



President's GALA

NEW ORLEANS | MARCH 18, 2023

**Hosted by President Mark D. Kaufmann, MD and Patricia Kaufmann
and Vice President Linda F. Stein Gold and Kenneth Gold**



*The National WWII Museum
945 Magazine Street, New Orleans*

2023 SPONSORSHIP PROSPECTUS



2023 AAD President's Gala: Purpose & Impact

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 2023 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.

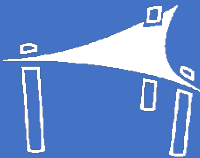
This event will unify the **most prominent leaders in dermatology** by demonstrating how their passions and aspirations to better dermatologic care and education can make a significant difference on both a local and global level. Each year, the Academy faces an **increased need to serve, educate, and 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. This pride in outreach creates an **underlying shared valued set of priorities** for all that attend the Gala.

Net proceeds of the Gala will directly support the Academy's Camp Discovery, Children's Programs and other philanthropic initiatives that **benefit the lives of patients, local communities, and the Academy members** who serve them.

AAD's Children'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.



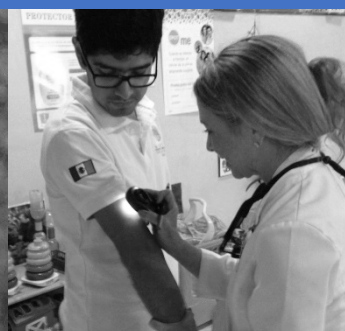
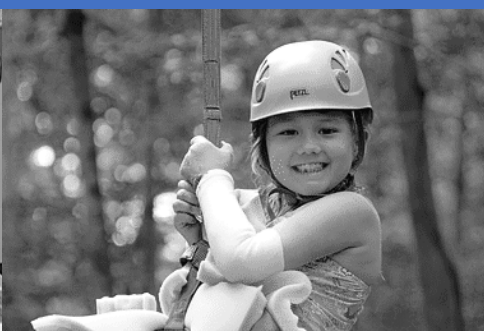
Shade Structure Grant Program has built over **488 permanent shade structures** and shades over **3.6 million people** annually.



Good Skin Knowledge has educated over **14,500 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 **32,700 melanomas** and **286,000 suspicious lesions**.



2023 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	COPPER SPONSOR: \$25,000
Engagement Opportunities						
Cause Marketing Campaign	Yes					
Inclusion in pre- and post-gala messages to attendees	Yes					
Opportunity to speak alongside members during the Gala	Yes					
Opportunity to collaborate on a "Lunch and Learn" in the Donor Lounge	Yes					
Inclusion in Gala program video	Yes	Yes				
Social Media toolkit	Yes	Yes				
Opportunity to match member gifts	Yes	Yes	Add-on			
Invitations to VIP Reception	8	6	4	2		
Opportunity for AAD distinguished guests at tables	6	6	4	2		
Invitations to President's Gala & General Reception	24	24	16	8	4	2
Recognition Opportunities						
Recognition on ceiling banners near registration in convention center	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		
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	Yes
Logo recognition in <i>Annual Meeting News</i>	Yes	Yes	Yes	Yes	Yes	Yes

Presenting Sponsor (2 available)

\$500,000

Share your Partnership Story

Presenting Sponsors and the AAD will have the opportunity to jointly tell the story of our partnership and impact on the specialty. This story will include sponsor's support of AAD programs, partnerships with AAD members, or other ways sponsors have impacted the specialty and will be told before, during, and after the Gala:

Before the Gala:

- Pre-Gala video message from sponsor delivered to attendees highlighting achievements of outgoing AAD President Dr. Mark Kaufmann and other AAD members.
- 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.

During the Gala:

- Inclusion in Gala program video on impactful moments in the history of dermatology, highlighting shared values and collaboration between industry and dermatologists to advance the specialty. AAD and Presenting Sponsors to identify a moment together from sponsor's partnership with AAD members to include in the video.
- Opportunity for an executive from Presenting Sponsor to speak alongside AAD members and volunteers on the importance of supporting AAD initiatives.

