



The **American Academy of Dermatology** (AAD) is the largest, most influential and representative dermatology group in the United States. AAD partners provide vital support as the Academy ensures that the specialty is well-positioned for the future.

The AAD offers a multitude of opportunities to showcase your organization's commitment to the specialty and to the patients it serves. Recognizing that the Academy cannot achieve its ambitious goals to anticipate the evolving needs of our members, their patients, and the public without partners, these recognition programs acknowledge the important role our corporate partners play.

**Organizations are invited to partner with the Academy in the following ways:**

### **Corporate Partner Circle**

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Corporate Partner Circle membership is awarded to partners who commit to a minimum of \$100,000 per year for at least three consecutive years.

### **National Partner Program**

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With an annual commitment to AAD educational programs, member services and resources, humanitarian programs, and more (including sponsorships, charitable contributions, and grants), the National Partner Program will recognize your total commitment with annual benefits in addition to the benefits of your sponsored program/service.

### **Corporate Roundtable**

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Through AAD programs and resources, Academy members are advancing the frontiers of dermatologic care. Corporate Roundtable member benefits give your organization the opportunity to make connections and gain insight on Academy priorities while supporting our mission with a \$25,000 gift.

**The following pages will outline the Academy's partner levels and their benefits. To learn more, please contact us:**

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The AAD continually strives to anticipate and respond to the evolving needs of patients in addition to providing leading-edge resources for dermatologists in all practice environments and supporting diversity in the dermatology specialty. This wouldn't be possible without the support of our partners. Thank you for your thoughtful consideration.



## National Partner Program

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This program recognizes the company's total annual commitment to AAD programs and services, including sponsorships, charitable contributions, and grants.

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

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

- Invite for 6 (total) to the Partner Recognition Reception at the Annual Meeting
- Invite for 4 to attend a donor breakfast with AAD leaders at the Annual Meeting
- Invite for 6 (total) to the Partner Networking Reception at the Summer Meeting
- **Sapphire Benefits**

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

- Invite for 5 (total) to the Partner Recognition Reception at the Annual Meeting
- Invite for 2 to attend a donor breakfast with AAD leaders at the Annual Meeting
- Invite for 5 (total) to the Partner Networking Reception at the Summer Meeting
- **Ruby Benefits**

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

- Opportunity for a company meeting with AAD member leaders at the Annual or Summer Meeting
- Invite for 4 (total) to the Partner Recognition Reception at the Annual Meeting
- Invite for 4 (total) to the Partner Networking Reception at the Summer Meeting
- **Emerald Benefits**

### **EMERALD** | *Annual support total of \$50,000 - \$99,999*

- Invite for 2 to the exclusive Partner Recognition Reception at the Annual Meeting
- Opportunity to link your recognition on AAD.org back to your company homepage
- **Bronze Benefits**

### **BRONZE** | *Annual support total of \$25,000 - \$49,999*

- Invite for 2 to the Partner Networking Reception at the Summer Meeting
- AAD ribbons for your booth personnel at Annual and Summer Meetings

Additionally, all National Partners receive the following:

- Placement on the Recognition Module at Annual and Summer Meetings
- Recognition in *Aspire*, the AAD's quarterly publication
- Recognition on the AAD website



## 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 request three survey questions through Academy's research department
- One additional invite (4 total) to the Academy's annual Industry Summit
- **Diamond Circle Benefits**

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

- One additional invite (3 total) to the Academy's annual Industry Summit
- Opportunity for a meet-and-greet with a guest speaker of the Industry Summit
- **National Partner Diamond-level Benefits**
- **Sapphire Circle Benefits**

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

- Opportunity for an AAD Leadership Visit every other year during awarded Circle membership
- One additional invite (3 total) to attend a donor breakfast with AAD leaders at the Annual Meeting
- **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, annual Industry Summit to discuss topics pertinent to dermatology with executive-level Academy leadership and staff.
- Invite for 2 to participate in an annual interactive webinar, led by the Academy's advocacy & policy team with Q&A
- An AAD Leadership Visit: one opportunity for AAD member leaders to visit your company during awarded 3-year Circle membership
- **National Partner Ruby-level Benefits**

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

- **Bi-monthly update calls:** An opportunity to have standing calls with AAD staff to receive the most up-to-date Academy information.
- **One additional invite** (per level) to the Annual Meeting's Partner Recognition Reception and the Summer Meeting's Partner Networking Reception
- **Unique Circle recognition:**
  - Unique identification as a member of the Academy's Corporate Partner Circle on AAD.org and at Annual/Summer Meetings.
  - Circle lapel pins distributed in advance of the Annual Meeting

*\* 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 American Academy of Dermatology's innovative, patient-first programs and services are helping 20,500+ members 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 \$25,000 and above, Corporate Roundtable members receive the following benefits during the year of their support:

- **Updates on Academy Priorities**
  - Invite for 2 to join an annual conference call with the CEO and Chair of the Corporate Relations Committee
  - Invite for 2 to join an annual webinar presented by the Academy's advocacy team
- **Invitations and Recognition**
  - Invite for 2 to attend the Academy's Partner Networking Reception with fellow corporate partners and member leaders at the AAD Innovation Academy (formerly Summer Meeting)
  - Recognition as a Corporate Roundtable member:
    - Recognition on the AAD website and in *Aspire*, the Academy's quarterly publication
    - Placement on the Recognition Module at Annual and Summer Meetings

Corporate Roundtable support will go to the Academy's highest need, including AAD educational and practice management programs/services, as well as its humanitarian programs including: free skin cancer screenings, the shade structure grant program, youth and public education on skin cancer detection and prevention, and more. The American Academy of Dermatology is a 501(c)3 nonprofit and a \$25,000 gift to the Corporate Roundtable is 100% tax-deductible.