



Peggy Lillis Foundation

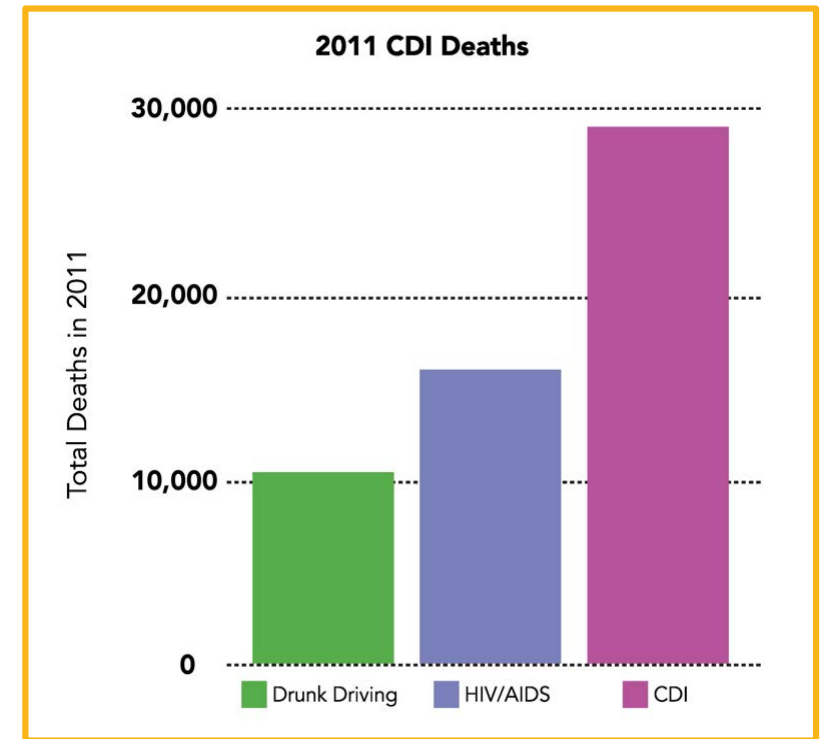
Fighting C. diff through Education and Advocacy



2020 Sponsorship Prospectus

The Impact of *C. difficile*

- ✓ *C. difficile* is the most common cause of healthcare associated infections, responsible for nearly 500,000 infections and 30,000 deaths in the US annually
- ✓ 17,000 children battle a *C. difficile* infection each year
- ✓ 10% of patients admitted to hospitals are asymptomatic carriers of *C. difficile*
- ✓ *C. difficile* infections are responsible for more than \$3 billion in excess healthcare costs
- ✓ Despite causing more deaths than HIV/AIDS, only 33% Americans are "somewhat aware" of *C. difficile* infections



About Peggy Lillis Foundation

Our Inspiration

Peggy Lillis Foundation (PLF) was founded in 2010 by the family of 56-year old Kindergarten teacher Margaret "Peggy" Lillis following her death from a community-acquired Clostridioides difficile infection.

We envision a world where C. diff infections are rare, treatable and survivable.

Our Solution

PLF is the preeminent, nationally recognized leader for C. diff patient advocacy and public education and trusted by patients, families, healthcare professionals, industry and philanthropic organizations.

We are leading a growing movement to end the harm caused by C. diff by educating the public, empowering advocates and shaping policy.

National Sponsorships

We invite corporations, foundations and health organizations committed to the fight against CDIs to join us as national sponsors. In an increasingly complex and fast-paced media and policy environment, unrestricted funds allow PLF the flexibility to seize opportunities for education and advocacy as they arise.

