

The 2012 Clinical Trials Honour Roll



**Celebrating the individuals and
organisations involved in clinical trials
each year, internationally**

www.ClinicalTrialsHonourRoll.com

Sponsorship Opportunities

Do you think we could do more to praise the volunteers and professionals participating in clinical trials each year and encourage more people to get involved?

Do you want increased international brand recognition amongst the individuals and organisations involved in clinical research?

AccessCR is committed to promoting awareness of the value of clinical trials and increasing understanding of and participation in trials.

With the ethical, regulatory, funding and volunteer recruitment challenges being faced internationally, this positive event shines a light on those that volunteer for and/or work in clinical trials.

AccessCR invites organisation's like-minded in their desire to increase awareness of clinical trials, and achieve recognition for those involved across the globe to support the 5th annual **Clinical Trials Honour Roll** thereby demonstrating their commitment to recognising the volunteers, professionals and organisations that help advance medicine.

Thank you for considering sponsorship of the 2012 Clinical Trials Honour Roll and enabling this as a platform you can use locally to recognise all involved in clinical trials each year.

HISTORY THE CLINICAL TRIALS HONOUR ROLL

AccessCR first launched the Clinical Trials Honour Roll in 2008 to recognise individuals and organisations in Australia and New Zealand contributing time, resources and expertise, either as trial volunteers or in the course of their professional responsibilities. In 2011, individuals and organisation globally were offered an opportunity to participate in the event.

Since 2008, almost 500 individuals and organisations have received public recognition via the Honour Roll (published on the AccessCR website each year on International Clinical Trials Day - 20th May), and a certificate acknowledging their nomination in this event.

Organisations partnering with AccessCR to support this event will demonstrate their community spirit, recognising all who make clinical trials possible, safe, credible and ethical, in an international platform. The earlier you commit to sponsoring the event, the more your investment can be leveraged to grow awareness of and participation in this event, as well as promote your own brand.

WHAT YOU CAN EXPECT AS A SPONSOR

Your sponsorship funding and promotion of the event will be combined with AccessCR's investment of time and money to enable promotion of the event during Apr-May 2012, provision of certificates to participants, and awards for those in the sponsored 'Most Nominated' categories.

In 2011, the ClinicalTrialsHonourRoll.com website experienced 2501 visits from mid January to mid June 2011, peaking during May when marketing activities peaked. Of the nearly 8600 total pages viewed by these 2500 visitors, 7140 of the pages views contained sponsor advertising. In addition to the direct email marketing conducted to AccessCR contact list of individuals with an interest in clinical trials, sponsors had the opportunity for their logo (linked to their website) to be viewed at least 10,000 times during the 2011 event.

With your sponsorship commitment, the 2012 Clinical Trials Honour Roll will be able to build on the success of previous years. By participating in and promoting this event, Sponsors will leverage their investment. Together with AccessCR, you can help build the morale of those recognised on the Honour Roll.

In the words of last year's Australian "Most Nominated Research Coordinator", Margaret Morton:

“When I came back from (receiving the Award in) Sydney there were so many emails that my colleague decided to create a folder to put them in. I was about to chair the Internal Research Committee meeting and the whole 4th floor team came in with a cake and our PI had bought a bunch of flowers and a gift. It is truly amazing. For a long time now I have worked long hours working 6 days a week particularly as I have to fund my wages and those of the staff and the unit through our clinical trials as xxxx do not finance our positions... there is very little if any recognition from anyone (least of all the PI). So this is so special and all the tears and heartache and long hours that has accompanied this job has been acknowledged by people in the industry where you know it is truly understood and respected. But also for us it has really put us on the map both locally and internationally and of course the staff feel a little reflected glory doesn't hurt either!!”



AccessCR and SPONSORS



From 2008-2010, AccessCR solely funded the Clinical Trials Honour Roll. A few sponsors joined us in 2011 which helped achieve a greater profile for the Honour Roll.

In 2012, AccessCR will again provide all the back-end administrative and marketing support for the Honour Roll, but are seeking sponsorship to broaden participation and recognition of this event internationally. In return, we offer exposure of your brand for its commitment to clinical trials.

In the event that there is no sponsor in a region, AccessCR will assume that role. Otherwise, AccessCR will be listed as a Sponsor.

The Clinical Trials Honour Roll event will remain the intellectual property of AccessCR unless otherwise advised.

WHY SUPPORT THIS INITIATIVE?

By supporting this event, the tangible and non-tangible benefits you can expect include:

- Being recognised as an organisation with community spirit - an advocate for the value of clinical trials;
- Increased awareness of your organisation across the spectrum of stakeholders involved in clinical research, internationally;
- Exposure for your brand from the time your sponsorship is confirmed on the Honour Roll/certificates (as appropriate to sponsorship level) and on the www.ClinicalTrialsHonourRoll.com website through to 31 January 2013;
- Financial Sponsors will be provided with the email details for all Honour Roll nominees that have granted permission for sponsor contact.

