



7th ANNUAL LEADERSHIP SUMMIT

SAVE THE DATE

MARCH 23-27 / 2023



The Expert Advocate

- NETWORKING
- TRAINING
- UPDATES
- WORKSHOPS





Amplifying the power of the patient voice

Greetings!

The Sickle Cell Community Consortium (SC3) is pleased to announce the 7th Annual Leadership Summit General Assembly of Patients, Caregivers, and Community Based Organizations (CBOs) to be held March 23-27, 2023. We are so happy to announce that we will be in-person this year and are thrilled to welcome you back to beautiful Atlanta, Georgia as we convene the 7th annual gathering of sickle cell advocates and opinion leaders. This year's theme ***Expert Advocacy in the Digital World*** is designed to provide workshops and training featuring nonprofit digital transformation, expanding the advocacy social footprint, virtual fundraising, and online activism.

The Sickle Cell Consortium was created to provide an organizing arm to enable our communities to identify and address local and national problems, needs, and gaps within the sickle cell community. Patterned after the United Nations, and following a model of Collective Impact, the Consortium provides a platform to “amplify the power of the patient voice” ensuring that the sickle cell patient and caregiver are at the center of research, education, advocacy, policy, and legislation. **We invite sickle cell stakeholders, including industry and healthcare providers, to join us in our efforts to execute sustainable change in the sickle cell community.**

The Leadership Summit is the main, convening meeting of Sickle Cell Consortium partners. Collectively, Consortium partners (CBOs, active advocates, educators, HCPs, patient/caregiver leaders, community partners) make up the General Assembly of Sickle Cell Patients, Caregivers, and CBOs. This group is tasked with defining and prioritizing the top needs and gaps within the sickle cell community; developing community-based solutions; and identifying the CBO, community, and corporate partnerships best equipped to execute those solutions. Working collectively, the members of the General Assembly lead teams dedicated to tackling each priority.

Following this model of Collective Impact, the Sickle Cell Consortium is proud to have developed substantial patient-focused and patient-prioritized projects, platforms, and initiatives for sickle cell disease. In the years since we were officially established, our partners have participated in dozens of meetings and symposiums; produced five publications in Spanish and English as part of the *Patient-Powered Educational Resources Initiative*; continued to host the Annual Sickle Cell Patient & Family Education Symposiums (attended by over 600 patients and caregivers in 2022 and a total of over 2200 patients and caregivers since the inaugural event); provided over \$65K in travel and lodging scholarships to attend sickle cell conventions, meetings, symposiums, and summits; organized mental health, education support, and transition workgroups focused on tackling these patient-identified concerns; established Warrior University, an online, curriculum-based educational platform for patients, caregivers, and providers; developed the Sickle Cell Men's Action Network (Sickle M.A.N.), the Parent-to-Parent Initiative, SC3 Next Generation, SC3 Scholars, and **much more**. The success experienced in our first few years has been the direct result of the collective efforts of our partners and supporters.

This year we will use this time to continue providing training on maintaining a strong, effective CBO, expert advocacy practices, and research updates, along with a diverse array of services. **We are seeking support for this event and hope you will consider supporting us at the Platinum level or higher. Unique sponsorship packages are available along with opportunities to tailor packages to meet individual needs.** We are eager to continue this forward momentum and look forward to developing new relationships and partnerships necessary to support our collective goals.

Thank you for your continued support in this endeavor,

Lakiea J Bailey, Ph.D.
Executive Director
Sickle Cell Community Consortium



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ABOUT THE SICKLE CELL COMMUNITY CONSORTIUM

The Sickle Cell Consortium (dba Sickle Cell Community Consortium; SC3) is a collaborative network of sickle cell patients, caregivers, and community-based organizations (CBOs), united to ensure that the patient/caregiver voice is at the center of sickle cell research, education, awareness, advocacy, legislation, and policy. We are patient-powered and patient-centered. All projects, programs, platforms, and initiatives, including the annual Sickle Cell Patient and Family Educational Symposium, the Annual Leadership Summit and General Assembly of Patients, Caregivers, and CBOs, and the second annual Sickle Cell Caregivers Summit, are conceptualized, created, and executed directly by the sickle cell patient and caregiver community. Following the model of collective impact and armed with the unofficial motto “nothing for us, without us”, the Sickle Cell Consortium works directly with patients and caregivers empowering them to orchestrate sustainable solutions to patient/caregiver-identified problems, needs, and gaps in the sickle cell community.

