

ACRP CLINICAL TRIALS DAY
SPONSORSHIP PROPOSAL

Join the Only Global Awareness Campaign Dedicated to Recognizing and Championing Clinical Research Professionals



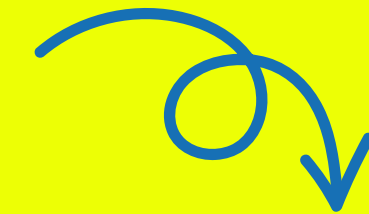
About Clinical Trials Day

Organized and promoted by ACRP since 2014, Clinical Trials Day arrives each May 20 as a joyful opportunity for the clinical research community to pause in reflection, recognition, and admiration of all that has been accomplished thanks to clinical trials and the people behind them. New medicines and therapies. Healthier, longer lives.

This life-saving work deserves to be celebrated and championed!

By supporting Clinical Trials Day as the Official Sponsor, your company will demonstrate its commitment to elevating and celebrating the clinical research profession.

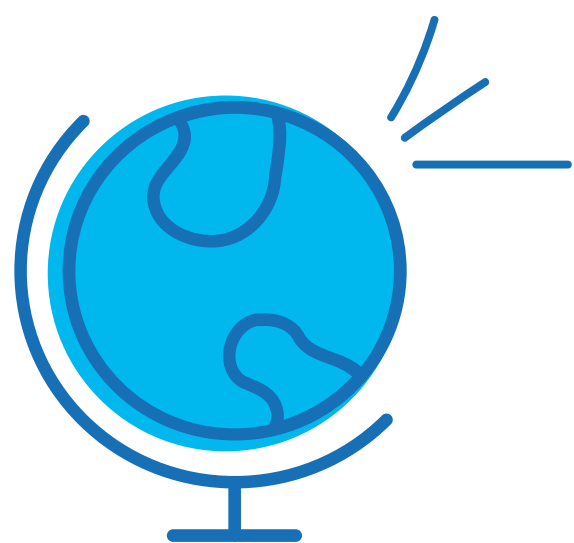
CLICK TO HEAR WHAT
CLINICAL TRIALS DAY MEANS
TO OUR COMMUNITY



“Clinical Trials Day represents
hope and promise.”

Vast Global Reach

ACRP's Clinical Trials Day campaign successfully reaches a vast global audience, spanning across continents and cultures.



28,000



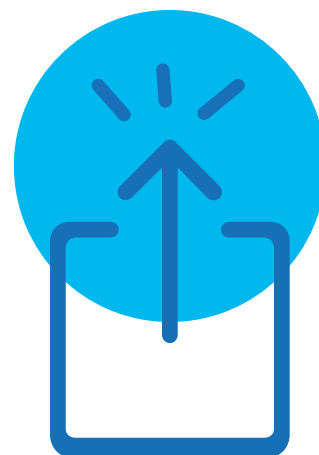
**WEBSITE VISITORS
FROM 100 COUNTRIES**
61% US; 39% OUS



