIRE** | *Annual support total of \$250,000 - \$499,999*

- One additional invite to the Annual Meeting Partner Recognition Reception (5 total) and Innovation Academy Partner Networking Reception (5 total)
- Additional invite (3 total) to a virtual Lunch and Learn with AAD Member Leaders
- **Ruby Benefits**

### **RUBY** | *Annual support total of \$100,000 - \$249,999*

- Additional invite to the Partner Networking Reception at Innovation Academy
- Invite for 2 to a working, virtual lunch with AAD physician thought leaders (Lunch and Learn on emerging issue)
- Invite for 4 to the Partner Recognition Reception at the Annual Meeting
- A customized version of the Academy's Annual Impact Report from the CEO and Chair of the Corporate Relations Committee (and more reports summarizing impact on request)
- **Emerald Benefits**

### **EMERALD** | *Annual support total of \$25,000 - \$99,999*

- Invite for 2 to the exclusive Partner Recognition Reception at the AAD Annual Meeting
- Opportunity to link your recognition on AAD.org back to your company homepage
- Invite for 3 to the Partner Networking Reception at the AAD Innovation Academy
- AAD ribbons for your booth personnel at the Annual Meeting and Innovation Academy
- Recognition on AAD.org, the Annual Impact Report and other AAD publications (AAD Meeting Guides/Programs)

## **Corporate Partner Circle**

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The AAD's Corporate Partner Circle membership is our highest level of recognition and is awarded to partners who support the Academy at \$100,000 annually and above for at least three consecutive years.

### **PINNACLE CIRCLE** | *\$750,000 and above per year for 3 years*

- Opportunity to meet with the AADA's Advocacy and Policy staff leaders (personalized half-day meeting in the Academy's D.C. office) every other year
- One additional invite (4 total for partnership) to the Academy's annual Industry Summit
- Additional invite (6 total) to a virtual Lunch and Learn with AAD Member Leaders
- One additional invite (8 total) to the Annual Meeting's Partner Recognition Reception and the Innovation Academy's Partner Networking Reception
- **Diamond Circle Benefits**

### **DIAMOND CIRCLE** | *\$500,000 - \$749,999 per year for 3 years*

- Opportunity to request 3 survey questions through the Academy's research department
- One additional invite (3 total) to the Academy's annual Industry Summit
- Additional invite (5 total) to a virtual Lunch and Learn with AAD Member Leaders
- **National Partner Diamond-level Benefits**
- **Sapphire Circle Benefits**

### **SAPPHIRE CIRCLE** | *\$250,000 - \$499,999 per year for 3 years*

- Opportunity to meet with AAD content experts (member and staff leaders) on a personalized agenda every other year
- Additional invite (4 total) to a virtual Lunch and Learn with AAD Member Leaders
- **National Partner Sapphire-level Benefits**
- **Ruby Circle Benefits**

### **RUBY CIRCLE** | *\$100,000 - \$249,999 per year for 3 years*

- Invite for 2 to attend the Academy's exclusive, collaborative Industry Summit to discuss topics pertinent to dermatology with Academy member leaders and staff.
- Customized meeting with member and staff leaders during Annual Meeting or Innovation Academy (opportunity for one meeting per year, virtual or live at an AAD meeting).
- New Member Orientation with Lead AAD Staff: one opportunity for a virtual orientation with executive AAD staff.

- Additional invite (3 total) to a virtual Lunch and Learn with AAD Member Leaders
- Corporate Partner Circle icon use per Academy guidelines:
  - Corporate Partner Circle icon on AAD materials/publications recognizing partners.
  - Corporate Partner Circle designation icon for company use (subject to AAD guidelines)
- **National Partner Ruby-level Benefits**

Additionally, all Corporate Partner Circle members receive the following benefits:

- **One additional invite** (per level) to the Annual Meeting's Partner Recognition Reception and the Innovation Academy's Partner Networking Reception
- Corporate Partner Circle lapel pins distributed in advance of 2022 AAD Annual Meeting.
- **Annual Meetings with AAD Staff:** At least two customized virtual meetings with your AAD staff liaison and more on request (monthly standing calls available).

*\* Corporate Partner Circle benefits take effect after the criteria of three years of giving at that level has been met, or once a three-year commitment has been executed.*



## Corporate Roundtable

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The Academy's innovative, patient-first programs and services are helping dermatologists navigate the challenging practice landscape, improve the lives of patients, and strengthen the specialty. Corporate Roundtable members support our mission ***to promote leadership in dermatology and excellence in patient care through education, research, and advocacy.***

With an annual gift of \$15,000, Corporate Roundtable members receive the following benefits during the year of their support:

- **Insider Updates on Academy Priorities**
  - Invite for 2 to virtually meet with the AAD/A Executive Director & CEO and Corporate Relations Committee Chair on priorities for the year
  - Invite for 2 to join an advocacy and policy webinar with the Academy's D.C. office
  - Dedicated AAD staff liaison to answer any questions and provide additional information.
- **Recognition as an AAD Partner**
  - Invite for 2 to attend the Academy's Partner Networking Reception with fellow corporate partners and member leaders at the AAD Innovation Academy.
  - Name recognition as an AAD Corporate Roundtable member on AAD.org, in AAD Annual Impact Report and in Academy and Meeting publications.