The Sickle Cell Consortium is a 501 (c) 3 not-for-profit organization based in Atlanta, Georgia.
For more information, please visit www.sicklecellconsortium.org.

PHYSICAL ADDRESS: 135 Auburn Ave. NE
Atlanta, GA 30303
EIN: 47-4771677
DUNS: 042356575

The Venue



3342 Peachtree Road
Atlanta, GA 30326



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ABOUT THE SUMMIT

The Annual Leadership Summit and General Assembly of Patients, Caregivers and CBOs first started in 2016 as the primary meeting for the Consortium. Until the onset of the COVID-19 pandemic, all the Consortium partners would travel to Atlanta, Georgia to participate in the Leadership Summit and to convene the annual General Assembly of Patients, Caregivers, and CBOs. The Leadership Summit serves three purposes: CBO Best Practices and Expert Advocacy Training, Consortium annual Business meeting, and convening the General Assembly for Patients, Caregivers and CBOs.

The General Assembly is the primary organ and decision-making body of the Consortium. Comprised of representatives from all partner CBOs, as well as, independent patients/caregivers, this group identifies and prioritizes problems, needs and gaps in the sickle cell community, and then works collectively with other partnered groups to define and execute mutually beneficial and sustainable solutions,

As an odd-year Summit, we will focus on continued development of the defined priorities voted by the General Assembly at the 2022 Convention. This annual convening also serves to provide, and build upon, a foundation of medical/research education, infrastructure support, professional development, and industry best practices. This year's theme, ***Expert Advocacy in the Digital World*** is designed to provide workshops and training featuring nonprofit digital transformation, expanding the advocacy social footprint, virtual fundraising, and online activism. We will be focusing on our voted 2023 priorities.

WHY SUPPORT

The Annual Leadership Summit and General Assembly for Patients, Caregivers and CBOs is the only Summit of its kind for leaders of the sickle cell community in the United States. This Summit provides an opportunity to interact with key opinion leaders and the executive leadership of sickle cell CBOs throughout the country. We are currently partnered with over 80 patients, caregivers, and CBOs, representing 39 CBOs from 27 states. These meetings are particularly suited to Industry partners who are researching new therapies and represent opportunities to reach a diverse population of patients and caregivers eager to hear updates on drug development, research, and new information on active and future clinical trial opportunities. The agenda for the 2023 Leadership Summit & General Assembly is designed to enhance meeting attendance and engagement with our supporters. Multiple support levels are available and we are happy to create tailored packages to support individual need. Contact Doris Bailey at finance@sicklecellconsortium.org to secure your sponsorship or for more information.

7th ANNUAL LEADERSHIP SUMMIT & GENERAL ASSEMBLY OF PATIENTS, CAREGIVERS, AND COMMUNITY-BASED ORGANIZATIONS

TENTATIVE AGENDA March 23 - 26, 2023

THURSDAY - MARCH 23 - 2023

12:00 PM EST	Check-In / COVID Testing
3:00 PM EST	Welcome to the Seated Members of the 7th General Assembly
4:00 PM EST	CREATIVE CONTENT: Introduction & Overview
5:00 PM EST	New Member Meet and Greet
6:00 PM EST	Welcoming Reception

FRIDAY - MARCH 24 - 2023

10:00 AM EST	STATE OF THE CONSORTIUM	
11:00 AM EST	RESEARCH/CLINICAL TRIALS	
12:00 PM EST		
1:00 PM EST	Sponsored Lunch	
2:00 PM EST	IPCAs BEST PRACTICES	CBO CREATIVE CONTENT
3:00 PM EST		Branding & Marketing
4:00 PM EST		
5:00 PM EST	Special Session - Dinner/Focus Group	
6:00 PM EST	CREATIVE CONTENT OPEN LAB	

SATURDAY - MARCH 25 - 2023

10:00 AM EST	LEGISLATIVE UPDATE	
1:00 PM EST	LUNCH - INFRASTRUCTURE COMMITTEES	
2:00 PM EST	CBO Best Practices	IPCA CREATIVE CONTENT
3:00 PM EST		Storytelling
4:00 PM EST	BUSINESS MEETING	
5:00 PM EST		
6:00 PM EST	CREATIVE CONTENT OPEN LAB	

