

Johns Hopkins Medicine

A Woman's Journey[®]

FY25 SPONSORSHIP OPPORTUNITIES

Take advantage of the following exclusive tax-deductible opportunities to add your name as a sponsor to those underwriting the Johns Hopkins Medicine's award-winning women's health program

A Woman's Journey.



JOHNS HOPKINS
M E D I C I N E

A Woman's Journey

The recent pandemic has taught us many things. Among them is the importance of evidence-based information from a trusted source. This has long been the mission of Johns Hopkins Medicine's *A Woman's Journey*.

History - 30 years ago, two remarkable Baltimoreans approached Johns Hopkins Medicine with an idea that would affect the lives of thousands of women. Both survivors of cancer, Mollye Block (1948-2020) and Harriet Legum wanted to empower women to make educated health care decisions for themselves and those they love. Johns Hopkins Medicine accepted their challenge.

The result has been a powerful health program, *A Woman's Journey*, now chaired by Kelly Ripken. Since 1995, this one-of-a-kind health education program has annually offered consumer-driven seminars—all taught by Johns Hopkins faculty physicians and scientists. Women hear firsthand about advances in medicine—artificial intelligence to preserving memory and symptoms you shouldn't ignore—from physicians who are performing research in these medical specialties. Mothers, daughters, sisters and friends come to learn from Hopkins scientists and from each other.

“A Woman's Journey has saved lives and improved women's health.”

A Woman's Journey now includes in-person programs and monthly webcasts, podcasts, social posts and emails. *A Woman's Journey* collaborates with local Consumer Advisory Committees in Baltimore and the Greater Washington Area along-side a 25-member Faculty Advisory Committee to outline meaningful programs that highlight new discoveries in medicine on multiple platforms. The choice of presentations is informed by these committees and the results of a national survey- in which more than 25,000 women select topics of particular interest to them. All seminars are presented by Johns Hopkins University School of Medicine faculty physicians. Attendees are mature and highly educated women. More than 60 percent of all attendees have post-graduate education or a post-graduate degree.



Podcast “Healthy Conversations with Kelly Ripken”

Video Podcast \$35,000/year (A portion of your contribution is tax deductible)

Be the first to sponsor this new video podcast series, *Healthy Conversations with Kelly Ripken*. This an engaging one-hour monthly video podcast featuring a discussion with a well-known personality, a Johns Hopkins physician and a live question and answer segment. Each episode will focus on a health concern of the guest personality, coupled with the expertise of the Johns Hopkins Medicine physician. Available through iTunes and other subscribed podcast platforms.

In recognition of your extraordinary generosity, you will receive:

- Acknowledgement at the conclusion of each video podcast
- Acknowledgement in ads and collateral promoting the video podcast
- Sponsorship credited on the A Woman’s Journey website visited by nearly 50,000 women a year
- A premium full-page ad in the program book at the November signature Baltimore in-person conference
- Sponsor’s name to lead the list of conference underwriters appearing in the program book(s) and screen saver(s) for in-person programs.
- Sixteen complimentary registrations to A Woman’s Journey in-person conference of your choice
- Sponsor will receive an invitation to participate in a sponsors-only program, ‘Medical Roundtable,’ featuring a Johns Hopkins faculty physician
- Johns Hopkins faculty physician will speak at a private event for company
- Join Kelly Ripken, national chair and host for a private lunch for up to 12 guests

Align your company's name with Johns Hopkins Medicine's national women's health program, *A Woman's Journey* providing in-person opportunities to engage women eager to learn about medical advances and speak first-hand with Johns Hopkins physicians. This award-winning and highly valued program has a 30-year history of success. Satisfaction with these programs consistently rate greater than 92 percent with a comparable intention to return to a subsequent program.

Sponsor's name will appear as the sponsor of the Baltimore and/or Greater Washington Area Conferences. In recognition of your extraordinary generosity, you will receive:

- Sponsorship will be acknowledged on all materials including invitations, save the date and reminder as well as in-person program screen saver(s) and list of underwriters in the program book(s)
- Sponsor will be acknowledged on A Woman's Journey conference website through completion of each individual program.
- Sponsor acknowledged in opening remarks
- Full-page ad with premium placement in program book(s)
- One In-person Premium Tables (includes a total of eight complimentary registrations to A Woman's Journey program[s])
- Sponsor will receive an invitation to participate in a sponsor's only virtual program, 'Medical Roundtable,' featuring a Johns Hopkins faculty physician

E-Newsletter

E-Newsletter \$15,000/year (A portion of your contribution is tax deductible)

Monthly e-newsletter to approximately 20,000 women that promotes new discoveries and important and timely health information from the Johns Hopkins faculty.

