



2024 AAD PRESIDENT'S GALA

SAN DIEGO, CA | MARCH 9, 2024

**Hosted by President Terrence A. Cronin Jr., MD, FAAD & Ava Cronin and
Vice President Robert S. Kirsner, MD, PhD, FAAD & Cathy Kirsner**



*THE USS MIDWAY MUSEUM
910 N HARBOR DR, SAN DIEGO*

SPONSORSHIP PROSPECTUS



AMERICAN ACADEMY OF DERMATOLOGY CELEBRATES PATIENT VOICES

The President's Gala at the Academy's Annual Meeting is the premier philanthropic event to recognize the Academy's outgoing President's leadership as well as generate support for our philanthropic programs. The 2024 Gala brings together approximately 600 Academy leaders, corporate partners, major donors and advocates, and other special guests. The event's mission celebrates the accomplishments of the past year and provides an opportunity to showcase the wide breadth of the AAD's impact. Philanthropic support generated from this event directly impacts dozens of life-saving outreach programs and initiatives the Academy leads.

This event **celebrates dermatologists who equip their patients with the tools, resources and confidence to become the heroes in their own story!** This event unifies the most prominent leaders in dermatology collectively demonstrating their passion to better dermatologic care and education. Each year, the Academy faces an increased need to serve, educate, and support communities on dermatologic initiatives and programs, and in parallel, increased need for funding is essential to ensure these needs are met. The Gala creates an opportunity for attendees and guests to celebrate the many accomplishments of AAD's visionary leaders while building-up the future of the specialty by expanding access to education and care to underserved communities.

Net proceeds of the Gala will directly support the Academy's community outreach and patient education initiatives that benefit the lives of patients, local communities, and the Academy members who serve them.

AAD'S COMMUNITY OUTREACH AND PHILANTHROPIC INITIATIVES



Camp Discovery has provided over **6,000 children and teens** with chronic skin conditions a chance to experience overnight summer camp where they can find acceptance, make friends, and be themselves.



Shade Structure Grant Program has built **505 permanent shade structures** and shades over **4 million people** annually.



Good Skin Knowledge has educated over **16,500 children** ages 8-13 about healthy hair, skin, and nail habits.



SPOT Skin Cancer has provided **2.8 million free skin cancer screenings** and detected more than **33,000 melanomas** and **288,000 suspicious lesions**.



2024 PRESIDENT'S GALA: SPONSORSHIP LEVELS & BENEFITS

	PRESENTING SPONSOR: \$500,000	PREMIER SPONSOR: \$350,000	GOLD SPONSOR: \$200,000	SILVER SPONSOR: \$100,000	BRONZE SPONSOR: \$50,000	SKIN CANCER HERO (add-on): \$100,000
Engagement Opportunities						
Opportunity to participate alongside AAD member leaders in the live program	Yes					
Passes to visit the AAD Donor Lounge for the duration of the Annual Meeting	2					2
Social Media toolkit	Yes	Yes				Yes
Opportunity to match member gifts	Yes	Yes				Yes*
Opportunity for AAD distinguished guests at tables	6**	6**	4	2		Yes
Invitations to VIP Reception	24	12	8	4		+2
Invitations to President's Gala & General Reception	24	24	16	8	4	
Opportunity for AAD leadership to visit your exhibit booth for a photo op	Yes***	Yes***	Yes***	Yes	Yes	Yes***
Recognition Opportunities						
Recognized in Gala program video	Yes	Yes				
Opportunity for corporate recognition ad in event program book	2-page spread	1 page	Half-page			
Logo recognition during VIP Reception	Yes	Yes	Yes	Yes		Yes
Logo placement on event communications	Top	Yes	Yes	Yes		
Quote on digital display	Yes	Yes	Yes	Yes	Yes	
Logo recognition throughout event space	Top	Yes	Yes	Yes	Yes	
Logo recognition in <i>Annual Meeting News</i>	Yes	Yes	Yes	Yes	Yes	

Skin Cancer Hero – sponsorship add-on: \$100,000

*In addition to your support of the President's Gala, demonstrate your commitment to fighting skin cancer by being a Skin Cancer Hero. Your support goes directly to skin cancer awareness and prevention programs, and you are recognized for your support throughout the Gala.