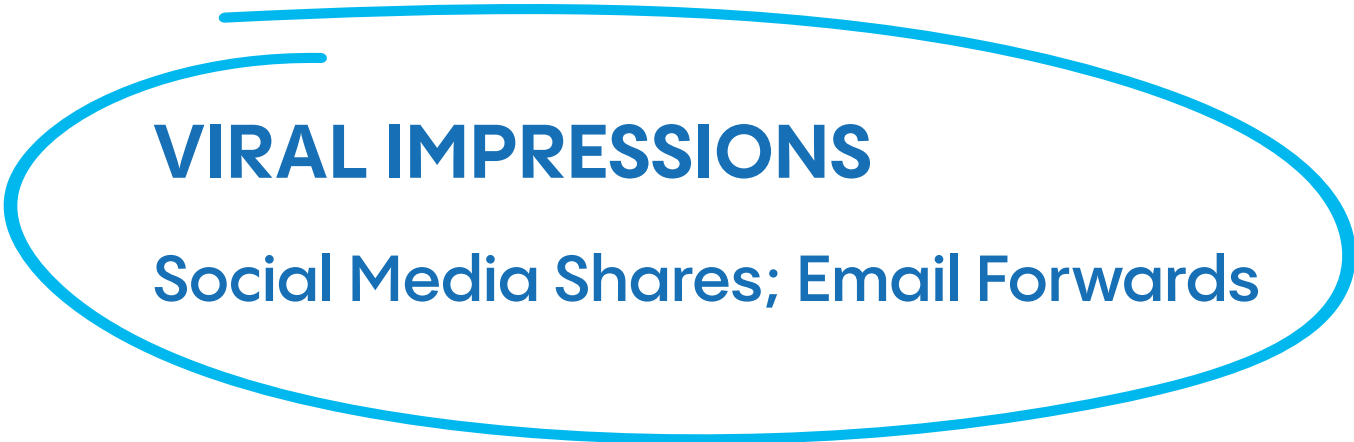
400k+



DIGITAL IMPRESSIONS
Website Pageviews; Social Media
and Email Impressions



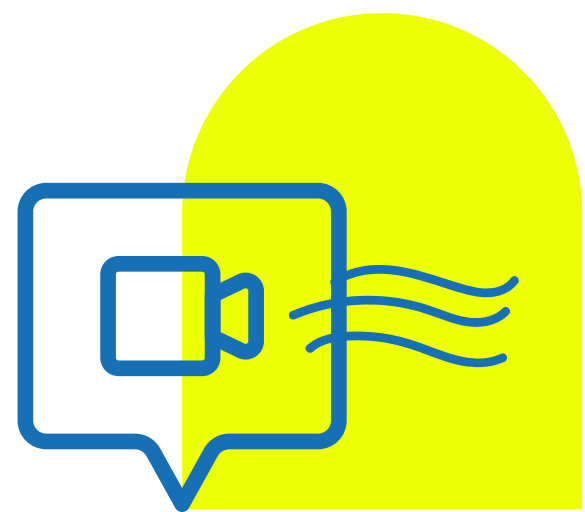
29,000



VIRAL IMPRESSIONS
Social Media Shares; Email Forwards

Deep Engagement

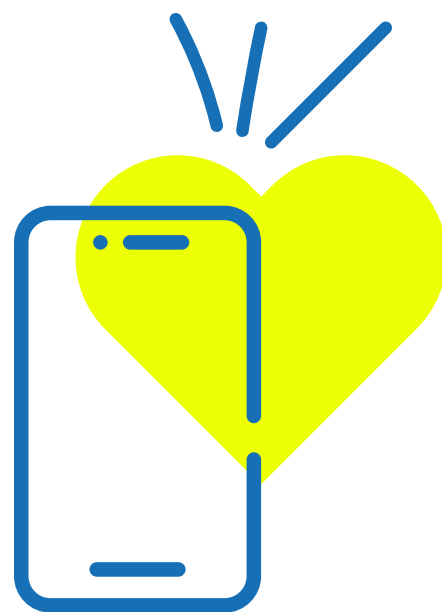
ACRP's Clinical Trials Day campaign effectively captivates and involves clinical research professionals, fostering active engagement and participation.



