



2021 Partnership Prospectus

Transplant Unwrapped



Transplant
UNWRAPPED

Mission

Transplant Unwrapped is a 501(c)(3) non-profit organization with the mission to ensure every patient, caregiver, and member of the intestinal disease community feels well-educated and supported throughout their journey with intestinal failure, intestinal rehabilitation, and intestinal and multivisceral transplantation.

Vision

Transplant Unwrapped envisions a community where every short bowel, intestinal failure, intestinal rehabilitation, and intestinal and multivisceral transplantation patient and caregiver feels well-educated and supported through their harrowing medical journey.

Transplant Unwrapped strives to provide quality educational materials, emotional support, and a community that will lead to a greater empowerment for the intestinal patient and caregiver population, leading to improved patient care and clinician-provider relationships.

Our Founding

Transplant Unwrapped started with the vision of our founder, Kayla Pfab, who saw a gap of knowledge in the medical field when it came to intestinal and multivisceral transplantation. As she left the comfort of her transplant center and went back to her doctors in her everyday setting, she realized they were not educated on intestinal and multivisceral transplantation, leaving them uncomfortable taking care of her as a patient, making it difficult to find appropriate care. After talking with many clinicians and other transplant patients, it became clear to Kayla that there was not a thorough and objective educational resource or support system available for the intestinal transplant community. With all of this in mind, and Kayla's strong belief that "Knowledge is Power," Transplant Unwrapped was born.



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AT-A-GLANCE

OUR PHILOSOPHY

Transplant Unwrapped believes ***knowledge is power*** and that it is invaluable to know that ***you are not alone.***

To quote Hellen Keller,
***"Alone we can do so little;
together we can do so much."***

CONTACT



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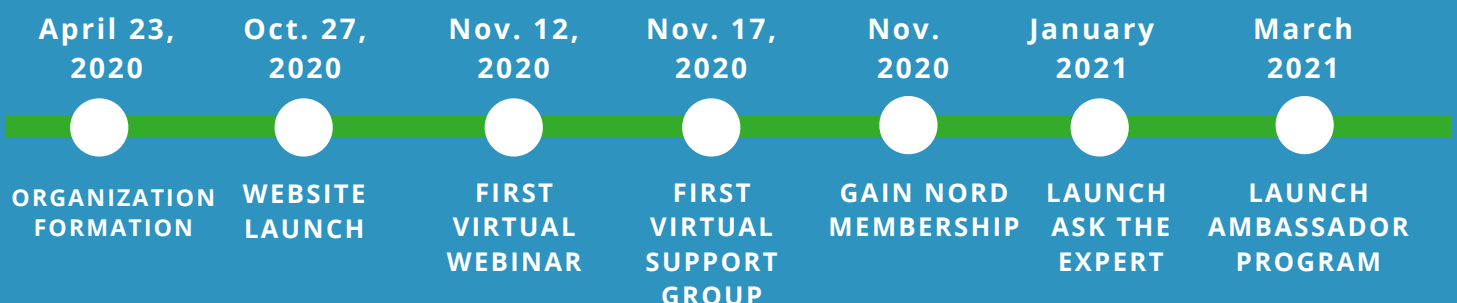


info@transplantunwrapped.org



transplantunwrapped.org

TIMELINE



OUR ORGANIZATION



10 members on the
Board of Directors



17 members on the
Medical Advisory
Board



Our **EIN** as an
official 501(c)(3):
85-0748376

OUR COMMUNITY



200+ website members



500 Facebook page
followers

Site visitors include patients,
caregivers, clinicians, and members of
the intestinal disease community both
nationally and internationally.



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RESOURCES AT-A-GLANCE

OUR WEBSITE: WWW.TRANSPLANTUNWRAPPED.ORG

TOPIC OF THE MONTH

- New educational resources and downloads.
- An expert-led webinar.
- Virtual support group and discussions.

LEARN FROM OTHERS

- Education Through Storytelling
- Patient and Caregiver Stories
- Clinician Interviews
- Post-Transplant Reflections
- Webinars

SUPPORT PROGRAMS



Ambassador Program:

One-on-one peer support.



Facebook Support Group:

Patient and caregiver discussion.



Ask the Expert:

Submit questions to panel of experts in the intestinal disease community.

TRANSPLANT UNWRAPPED FOR KIDS

Educational resources for kids going through intestinal rehabilitation and transplantation including animations, activity books, online games, a kid's glossary, and a parent resource center. We also have an illustrated children's book "Elpis the Elephant Gets an Intestinal Transplant" that is in the process of being published.

The Need and Impact

"We are grateful to have Transplant Unwrapped because it is a nonprofit that educates clinicians, specialists, parents, patients and is a one stop shop for all the information that you would need when you go through the transplant process."

