



Peggy Lillis Foundation

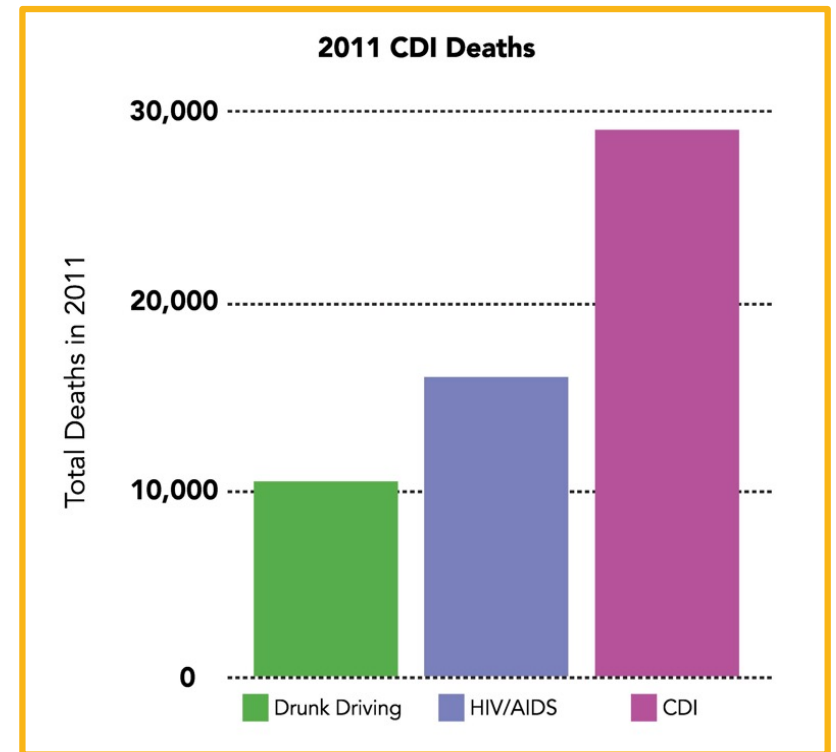
For C. diff Education & Advocacy



2022 Sponsorship Prospectus

The Impact of *C. diff* Infections

- ✓ *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 fight a *C. diff* infection (CDI) 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 at least “somewhat aware” of *C. diff* 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 through educating the public, empowering advocates and shaping policy.

Community Makeup

PLF has the largest and most engaged community committed to C. diff education and advocacy in the nation. This community comprises the largest network of C. diff patients and family members as well as leading clinicians and scientists in the field.

5,500 Active Subscribers

**2,100 C. diff Patients
and Survivors**

**800+ Family
members**

**300+ C. diff
Experts**

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.

	\$100,000	\$50,000	\$25,000	\$10,000	\$5,000
Press release and email to stakeholders announcing partnership	✓	✓			
Program-specific recognition (see following pages)	✓	✓	✓	✓	
Logo & link on PLF's homepage	✓	✓	✓	✓	
Recognition as National Sponsor on print and digital materials	✓	✓	✓	✓	
Dedicated social media and blog posts (restrictions apply)	✓	✓	✓	✓	✓
Tickets to National C. diff Summit & Gala	✓	✓	✓	✓	✓
Recognition in National C. diff Summit materials	✓	✓	✓	✓	✓
Recognition in 2022 FIGHT C. DIFF Gala materials	✓	✓	✓	✓	✓

National C. diff Summit

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

	\$25,00	\$10,000	\$7,500	\$5,000	\$2,500
Exclusive Recognition as "Lead" Sponsor	✓				
Opportunity to Welcome attendees to Summit	✓				
Welcome Dinner Sponsorship, including brief remarks	✓	✓			
Choice of Webcast or Luncheon Recognition	✓	✓	✓		
Breakfast Sponsorship (2)	✓	✓	✓		
Roundtable Sponsorship (2)	✓	✓	✓	✓	
Break Out Session Sponsorship (2)	✓	✓	✓	✓	
Exhibit Table	✓	✓	✓	✓	✓
Complimentary Registrations	8	6	6	4	4
Logo on signage, print and digital materials	✓	✓	✓	✓	✓

12th Annual FIGHT C. DIFF Gala

FIGHT C. DIFF is the largest fundraiser for C. diff averaging 250 in-person guests and 500 virtual viewers. Each year we honor leaders, innovators and advocates in the fight against C. diff while raising critical funds for PLF's programs. This year we aim to be back in person in New York City this fall, with the date to be determined.

	\$40,000	\$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)	✓	✓	✓			
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 2022 FIGHT C. DIFF	20	10	10	10	8	4

"See C. diff" Awareness Campaign

In 2019, PLF launched a new C. diff Awareness Month public education campaign, "See C. diff." In 2021, we reached more than 1 million during the month of November.

	\$25,00	\$10,000	\$5,000	\$2,500	\$1,000
Recognition as Premier Sponsor in "See C. diff" guide	✓				
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	
Credit as Official Sponsor with logo in "See C. diff" Guide	✓	✓	✓	✓	
Co-branded C. diff Awareness Month e-communications	✓	✓	✓	✓	
Logo on sponsor page on campaign website (est. 100,000 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	✓	✓	✓	✓	✓

Current Funders



Microbiome
Therapeutics
Development



Lee Family
Foundation



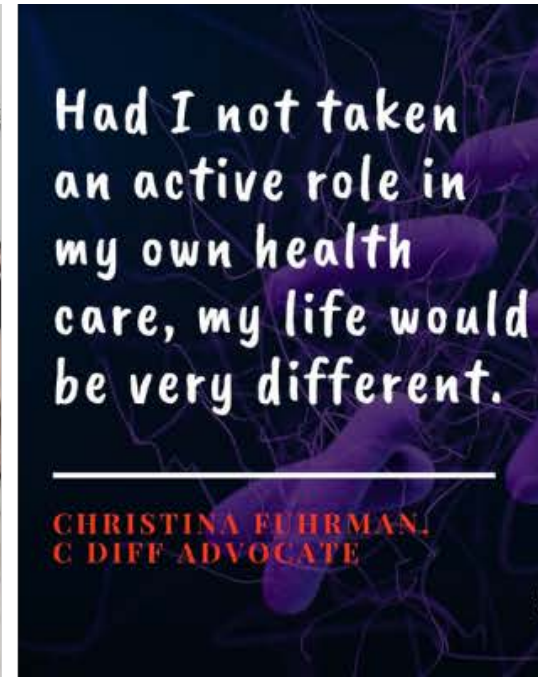
Erin K. Flatley
Memorial Foundation

Hill Scientific and
Public Affairs



Become A Sponsor

Custom sponsorships are available. To join the fight against C. diff infections, please contact our executive director Christian John Lillis at 917.364.4648 or christian@peggyfoundation.org.



Left to Right: Advocates Minnie and Spencer Hatch during our 2022 virtual Lobby Day; Dr. Dale Gerding accepting PLF's 2018 Leadership Award; our Executive Director speaking at our 2019 Gala; the Dexter Family at our 2019 Gala; C. diff Awareness Month social media post.