204,000

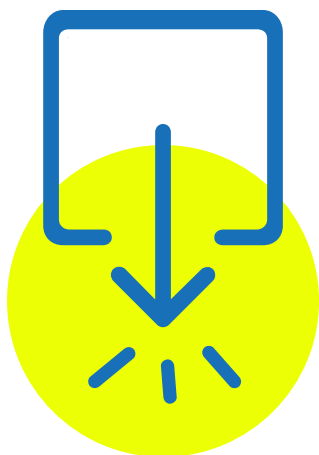
ENGAGEMENTS

Website Pageviews; Email Opens;
Social Engagements; Video Views



7.6%

SOCIAL MEDIA
ENGAGEMENT RATE



4,700

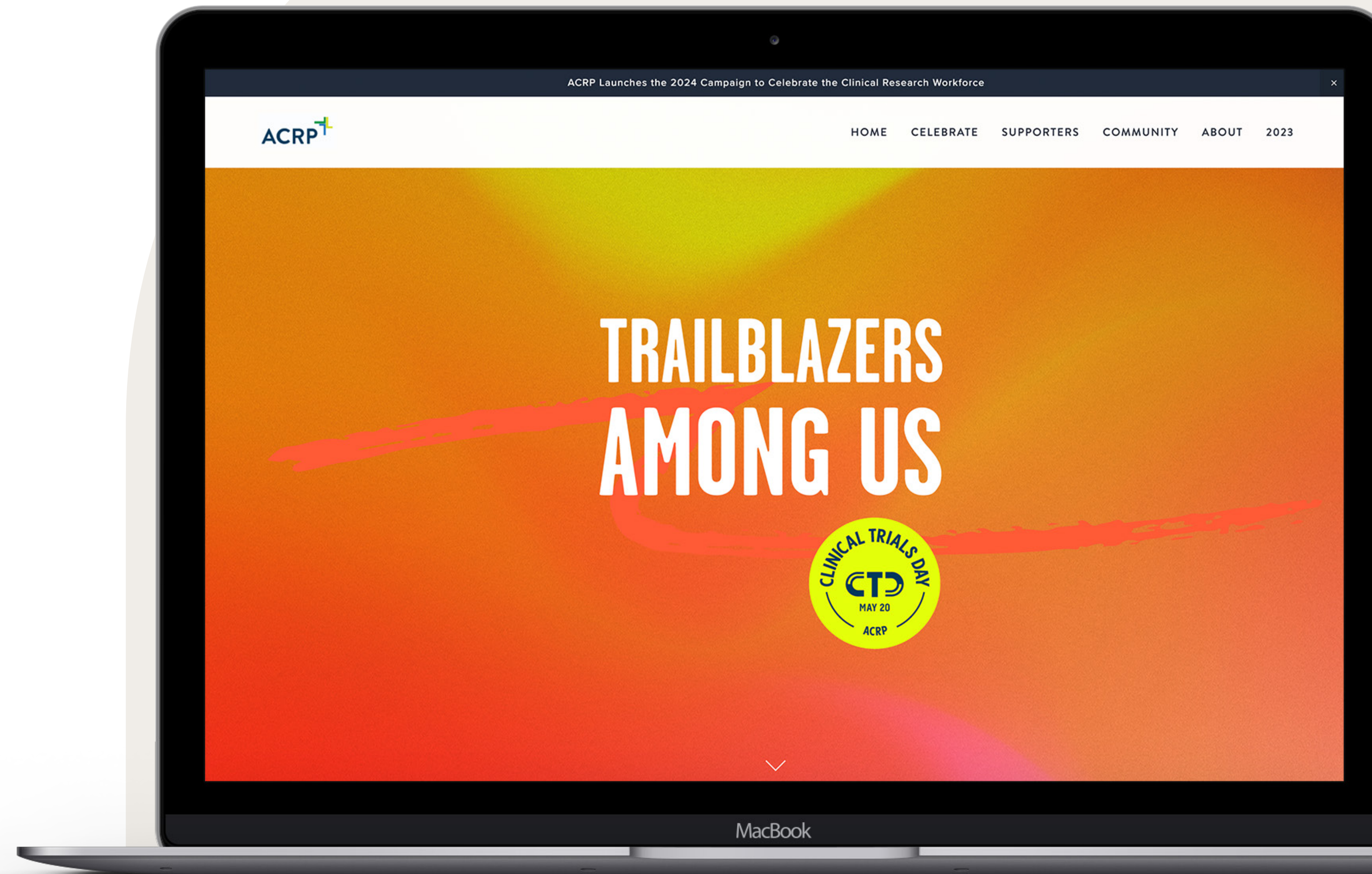
TOOLKIT DOWNLOADS

Sponsorship Details

This Clinical Trials Day sponsorship package includes the following benefits:

DIGITAL PRESENCE (WEBSITE, SOCIAL MEDIA, EMAIL)

- Opportunity to Contribute One Clinical Trials Day Guest Blog (Authored by Sponsor). Promoted Across ACRP's Websites, Social Media Channels, and Email Communications
- 1-Month Run-of-Site Advertisement (300 x 250 or 728 x 90 pixels) on ACRP's Website
- Hyperlinked Logo on Homepage, Sponsor Page, and Community Page of Clinical Trials Day Website
- Sponsor Quote and Headshot Included in Campaign Launch Press Announcement on ACRP Website. This will be Cross Promoted on the Clinical Trials Day Website
- Co-branded Social Media Graphics Will Be Provided to Sponsor
- Recognition through Six Dedicated Posts Across ACRP's Social Media Channels
- Recognition and Hyperlinked Logo in ACRP's Clinical Trials Day Marketing Emails from April through May



Sponsorship Details

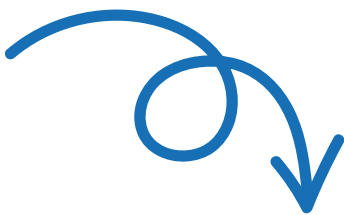
ACRP 2025 PRESENCE

- Recognition and Logo on Clinical Trials Day Celebration Kits—Given to All Conference Participants—for Workplace Celebrations with Colleagues
- Recognition and Logo on Signage Alongside the Clinical Trials Day Selfie Station, Which Will Engage Conference Attendees in an Interactive Experience
- Recognition and Logo Placement on Information Flyer Provided to Conference Attendees
- Recognition and Logo Alongside Clinical Trials Day Cupcake Tower at ACRP 2025 Opening Night Celebration
- Recognition from Stage by ACRP Leadership During ACRP 2025 Opening Night Celebration
- Recognition and Logo on Table Tent Cards Placed Throughout Conference Dining Areas
- A Clinical Trials Day Sponsor Recognition Vertical Banner Provided for Use at Your ACRP 2025 Expo Hall Booth
- Professional Photo Opportunity at Your ACRP 2025 Expo Hall Booth
- Recognition through ACRP 2025 App Notification During ACRP 2025
- Recognition and Hyperlinked Logo in Post-Conference Email to Attendees and 'See What You Missed' Email to Non-attendees



Sponsorship Details

CLICK TO HEAR WHAT
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TO OUR COMMUNITY



TESTIMONIAL VIDEOS

- Logo Inclusion at End of Clinical Trials Day Testimonial Videos Recorded at ACRP 2025
- Sponsor Will Have Opportunity for One Representative to Participate in Onsite Video Recordings
- Recognition and Logo on Signage at ACRP 2025 Testimonial Video Station
- Recognition of Sponsor in Video Promotions Across ACRP's Clinical Trials Day Website, Marketing Emails, Video-Based Social Media Posts, and ACRP's 2025 Clinical Trials Day Playlist on YouTube



Sponsorship Details

PRINT, ACRP VIDEO, AND WORKPLACE CELEBRATIONS

- Recognition and Logo on Postcard Delivered to 14,000+ ACRP Members in April
- Logo Recognition at End of ACRP's Clinical Trials Day Video
- Recognition in Social Media Post Promoting ACRP's Clinical Trials Day Video
- Clinical Trials Day Office Party Celebration Kit for Your Headquarters, Including a 5' Tall Vertical Banner (or digital banner file) with Logo, Pins, Stickers, Ballons, and Photo Props for Staff

CLINICAL TRIALS DAY SPONSORSHIP INVESTMENT: \$30,000

Thank you for your consideration of this Clinical Trials Day sponsorship opportunity. We look forward to your support.



THANK YOU!

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