Karina, Post-Transplant Caregiver



"This is fantastic work! I have been wanting something like this for a long time as it is such a difficult process for our patients to get information about bowel transplant before their transplant. There's a lot of bewildering information out there and the time is perfect to establish a reliable source of information geared towards the patient."

*Dr. Cal Matsumoto,
Medstar Georgetown Transplant Institute*



"Having an organization like Transplant Unwrapped brings you into a community of knowledge, experience, and ideas that can serve as a lighthouse through this journey."

Dave Sommerville, Post-Transplant Caregiver



Levels of Recognition

Support Transplant Unwrapped educational programs and initiatives throughout the year and gain recognition for your organization. With your partnership, you help Transplant Unwrapped achieve its mission of educating and supporting the intestinal rehabilitation and transplantation community. We have provided general sponsorship packages, however, we want to work with you. If you do not see what you are looking for, contact us and we can create a custom package to align with your initiatives and overall philanthropic goals.

Platinum- \$15,000

- Your logo, link to your website, and description of your company on the Transplant Unwrapped's "Our Supporters" website page.
- Sponsorship of six of the Transplant Unwrapped monthly webinars.
- Sponsorship of two of the Transplant Unwrapped animations or videos.
- Advertisement in a pediatric handbook.
- Advertisement in an educational overview/ fact sheet.
- Advertisement in adult handbook of your choice.
- Your logo and link in six of the Transplant Unwrapped "Topic of the Month" email newsletters.

Gold- \$10,000

- Your logo, link to your website, and description of your company on the Transplant Unwrapped's "Our Supporters" website page.
- Sponsorship of three of the Transplant Unwrapped monthly webinars.
- Sponsorship of one of the Transplant Unwrapped animations or videos.
- Your choice: Advertisement in a pediatric handbook or in an educational overview/ fact sheet.
- Advertisemen in adult handbook of your choice.
- Your logo and link in four of the Transplant Unwrapped "Topic of the Month" email newsletters.

*For specifications on advertisements, recognition details, terms, and other customization options, please see the pages below.

Levels of Recognition

Silver- \$5,000

- Your logo, link to your website, and description of your company on the Transplant Unwrapped's "Our Supporters" website page.
- Sponsorship of one of the Transplant Unwrapped monthly webinars.
- Sponsorship of one of the Transplant Unwrapped animations or videos.
- Your choice: Advertisement in a pediatric handbook or in an educational overview/ fact sheet.
- Your logo and link in three of the Transplant Unwrapped "Topic of the Month" email newsletters.

Bronze- \$2,500

- Your logo, link to your website, and description of your company on the Transplant Unwrapped's "Our Supporters" website page.
- Sponsorship of one of the Transplant Unwrapped monthly webinars.
- Sponsorship of one of the Transplant Unwrapped animations or videos.
- Your logo and link in two of the Transplant Unwrapped "Topic of the Month" email newsletters.

*For specifications on advertisements, recognition details, terms, and other customization options, please see the pages below.

Customize Your Sponsorship

In addition to what is offered in the packages above, we want to work with you. Below we have listed our sponsorship opportunities you may consider adding and/or substituting based on your organization's goals.

1. Adult Handbook Advertisement
2. Pediatric Handbook or Activity Book Advertisement
3. Overview/Fact Sheet Advertisement
4. Webinar Sponsorship
5. Animation or Video Sponsorship
6. "Topic of the Month" Newsletter Advertisement
7. Social posts via the Transplant Unwrapped social accounts (Facebook, Twitter, Instagram, LinkedIn)
8. Development of educational resources that align with your company's goals and fit the Transplant Unwrapped patient and caregiver population.

Advertisement and Recognition Specifications

Adult Handbook Advertisement

- Full-page advertisement at end of an adult handbook.
 - Adult handbook page size: 6 x 9 inches
 - Advertisement specifications: Full-Page 5" wide x 8" high, Full-Color
 - Advertisement must comply with Transplant Unwrapped's advertising policy and guidelines (see below).
- Your corporation will select the handbook from Transplant Unwrapped's list of adult handbooks.
- What is the reach of the handbook and your advertisement's exposure to the intestinal disease community?
 - Handbooks are available for download for free on the Transplant Unwrapped website.
 - Handbooks are highlighted throughout the year on Transplant Unwrapped social media and email campaigns.
 - Select handbooks will be printed and distributed to the nation's seventeen intestinal and multivisceral transplantation centers for distribution to patients and caregivers who visit the center.