In recognition of your extraordinary generosity, you will receive:

- Acknowledgment on national monthly women's health e-newsletter for 12 months
- Full-page ad in the conference program book
- Five complimentary registrations to A Woman's Journey in-person program of your choice

- Sponsor’s name listed in the in-person program screen saver(s) and list of underwriters in the program book(s)
- Sponsor will receive an invitation to participate in a sponsors-only program, ‘Medical Roundtable,’ featuring a Johns Hopkins faculty physician

Diversity Matters

A Journey for Women of Color \$15,000 (A Portion of your contribution is tax deductible)

A series of **three** podcasts, A Journey for Women of Color, focuses on medical issues of particular concern to Black and Latina women. Physicians of color will explore the risk factors and symptoms of racial and ethnic disparities in menopause, multiple myeloma detection and treatment, and ethnic skin. Previous programs have focused on cardiovascular disease, mental health and other issues.

In recognition of your extraordinary generosity, you will receive:

- One In-person Premium Table (includes a total of eight complimentary registrations at the A Woman’s Journey program of your choice)
- Sponsor will be acknowledged on A Woman’s Journey website through June 30, 2024 with more than 50,000 annual visitors
- Sponsorship will be acknowledged on all materials including invitations, save the date and reminder cards, screen saver(s) and list of underwriters in the program book(s)
- Full-page ad in the online program book(s)
- Sponsorship acknowledged in opening remarks
- Ads placed in targeted media
- Sponsorship will receive an invitation to participate in a sponsors-only program, ‘Medical Roundtable’ featuring a Johns Hopkins faculty physician

Webcasts “Healthy Conversations that Matter” – Reaching more than 10,000 annually

Webcasts \$12,500 (A Portion of your contribution is tax deductible)

One-hour live conversations among Johns Hopkins faculty physicians and researchers about advances in diagnosing and treating specific disorders and diseases. Viewers have the opportunity to pose questions in real time. Moderated by national chair, Kelly Ripken and produced in collaboration with Hopkins @ Home, a program enabling A Woman's Journey to offer this sponsorship at a reduced price. Programs may be viewed simultaneously on either Hopkins @ Home and the Johns Hopkins Medicine A Woman's Journey page and are archived on the *A Woman's Journey* website and Hopkins @ Home channel for on-demand viewing for two years. Please request a schedule of programs for FY25.

In recognition of your extraordinary generosity, you will receive:

- Acknowledgement included on each Webcast and promotion of the webcasts
- Full-page ad in the program book
- Eight complimentary registrations to A Woman's Journey
- Sponsorship will be acknowledged on screen saver(s) and list of underwriters in the program book(s)
- Sponsor will receive an invitation to participate in a sponsors-only program, 'Medical Roundtable,' featuring a Johns Hopkins faculty physician
- Johns Hopkins physician will speak at a private event for your company

Facebook Live

Quarterly Facebook Live Interviews \$8,500 (A portion of your contribution is tax deductible)

Sponsor four Facebook Live interviews between Johns Hopkins faculty experts and professional journalists to reach younger women who are most active on Facebook.

In recognition of your extraordinary generosity, you will receive:

- Sponsor's name will appear on A Woman's Journey website for 12 months
- Acknowledged in opening remarks
- Full-page ad in the on-line program book
- Sponsorship noted on each Facebook Live presentation
- Sponsor will receive an invitation to participate in a sponsors-only program, 'Medical Roundtable,' featuring a Johns Hopkins faculty member

Take Note

Notebook \$3,500 (*A portion of your contribution is tax deductible*)

Sponsor a spiral bound notebook for each registrant to record lessons that can help improve the health of their family. In recognition of your extraordinary generosity, you will receive:

- Sponsor's name/logo printed on the cover of the notebook received by conference attendees
- Half-page ad in the program book
- Five complimentary registrations to A Woman's Journey
- Sponsorship will be acknowledged on all materials including invitations, save the date and reminder cards, screen saver(s) and list of underwriters in the program book(s)
- Sponsor will receive an invitation to participate in a sponsors-only program, 'Medical Roundtable,' featuring a Johns Hopkins Faculty member