	\$50,000	\$25,000	\$10,000	\$5,000
<i>Press release and email to PLF stakeholders celebrating partnership</i>	✓	✓		
<i>Program-specific recognition (see following pages)</i>	✓	✓	✓	
<i>Logo & link on PLF's homepage</i>	✓	✓	✓	
<i>Recognition as National Sponsor on print materials</i>	✓	✓	✓	
<i>Dedicated social media and blog posts</i>	✓	✓	✓	✓
<i>Tickets to National C. diff Summit & Gala</i>	✓	✓	✓	✓
<i>Recognition in National C. diff Summit materials</i>	✓	✓	✓	✓
<i>Recognition in 2020 FIGHT C. DIFF Gala materials</i>	✓	✓	✓	✓

2020 C. diff Summit Sponsorships

Our National C. diff Advocacy Summit brings C. diff survivors and family members with policymakers, academics, healthcare leaders, and activists for two days of learning and networking, as well as the sole C. diff Lobby Day.

	\$15,00	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
Exclusive Recognition as "Lead" Sponsor	✓					
Opportunity to Welcome attendees	✓					
Choice of Webcast or Luncheon Recognition	✓	✓				
Welcome Dinner Sponsorship, including brief remarks	✓	✓	✓			
WiFi Sponsorship, including sign at charging station	✓	✓	✓			
Breakfast Sponsorship,	✓	✓	✓			
Roundtable Sponsorship (1)	✓	✓	✓	✓		
Break Out Session Sponsorship (4)	✓	✓	✓	✓		
Exhibit Table	✓	✓	✓	✓	✓	
Complimentary Registrations	8	6	6	4	4	2
Logo on signage, print and digital materials	✓	✓	✓	✓	✓	✓

10th Anniversary FIGHT C. DIFF Sponsorship

FIGHT C. DIFF is the largest fundraiser for C. diff with an average of 250 guests. Each year we honor leaders, innovators and advocates in the fight against C. diff while raising critical funds for PLF's programs.

	\$25,00	\$10,000	\$5,000	\$2,500	\$1,000
Event "Presented by" Credit	✓				
Five-minute welcome address	✓				
Organization executive presentation of Award (supply limited)	✓	✓			
Opportunity to create co-branded giveaway items (paid for by sponsor)	✓	✓			
Reception, dinner or dessert sponsorship (supply limited)	✓	✓	✓		
Company in all press releases and emails	✓	✓	✓		
Full page premium color ad in program	✓	✓	✓		
Digital Ad presented during the Gala	✓	✓	✓	✓	
Linked logo & promotion on Gala website	✓	✓	✓	✓	✓
Sponsorship listed in event program	✓	✓	✓	✓	✓
Tickets to 2020 FIGHT C. DIFF	10	10	10	8	6

"See C. diff" Sponsorships

In 2019, PLF launched a new C. diff Awareness Month public education campaign, "See C. diff." In our first year, we reached nearly 100,000 individuals and saw 300,000 impressions. We aim to triple our reach in 2020.

	\$25,00	\$10,000	\$5,000	\$2,500	\$1,000
Inclusion as Premier Sponsor in 2020 "See C. diff" campaign guide	✓	✓			
First refusal on 'other opportunities' and extras for 2020 campaign	✓	✓	✓		
Speaking opportunity during the campaign launch	✓	✓	✓		
C. diff Awareness Month quotes, statements and spokespeople available from PLF	✓	✓	✓		
Questions in the C. diff Awareness Month post-action survey	4	3	2	1	
Credited as an Official Sponsor with logo in C. diff Awareness Month Guide	✓	✓	✓	✓	
Logo on sponsor page on campaign website (10,000 UMV)	✓	✓	✓	✓	✓
Full use of the See C. diff logo and use of all artwork	✓	✓	✓	✓	✓
Package of C. diff Awareness Month artwork and C. diff information	✓	✓	✓	✓	✓
Logo on the C. diff Awareness Month website, Cdiff.org	✓	✓	✓	✓	✓
Co-branded C. diff Awareness Month e-communications	✓	✓	✓	✓	✓

Current Sponsors



Become a Sponsor today by contacting Executive Director Christian John Lillis at 917.364.4658 or christian@peggyfoundation.org