EVENT MARKETING

AccessCR will raise the profile of this event through:

- Press releases
- Google advertising

- Social Networks (LinkedIn, Twitter and Facebook)
- The networks of supporters and media partners
- Direct email marketing to past Honour Roll participants & AccessCR contacts.

SPONSORSHIP OPPORTUNITIES

There are 3 sponsorship levels described below to suit all budgets.

1. Regional Sponsorship

AUD\$2,500 (+10% GST)/region

Regional Sponsorship is available for the following 6 regions, and will primarily help fund promotion of the event in these regions:

- Australia
- NZ
- Asia (including India and China)
- North America (USA and Canada)
- Central and South America
- Europe (UK, Western Europe, Eastern Europe, Russia)
- Middle East and Africa

AccessCR will work with your organisation to ensure your name / logo is prominently featured on the 2012 Clinical Trials Honour Roll, Certificate's, website and related marketing.

Only a Regional Sponsor's logo will be featured on the individualised Certificates of Participation for nominees listed on the Honour Roll in the sponsored region. Where nominees indicate they are based in multiple regions, all related sponsors will be listed on their Certificates.

Your logo, website and 60 word description you send to us will be included on the "Organisations that support this event" page.

By the end of June 2012, you will be sent the email details of registrants that have agreed to sponsor contact.

Take up this sponsorship level prior to launch of the Honour Roll for nominations on 26 March to maximise your exposure as a sponsor of this event.

2. "Most Nominated" Awards in Country/Region

\$500 per award (+10% GST).

The Clinical Trials Honour Roll is a global event to the extent that we are offering the event as a platform for organisations to honour those in their region. Organisations in this sponsorship level have the opportunity to define the type of award they would like to sponsor in their country or region (regions described in previous category). Example categories you might like to sponsor an award for include (but are not limited to):

- Most Nominated Research Coordinator
- Most Nominated Clinical Trial Monitor
- Most Nominated Clinical Trial Site
- Most Nominated Clinical Trial Sponsor
- Most Nominated CRO
- Most Nominated Service Provider
- Most Nominated Non-Profit Organisation funding/promoting clinical trials

Your logo will appear on the framed "Most Nominated Certificate" for that category that AccessCR will send to either your office for you to present, or to the nominee directly (or as arranged with you in advance). We encourage sponsors to leverage their investment in these Awards with their own events

and/or PR about presenting the award. Feel free to inform us of your own events/promotion, so that we can help publicise your activities.

Please note: As AccessCR cannot be aware of all the legal requirements for competitions in every country globally, the sponsor of this category will be legally responsible for any permits required to run this “competition” for Most Nominated in the country/region nominated.

3. In-Kind Support/Media Partners

As agreed with AccessCR

Some organisations may not be able to provide financial support, but would like to support this event in other ways. Please contact us to discuss the support you can offer in terms of promotion and/or contribution to administration of the various activities undertaken during this event, and we will consider listing you as an in-kind supporter of this event.

SUMMARY OF BENEFITS & DEADLINES

	Regional Sponsorship	Most Nominated Award	In-Kind/ Media
Contribution from sponsor*	\$2,750	\$550 per award	As agreed
Naming Rights for Region	✓	-	-
"About Organisation" on press releases	✓	-	-
Logo on all Certificates of Participation in Region sponsored	✓	-	-
Logo on "Most Nominated" Award Certificates sponsored	✓ (all)	✓ (sponsored countries only)	-
Contact emails for registrants that allow sponsor contact	✓ (region)	✓ (region)	-
Logo on Honour Roll	✓	✓	✓
Logo / Link on website "Home" and "FAQ and Links" pages	✓	✓	✓
Logo + Link + up to 60 word description on website "Organisations supporting this event" page	✓	✓	✓
Organisation listed on press releases	✓	✓	✓

*All amounts are in Australian Dollars and inclusive of 10% Australian Goods and Services Tax (GST). (Note: GST can be waived in the event if your organisation has no Australian registered office. In other words, Regional Sponsorship is \$2500 and it is \$500 per Most Nominated Award for organisations with no Australian office).

All sponsorship opportunities are available on a **first-come, first-serve basis** and your support is welcomed at any time during the campaign. Those wishing to sponsor “Most Nominated” Awards are encouraged to join us early, so that these categories can be announced when the nomination period opens. To maximise your exposure as a sponsor, please join us before the Honour Roll is launched on March 26th.

CONTACT US

If you would like to discuss your interest in any of these sponsorship opportunities further, please contact Janelle Bowden, AccessCR via:

Email: Janelle@CTHR.com.au Mobile Phone : +61 (0)406 952 659 (Time: GMT+10hours)