SUNDAY - MARCH 26 - 2023

10:00 AM EST	FDA UPDATE	SC3 NEXT GEN: RAISING LEADERS & PASSING THE BATON
11:00 AM EST	Government Updates	
1:00 PM EST	LUNCH - PRIORITIES / *SPONSOR**	
2:00 PM EST	Best Practices	
3:00 PM EST		
4:00 PM EST		
5:00 PM EST		
6:00 PM EST	CREATIVE CONTENT FINAL CLASS	

MONDAY - MARCH 27 - 2023

12:00 PM EST (9:00 AM PST)	BREAKFAST MEETING
2:00 PM EST	Q&A with the Sickle Cell Consortium

SPONSORSHIP LEVELS

TITLE SPONSOR \$80,000

Below describes the benefits provided to the Title Sponsor for the Leadership Summit. Contact Sharonda Sikes (ssikes@sicklecellconsortium.org) for additional information. To secure the Title Sponsorship, contact Doris Bailey (finance@sicklecellconsortium.org) no later than **February 10, 2023**.

CO-BRANDING & PRINT:

- Named Title Sponsor on all conference materials, with corporate name/logo on all marketing and advertising locally and regionally
- Prominent Main stage signage
- Prominent signage throughout entire convention
- Logo included on the backdrop
- Named Title Sponsor on the website
- Named Title Sponsor on all conference printed materials
- Summit bag inserts (supplied no later than March 10, 2023)
- Three (3) full-page, portrait, color company advertisements in the conference program book
- Acknowledgment of title sponsorship in the monthly SC3 partner newsletter (x3)
- Named Title Sponsor on National Press Release and recognition in all media outlets
- Sponsor information* promoted **daily** as part of the scheduled "message from our sponsor".

SPECIAL EVENTS:

- Ten (10) complimentary registrations
- Up to two (2) Vendor/Exhibit Booth. Full exhibit space in prominent high-traffic area
- Featured presenter during sponsor-dedicated Lunch
- Featured presenter during a dedicated, branded networking event
- *Private roundtables with Sickle Cell Community Leaders.*
- *Invitation-only intimate dinner with select sickle cell community leaders (Title Only)*
- *Guest speaker during the opening, welcome reception (Title Only)*
- ***Special general or themed Focus Group with sponsor-selected sickle cell leader demographic (Title Only)***

DIGITAL/SOCIAL MEDIA

- Primary logo placement on the Leadership Summit website homepage with link to a promotional landing page that goes to sponsor website.
- Logo placement on certain email blasts and corporate email correspondence regarding the 2023 Leadership Summit
- Five (5) dedicated Facebook/Instagram "Stories" prior to and during the event.
- Social media recognition on Sickle Cell Consortium Twitter, Facebook, and Instagram pages
- **Sponsor statement on any Leadership Summit Website (Title Only)**
- **Live (or pre-recorded) social media interview/discussion as part of post-wrap-up. (Title Only)**
- **Live (or pre-recorded) social media interview/discussion prior to the event. (Title Only)**



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PLATINUM SPONSOR \$65,000

Below describes the benefits provided to the Platinum sponsorship for the Leadership Summit. Contact Sharonda Sikes (ssikes@sicklecellconsortium.org) for additional information. To secure the Platinum Sponsorship, contact Doris Bailey (finance@sicklecellconsortium.org) no later than **February 18, 2023**, for Convention or combined sponsorship.

CO-BRANDING & PRINT:

- Named Platinum Sponsor on conference materials, with corporate name/logo on all marketing and advertising locally and regionally
- Prominent Main stage signage
- Prominent signage throughout entire convention
- Logo included on the backdrop
- Named Platinum Sponsor on the website
- Named Platinum Sponsor on all conference printed materials
- Summit bag inserts (supplied no later than March 10, 2023)
- Two (2) full-page, portrait, color company advertisements in the conference program book
- Acknowledgment of title sponsorship in the monthly SC3 partner newsletter (x3)
- Organization's name listed in meeting publicity: press releases, web page, and interviews
- Sponsor information* promoted during scheduled "message from our sponsor".