Scribe

Pen \$2,500 (*A portion of your contribution is tax deductible*)

In recognition of your extraordinary generosity, you will receive:

- Sponsor's name/logo printed on the pens received by conference attendees
- Half-page ad in the program book
- Two complimentary registrations to A Woman's Journey
- Sponsorship will be acknowledged on screen saver(s) and list of underwriters in the program book(s)
- Sponsor will receive an invitation to participate in a sponsors-only program, 'Medical Roundtable,' featuring a Johns Hopkins Faculty member

Speaker's Presentation

Johns Hopkins Faculty Speakers \$1,000 (*A portion of your contribution is tax deductible*)

Support a Johns Hopkins University School of Medicine faculty member's presentation at *A Woman's Journey*.

In recognition of your extraordinary generosity, you will receive:

- Two complimentary registrations to A Woman's Journey
- Virtual 30-minute Coffee with an available speaker of your choice at a mutually convenient time (Please note this is not a medical consultation, but an information session.)
- Sponsorship will be acknowledged on screen saver(s) and list of underwriters in the program book(s)
- Sponsor will receive an invitation to participate in a sponsors-only program, 'Medical Roundtable,' featuring a Johns Hopkins Faculty member

Premium Table

Premium Table Baltimore \$800
Premium Table Greater Washington Area \$800
(*A portion of your contribution is tax deductible*)

In recognition of your extraordinary generosity, you will receive:

- A reserved Premium Table for eight guests
- Half-page ad in the program book
- Sponsor's name added to the list of conference underwriters appearing in the program book
- Sponsor will receive an invitation to participate in a sponsors-only program, 'Medical Roundtable,' featuring a Johns Hopkins Faculty member

Honorable Mention

Honorable Mention \$100 and greater (A portion of your contribution is tax deductible)

Honor a loved one or an admired friend by making a contribution in her honor to *A Woman's Journey*. In turn, you will be sharing the wealth of information gleaned at *A Woman's Journey* by providing scholarships to women who are otherwise unable to attend.

In recognition of your extraordinary generosity, you will receive:

- Acknowledgement to recipient
- Sponsor's name added to the list of conference underwriters appearing in the program book

**Specific demographic information is available upon request.*

Benefits for pharmaceutical sponsors are modified to be in compliance with the Guidelines for Interaction with Industry.

A Woman's Journey
Sponsorship Commitment Form

Sponsorships

| | | |
|--|-------------|--------------------------|
| <i>Podcasts 'Healthy Conversations with Kelly Ripken'</i> | \$35,000 | <input type="checkbox"/> |
| <i>Podcasts 'Healthy Insights that Matter'</i> | \$25,000 | <input type="checkbox"/> |
| <i>Baltimore and Greater Washington Area Conferences (Both programs)</i> | \$20,000 | <input type="checkbox"/> |
| <i>E-News Letter</i> | \$15,000 | <input type="checkbox"/> |
| <i>Diversity Mission</i> | \$15,000 | <input type="checkbox"/> |
| <i>'A Journey for Women of Color' (Podcasts)</i> | \$15,000 | <input type="checkbox"/> |
| <i>Baltimore Conference (Individual program)</i> | \$12,500 | <input type="checkbox"/> |
| <i>Webcasts 'Healthy Conversations that Matter'</i> | \$12,500 | <input type="checkbox"/> |
| <i>Greater Washington Area Conference (Individual program)</i> | 10,000 | <input type="checkbox"/> |
| <i>Facebook Live</i> | \$8,500 | <input type="checkbox"/> |
| <i>Take Note (Baltimore or Greater Washington Area)</i> | \$3,500 | <input type="checkbox"/> |
| <i>Scribe (Baltimore or Greater Washington Area)</i> | \$2,500 | <input type="checkbox"/> |
| <i>Speaker's Presentation (Baltimore or Greater Washington Area)</i> | \$1,000 | <input type="checkbox"/> |
| <i>Premium Table (Baltimore / Greater Washington Area)</i> | \$800/\$800 | <input type="checkbox"/> |

Sponsor Information

Underwriter Name/Company: _____

Address: _____

Telephone: _____

Email: _____

Signature: _____ **Date:** _____

Return Form to: Rebecca DeMattos, *A Woman's Journey*, 720 Rutland Ave., Turner 001, Baltimore, MD 21205

Email: awomansjourney@jhmi.edu Phone: 410-955-8660