Pediatric Handbook Advertisement

- Half-page advertisement at the end of a pediatric handbook or activity book.
 - Pediatric handbook/activity page size: 8.5 x 11 inches
 - Advertisement specifications: Half-page 7.5" wide x 5" high, Full-Color
 - Advertisement must comply with Transplant Unwrapped's advertising policy and guidelines (see below).
- Your corporation will select the handbook from Transplant Unwrapped's list of pediatric handbooks/ activity books.
- What is the reach of the handbook and your advertisement's exposure to the intestinal disease community?
 - Handbooks/ activity books are available for download for free on the Transplant Unwrapped main website and kid's site.
 - Handbooks are highlighted throughout the year on Transplant Unwrapped social media and email campaigns.
 - Select handbooks will be printed and distributed to the nation's seventeen intestinal and multivisceral transplantation centers and twenty-one pediatric intestinal rehabilitation centers for distribution to patients and caregivers who visit the center.

Advertisement and Recognition Specifications

Overview or Fact Sheet Advertisement

- Half-page advertisement at the end of an overview or fact sheet handout.
 - Overview or fact sheet page size: 8.5 x 11 inches
 - Advertisement specifications: Half-page 7.5" wide x 5" high, Full-Color
 - Advertisement must comply with Transplant Unwrapped's advertising policy and guidelines (see below).
- Your corporation will select the overview or fact sheet from Transplant Unwrapped's list and/or work with Transplant Unwrapped to create a handout that aligns with your company's goals.
- What is the reach of the handout and your advertisement's exposure to the intestinal disease community?
 - Handouts are available for download for free on the Transplant Unwrapped main website and, if applicable, our kid's site.
 - Handouts are highlighted throughout the year on Transplant Unwrapped social media and email campaigns.
 - Select handouts will be printed and distributed to the nation's seventeen intestinal and multivisceral transplantation centers and, if applicable, the twenty-one pediatric intestinal rehabilitation centers for distribution to patients and caregivers who visit the center.

Webinar Recognition


- Your logo and company name will be on the title slide for the webinar presentation and on the end slide of the presentation.
 - Logo size: 450 W x 250 H Pixels, PNG or JPEG
- Your logo and company name will be included on the registration email and other associated emails relating to the sponsored webinar.
 - This includes a total of three emails: Registration, the day before reminder, and the day after webinar email with a link to the recording.
- Your logo and company name will be included on the Transplant Unwrapped social media posts leading up to the webinar.
 - This includes the following: Facebook (2 posts), Twitter (2 posts), LinkedIn (2 posts), and Instagram (2 posts). This is a total of 8 social posts.
- What is the reach of our webinars and your exposure to the intestinal disease community?
 - Webinars are free and open to all site visitors.
 - The majority of our past webinars have had 50+ registrants.
 - Past webinars are also posted on the Transplant Unwrapped website, so there is ongoing exposure for your corporation.

Advertisement and Recognition Specifications

Animation and Video Recognition

- Your logo and company name will be on the title slide of the animation/video and on the end slide of the animation/video.
 - Logo size: 450 W x 250 H Pixels, PNG or JPEG
- Your logo and company name will be included on the Transplant Unwrapped website page (s) where the animation or video can be accessed.
- What is the reach of our animations and videos and your exposure to the intestinal disease community?
 - All animations and videos are posted on the Transplant Unwrapped website, our YouTube channel, and if applicable, our kid's site.
 - Animations and videos are highlighted throughout the year on Transplant Unwrapped social media and email campaigns.


Video Slide Example



Video Example

Your Logo
450 w x 250 h Px
PNG or JPEG

Generously supported by
[Your Company's name]



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Advertisement Policy and Guidelines

Advertisement Approval Policy

Transplant Unwrapped reserves the right to evaluate all statements and images in advertisements or promotional materials and to reject any that in the sole judgment of its advisors does not conform to the Transplant Unwrapped policies or mission. Transplant Unwrapped retains full editorial control over all advertisements that appear in its newsletter, handbooks, handouts, social media posts, and any other materials. You will be notified if the Transplant Unwrapped editors find the copy and/or images unacceptable for publication. These guidelines are applied to promotional mailings (both physical and virtual) as well.

Advertisement Guidelines

1. Content that mentions or criticizes a competing company or a competing company's products will not be accepted or published.
2. Content cannot contain statements that are misleading, exaggerated, subject to misinterpretation, or contrary to accepted scientific findings.
3. Statements of properties, performance, or beneficial results of products should be such that they can be verified by adequate data published in scientific literature.
4. Support documentation verifying claims must be submitted to the editor upon request before an advertisement/promotional material will be accepted for publication and/or distributed.
5. Transplant Unwrapped retains control over the positioning of all advertisements in the newsletter, handbooks, handouts, social media posts, and any other materials.
6. The sponsoring company assumes liability for all content of advertisements/promotional materials (including copy, representation, and illustration).
7. The sponsoring company represents that they are fully authorized and licensed to use any copyrighted or trademarked materials published in the advertisement or resources provided.