** Opportunity to request additional AAD leaders seated at table, in place of company attendees.

*** Priority timing for booth tour, including additional photo opportunities with AAD leaders.

PRESENTING SPONSOR (3 AVAILABLE)

\$500,000

Engagement Opportunities

- **Seating** for a total of 24 attendees at 3 tables at the Gala and invitation to Gala Reception for all guests.
- Invites for all attendees (24) to attend **VIP Reception** with AAD leaders, top donors, and other leaders.
- Opportunity to host 6 distinguished **AAD guests at your tables** (AAD board members/leaders and their guests), as well as the opportunity to request additional AAD leaders seated at table, in place of company attendees.
- Opportunity to have one table as **premiere seating** near President's table.
- Opportunity for a representative from Presenting Sponsor to participate alongside AAD members and volunteers in the **live program at the Gala**.
- Opportunity for AAD President and other AAD leaders to visit your booth in the Exhibit Hall for a **photo opportunity with AAD Leadership** and sponsor's executive leadership during the Corporate Partner Booth Tour at the Annual Meeting. As a Presenting Sponsor, your booth will receive priority timing and additional photo opportunities with AAD leaders.
- Passes for 2 company representatives to enter the **AAD Donor Lounge** for the duration of the AAD Annual Meeting. This lounge is open to AAD donors in the convention center and provides a place for donors to relax between sessions, grab coffee or a meal, and meet with colleagues.
- **Social Media toolkit** to raise awareness of your support of AAD programs, including templates with President's Gala branding for companies to post to their social media.
- **Matching Gift:** As a Presenting Sponsor, \$50,000 of your sponsorship is allocated to match member donations to the 2024 President's Gala in support of Camp Discovery and other philanthropic programs. The AAD will promote your generous matching gift to members before, during and after the Gala to multiply support for its programs benefiting the lives of children. Matching gift recognition will include:
 - Recognition in President's Gala e-blasts and e-reminders to members before and after the event.
 - Recognition before, during, and after event on online donation form for attendees.
 - Recognition of matching gift in the Program Book and onsite giving opportunities.

Recognition Opportunities

- Recognized as a Presenting Sponsor in the Gala program video.
- Two-page unbranded corporate partner recognition ad in Gala program book highlighting the sponsor's partnership with the AAD.
- Quote from company executive in Gala digital display showcasing why you support the AAD.
- Logo recognition during the President's Gala, Gala Reception, and VIP Reception space.
- Logo recognition in Gala program book, invitation, and post-event communications (pending publication dates).
- Logo recognition on member donation landing page.
- Recognition in *Annual Meeting News*.

PREMIER SPONSOR (3 AVAILABLE)

\$350,000

Engagement Opportunities

- **Seating** for a total of 24 attendees at 3 tables at the Gala and invitation to Gala Reception for all guests.
- Invitation for 12 sponsor attendees to attend **VIP Reception** with AAD leaders, top donors, and other key leaders.
- Opportunity to host 6 distinguished **AAD guests at your tables** (AAD board members/leaders and their guests), as well as the opportunity to request additional AAD leaders seated at table, in place of company attendees.
- Opportunity for AAD President and other AAD leaders to visit your booth in the Exhibit Hall for a **photo opportunity with AAD Leadership** and sponsor's executive leadership during the Corporate Partner Booth Tour at the Annual Meeting. As a Premier Sponsor, your booth will receive priority timing and additional photo opportunities with AAD leaders.
- **Social Media toolkit** to raise awareness of your support of AAD programs, including templates with President's Gala branding for companies to post to their social media.
- **Matching Gift:** As a Presenting Sponsor, \$50,000 of your sponsorship is allocated to match member donations to the 2024 President's Gala in support of Camp Discovery and other philanthropic programs. The AAD will promote your generous matching gift to members before, during and after the Gala to multiply support for its impactful programs benefiting the lives of children. Matching gift recognition will include:
 - Recognition in President's Gala e-blasts and e-reminders to members before and after the event.
 - Recognition before, during, and after the event on online donation form for attendees.
 - Recognition of matching gift in the Program Book and onsite giving opportunities.

Recognition Opportunities

- Recognized as a Premier Sponsor in the Gala program video.
- One-page unbranded corporate partner recognition ad in Gala program book highlighting the sponsor's partnership with the AAD.
- Quote from company executive in Gala digital display showcasing why you support the AAD.
- Logo recognition during the President's Gala, Gala Reception, and VIP Reception space.
- Logo recognition in Gala program book, invitation, and post-event communications (pending publication dates).
- Logo recognition on member donation landing page.
- Recognition in *Annual Meeting News*.

GOLD SPONSOR

\$200,000

Engagement Opportunities

- **Seating** for a total of 16 attendees at 2 tables at the Gala and invitation to Gala Reception for all guests.
- Invitation for 8 sponsor attendees to attend **VIP Reception** with AAD leaders, top donors, and other key leaders.
- Opportunity to host 4 distinguished **AAD guests at your tables** (AAD board members/leaders and their guests).
- Opportunity for AAD President and other AAD leaders to visit your booth in the Exhibit Hall for a **photo opportunity with AAD Leadership** and sponsor's executive leadership during the Corporate Partner Booth Tour at the Annual Meeting. As a Gold Sponsor, your booth will receive priority timing and additional photo opportunities with AAD leaders.