SPECIAL EVENTS:

- **Five (5) complimentary registrations**
- **One (1) Vendor/Exhibit Booth.**
- **Featured presenter during sponsor-dedicated Lunch**
- **Featured presenter during a dedicated, branded networking event**
- ***Private roundtables with Sickle Cell Community Leaders.***

DIGITAL/SOCIAL MEDIA

- Primary logo placement on the Leadership Summit website homepage with link to a promotional landing page that goes to sponsor website.
- Logo placement on certain email blasts and corporate email correspondence regarding the 2023 Leadership Summit
- Three (3) dedicated Facebook/Instagram "Stories" prior to and during the event.
- Social media recognition on Sickle Cell Consortium Twitter, Facebook, and Instagram pages



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GOLD SPONSOR \$50,000

Below describes the benefits provided to the Gold sponsorship for the Leadership Summit. Contact Sharonda Sikes (ssikes@sicklecellconsortium.org) for additional information. To secure the Gold Sponsorship, contact Doris Bailey (finance@sicklecellconsortium.org) no later than **February 10, 2023**, for Convention or combined sponsorship.

CO-BRANDING & PRINT:

- Named Gold Sponsor on all conference materials, with corporate name/logo on all marketing and advertising locally and regionally
- Prominent Main stage signage
- Prominent signage throughout entire convention
- Logo included on the backdrop
- Named Gold Sponsor on the website
- Named Gold Sponsor on all conference printed materials
- Summit bag inserts (supplied no later than March 10, 2023)
- One (1) full-page, portrait, color company advertisements in the conference program book

SPECIAL EVENTS:

- **Three (3) complimentary registrations**
- **One (1) Vendor/Exhibit Booth.**

DIGITAL/SOCIAL MEDIA

- Primary logo placement on the Leadership Summit website homepage with link to a promotional landing page that goes to sponsor website.
- Logo placement on certain email blasts and corporate email correspondence regarding the 2023 Leadership Summit
- Two (2) dedicated Facebook/Instagram “Stories” prior to and during the event.
- Social media recognition on Sickle Cell Consortium Twitter, Facebook, and Instagram pages



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SILVER SPONSOR: \$40,000

Below describes the benefits provided to the Silver sponsorship for the Leadership Summit. Contact Sharonda Sikes (ssikes@sicklecellconsortium.org) for additional information. To secure the Silver Sponsorship, contact Doris Bailey (finance@sicklecellconsortium.org) no later than **February 10, 2023**, for Convention or combined sponsorship.

CO-BRANDING & PRINT:

- Named Silver Sponsor on all conference materials, with corporate name/logo on all marketing and advertising locally and regionally
- Prominent Main stage signage
- Prominent signage throughout entire convention
- Logo included on the backdrop
- Named SilverSponsor on the website
- Named Silver Sponsor on all conference printed materials
- Summit bag inserts (supplied no later than March 10, 2023)
- One half (1/2) page, portrait, color company advertisements in the conference program book

SPECIAL EVENTS:

- **Two (1) complimentary registrations**
- **One (1) Vendor/Exhibit Booth.**

DIGITAL/SOCIAL MEDIA

- Primary logo placement on the Leadership Summit website homepage with link to a promotional landing page that goes to sponsor website.
- Logo placement on certain email blasts and corporate email correspondence regarding the 2023 Leadership Summit
- One (1) dedicated Facebook/Instagram "Stories" prior to and during the event.

CREATIVE CONTENT WORKSHOP/LAB SPONSOR: \$25K

- Organization's name listed in meeting publicity:
- Logo in the event program book
- One (1) complimentary pass to attend the event
- Opportunity to address the Creative Content participants
- Branding on special flyers, posters, and media

From Twitter to TikTok, social media is the newest frontier on the path to patient engagement and community-focused healthcare. The Creative Content Workshop series is the Sickle Cell Consortium's answer to the question how professional patient advocates can use social media and other creative platforms to improve healthcare outcomes. First presented in 2017, annual Creative Content Workshops are designed to offer a solid foundation of basic knowledge and techniques to increase media literacy and competence in digital content creation.

Open Access to the Creative Content Lab combines educational presentations with hands-on workshops to provide a foundation for branding, marketing, and digital engagement on par with industry standards. Creative Content students will have access to studio-quality film and photography equipment, while also learning to create visually appealing content using readily available resources.

The Workshop is open to all partner types. Access to the Creative Lab is limited to those who participate in workshop training sessions. Partners who commit to the full training series will also receive other useful tools. By the end of this series, participants will have the skills necessary to bring their digital advocacy to a higher standard.