After the Gala:

- Opportunity to collaborate on the topic of a "Lunch and Learn" with AAD members and volunteers held in the AAD Donor Lounge. Presenting Sponsors of the Gala will be recognized at the end of the chat.
- Post-Gala video message from sponsor delivered to attendees.
- Opportunity for 2 employees to attend a Talent Show at Camp Discovery during summer 2023

Onsite Engagement Opportunities

Matching Gift: As a Presenting Sponsor, \$50,000 of your sponsorship is allocated to match member donations to the 2023 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 event on online donation form for attendees.
- Recognition of matching gift in the Program Book and onsite giving opportunities.

Cause Marketing: Presenting Sponsors have the opportunity to participate in a cause marketing campaign during the Annual Meeting to support Camp Discovery and other philanthropic programs. For every visitor badge scanned at your booth, the Presenting sponsors will provide \$100 of support Camp Discovery and other philanthropic programs up to \$50,000 (included in your sponsorship amount). The AAD will promote this opportunity to Annual Meeting attendees through its social media channels during the meeting, attendee emails, and onsite during the meeting.

During the Event:

- Seating for a total of 24 attendees at 3 tables at the Gala and invitation to Gala Reception for all guests.
- Opportunity to host 6 distinguished AAD guests at your tables (AAD board members/leaders and their guests).
- Opportunity to have one table as premiere seating near President's table.
- Invitation for 8 executive-level staff to attend VIP Reception with AAD leaders, top donors, and other key leaders.

Recognition Opportunities

- Two-page unbranded corporate partner recognition ad in Gala program book highlighting the sponsor's partnership with the AAD.
- Recognition on ceiling banners above registration area in the convention center (pending publication dates).
- 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

Share your Partnership Story

Premier Sponsors and the AAD will have the opportunity to jointly tell the story of our partnership and impact on the specialty. This story will include sponsor's support of AAD programs, partnerships with AAD members, or other ways sponsors have impacted the specialty and will be told before, and during, after the Gala:

Before the Gala:

- 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.

During the Gala:

- Inclusion in Gala program video on impactful moments in the history of dermatology, highlighting shared values and collaboration between industry and dermatologists to advance the specialty. AAD and Premier Sponsors to identify a moment together from sponsor's history to include in the video.

Engagement Opportunities

Matching Gift: As a Premier Sponsor, \$50,000 of your sponsorship is allocated to match member donations to the 2023 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, individual donors, and family foundations 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 stations.

At the Gala

- Seating for a total of 24 attendees at 3 tables at the Gala and invitation to Gala Reception for all guests.
- Opportunity to host 6 distinguished AAD guests at your tables (AAD board members/leaders and their guests).
- Opportunity to have one table as premiere seating near President's table.
- Invitation for 6 executive-level staff to attend VIP Reception with AAD leaders, board of directors, and other key leaders.

Recognition Opportunities

- 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 (4 available)

\$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.
- Opportunity to host 4 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.

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 on Camp Discovery display in the Gala Reception.
- 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.
- Support counted toward AAD Corporate Partner Programs.

Additional Engagement Opportunity

Matching Gift: Gold Sponsors have the opportunity to include an additional \$50,000 gift with your sponsorship to match member donations to the 2023 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, individual donors, and family foundations 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 stations.

Silver Sponsor (5 available)

\$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 2 executive-level staff to attend VIP Reception with AAD leaders, board of directors, and other key leaders.

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.
- Support counted toward AAD Corporate Partner Programs.

Bronze Sponsor (3 available)

\$50,000

Engagement Opportunities

- Seating for a total of 4 attendees at the Gala and invitation to Gala Reception for all guests.

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.
 - Support counted toward AAD Corporate Partner Programs.
-

Copper Sponsor (3 available)

\$25,000

Engagement Opportunities

- Seating for a total of 2 attendees at the Gala and invitation to Gala Reception for all guests.

Recognition Opportunities

- Logo recognition in President's Gala and Reception.
- Logo recognition in the Gala program book.
- Logo recognition on member donation landing page.
- Recognition in Annual Meeting News.
- Support counted toward AAD Corporate Partner Programs.