Recognition Opportunities

- Half-page unbranded corporate partner recognition ad in Gala program book highlighting the sponsor's partnership with the AAD.
- Quote from company executive in Gala digital display showcasing why you support the AAD.
- Logo recognition during the President's Gala, Gala Reception, and VIP Reception space.
- Logo recognition in Gala program book, invitation, and post-event communications (pending publication dates).
- Logo recognition on member donation landing page.
- Recognition in *Annual Meeting News*.

SILVER SPONSOR

\$100,000

Engagement Opportunities

- Seating for a total of 8 attendees at the Gala and invitation to Gala Reception for all guests.
- Opportunity to host 2 distinguished AAD guests at your tables (AAD board members/leaders and their guests).
- Invitation for 4 executive-level staff to attend VIP Reception with AAD leaders, board of directors, and other key leaders.
- Opportunity for AAD President and other AAD leaders to visit your booth in the Exhibit Hall for a photo opportunity with AAD Leadership and sponsor's executive leadership during the Corporate Partner Both Tour at the Annual Meeting

Recognition Opportunities

- Quote from company executive in Gala digital display showcasing why you support the AAD.
 - Logo recognition during the President's Gala, Gala Reception, and VIP Reception space.
 - Logo recognition in Gala program book, invitation, and post-event communications (pending publication dates).
 - Logo recognition on member donation landing page.
 - Recognition in Annual Meeting News.
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BRONZE SPONSOR

\$50,000

Engagement Opportunities

- Seating for a total of 4 attendees at the Gala and invitation to Gala Reception for all guests.
- Opportunity for AAD President and other AAD leaders to visit your booth in the Exhibit Hall for a photo opportunity with AAD Leadership and sponsor's executive leadership during the Corporate Partner Both Tour at the Annual Meeting

Recognition Opportunities

- Quote from company executive in Gala digital display showcasing why you support the AAD.
- Logo recognition during the President's Gala and Reception.
- Logo recognition in Gala program book (pending publication dates).
- Logo recognition on member donation landing page.
- Recognition in Annual Meeting News.

ADDITIONAL SUPPORT: SKIN CANCER HERO

In addition to your support of the President's Gala, demonstrate your commitment to fighting skin cancer by being a Skin Cancer Hero. Sponsor have the opportunity to include an additional \$100,000 gift to directly support the AAD's skin cancer awareness and prevention programs, such as Skin Cancer, Take a Hike!, Skin Cancer Screening Program, Shade Structure Grant Program, and other public awareness efforts.

During the Annual Meeting, sponsors will receive:

- Passes for **2 company representatives to enter the AAD Donor Lounge** for the duration of the AAD Annual Meeting. This lounge is open to AAD donors in the convention center and provides a place for donors to relax between sessions, grab coffee or a meal, and meet with colleagues.
- **2 additional VIP Reception** with AAD leaders, top donors, and other leaders.
- Opportunity to host **distinguished AAD guests at your tables** (AAD board members/leaders and their guests)
- Skin Cancer Hero **social media toolkit** to raise awareness of your support of AAD skin cancer programs, including templates for companies to post to their social media.
- Opportunity for AAD President and other AAD leaders to visit your booth in the Exhibit Hall for a **photo opportunity with AAD Leadership** and sponsor's executive leadership during the Corporate Partner Booth Tour at the Annual Meeting. As a Skin Cancer Hero, your booth will receive priority timing and additional photo opportunities with AAD leaders.
- Opportunity to **match member gifts to skin cancer programs** during the gala.

Skin Cancer Heroes will also be recognized both during the Gala and Gala VIP reception, as well as on the materials and communications around the skin cancer awareness programs like Skin Cancer, Take a Hike (Hike) benefiting from your support throughout the year. These year-round recognition tactics include (but are not limited to):

- Supporter acknowledgement with logo recognition at the end of the *How to Treat a Sunburn* video on YouTube, with the AAD's *Your Dermatologist Knows* social media promotion of the video.
- Opportunity to company representative to **participate in 2024 Hike** (either Hike in Porte Alegre, Brazil, April 2024, or Hike in Banff, Canada, June 2024).
- Company logo on all **signage and recognition** for Hike participants (yard signs and banners).
- **Social Media Tool Kit** as a supporter of the Skin Cancer Take a Hike Program.
- Company logo included on **Hike fundraising website** as well as all Hike **email communications**.
- @Company in "Thank You" post-event wrap-up on **AAD's social media channels** @AADSkin1 and @AADMember.