Advocate Support: \$15K

- Organization's name listed in meeting publicity
- 1/4 b&w ad in the event program
- One (1) complimentary pass to attend the event

Exhibit Booth (Stand-Alone): \$2.5K

Stand-alone booths are available for non-profits, business, and industry professionals. Exhibitors are invited to rent booth space in the Common Area to display promotional items and collateral for attendees to take home. Purchase of an exhibit booth does not replace registration. All exhibitors planning on attending the Convention must also register. The sale of pharmaceutical products, food, alcohol, tobacco, firearms, or any illegal products are strictly forbidden. Approval and inclusion of exhibit does not imply endorsement by the Sickle Cell Community Consortium or Consortium partners.



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Custom Sponsorship Engagements:

For Sponsors seeking to tailor their sponsorship please propose combinations of features in the Tiered and Additional categories for consideration. Alternative proposals are welcome and we will attempt to accommodate them if possible. Please forward all Support requests by **February 10, 2023** to:

Dr. Lakiea Bailey at Director@sicklecellconsortium.org or
Sharonda Sikes at ssikes@sicklecellconsortium.org
Office: (706) 204-9261

Support checks should be mailed payable to: Sickle Cell Consortium

Sickle Cell Consortium
Attn: Accounts Receivable
PO Box 1195
Cumming, GA 30028-1195

***THANK YOU FOR SUPPORTING THE PATIENTS, CAREGIVERS AND CBOs OF THE SICKLE CELL
COMMUNITY CONSORTIUM!***

	TITLE SPONSOR \$80,000	PLATINUM SPONSOR \$60,000	GOLD SPONSOR \$55,000	SILVER SPONSOR: \$35,000	CREATIVE CONTENT \$25K	Advocate Support \$10k
CO-BRANDING & PRINT:						
Sponsor Logo on printed signage	X Named Title Sponsor on all conference materials, with corporate name/logo on all marketing and advertising locally and regionally. Prominent Main stage signage Prominent signage throughout entire convention	X	X	X	X	X
Named Sponsor on the website	X	X	X	X	X	X
Named Sponsor on all conference printed materials	X	X	X	X		
Summit bag inserts (supplied no later than March 10, 2023)	X	X	X	X		
Company advertisement(s) in the conference program book	X	X	X	X		
Acknowledgment in the monthly SC3 partner newsletter.	X	X				
National Press Release and recognition in all media outlets	X	X				
Scheduled sponsor promotion* (Title Only)	X					
<i>*promotional materials must be approved at least 3 days in advance of agenda day.</i>						
DIRECT ENGAGEMENT:						
Complimentary registrations	Ten (10) complimentary registrations	Five (5) complimentary registrations	Three (3) complimentary registrations	Two (2) complimentary registrations		
Up to two (2) Vendor/Exhibit Booth	Up to two (2) Vendor/Exhibit Booth. Full exhibit space in prominent high-traffic convention area.	(1) Vendor/Exhibit Booth	(1) Vendor/Exhibit Booth			
Featured presenter during sponsor-dedicated Lunch	X	X				
Featured presenter during a dedicated, branded networking event	X	X				
Private roundtables with Sickle Cell Community Leaders. up to 2 hours , no more than 10 attendees	X	X				
Invitation-only intimate dinner with select sickle cell community leaders (Title Only)	X					
Guest speaker during the opening, welcome reception (Title Only)	X					
Special general or themed Focus Group with sponsor-selected sickle cell leader demographic (Title Only)	X					
DIGITAL MARKETING						
Primary logo placement on the Leadership Summit website homepage with link to a promotional landing page that goes to sponsor website.	X	X	X	X	X	
Logo placement on certain email blasts and corporate email correspondence regarding the 2023 Leadership Summit	X	X	X	X		
Five (5) dedicated Facebook/Instagram "Stories" prior to and during the event.	Five (5) dedicated Facebook/Instagram "Stories" prior to and during the event.	Three (3) dedicated Facebook/Instagram "Stories" prior to and during the event.	Two (2) dedicated Facebook/Instagram "Stories" prior to and during the event.	One (1) dedicated Facebook/Instagram "Stories" prior to and during the event.		
Social media recognition on Sickle Cell Consortium Twitter, Facebook, and Instagram pages	X	X				
Sponsor statement on any Leadership Summit Website (Title Only)	X					
Live (or pre-recorded) social media interview/ discussion as part of post-wrap-up. (Title Only)	X					
Live (or pre-recorded) social media interview/discussion prior to the event. (Title Only)	X					