



## Sponsorship Opportunity: IASLC Patient Advocacy Program (2023)

<b>Overview</b>	The IASLC Patient Advocacy Program is a global initiative focused on providing people with lung cancer and other thoracic malignancies with opportunities to advocate for research, attend educational conferences, form relationships with physicians and care providers, lend their voices through committee involvement, and share their stories through speaking opportunities. Our Patient Advocacy Program includes the following components: Patient Advocate Committee, Cancer Care Team Award, STARS Program, and Patient Advocate Education Awards. More details on each component are provided below.
<b>Patient Advocate Committee</b>	The Patient Advocate Committee ensures that the IASLC addresses the informational needs of the public, advocates and patients living with lung and thoracic cancers. This committee also comprehensively addresses the educational and related needs of the public as an important constituency in the work of the association.
<b>Cancer Care Team Award</b>	Exceptional care for patients with lung cancer is not limited to interactions with any one specialist or care center. Delivery of patient care is at its best when multidisciplinary team members offer the patient seamless and informed communication, as well as an individualized treatment plan based on not just the patient's needs but the patient's wishes. Knowing that this type of stellar care is happening around the world every day, the IASLC Cancer Care Team Award recognizes these multidisciplinary teams, as nominated by the patients they serve. An international panel chooses one winning team from each of the four regions: North America, Latin America, Europe, Asia/Rest of World. The selection criteria are: trust, shared decision-making, empathy, access to care, treatment options, educational information, tumor testing, patient support, and survivorship.
<b>STARS (Supportive Training for Advocates on Research &amp; Science)</b>	The IASLC is a scientific membership organization that recognizes the importance of patient research advocates within the research ecosystem. The IASLC Supportive Training for Advocates on Research & Science (STARS) program aims to increase the number of patient research advocates (PRAs) equipped to provide accurate scientific translation in their online or real-life groups for patients with lung cancer and their caregivers, and to provide the patient perspective for lung cancer research and policy.

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<b>Patient Advocate Education Awards</b>	The IASLC is passionate about including the patient voice in events and resources. To facilitate that, the Association offers awards to allow patient advocates to immerse themselves in live educational events. For each IASLC World Conference on Lung Cancer (WCLC), the IASLC provides up to five Patient Advocacy Educational Awards to individuals who foster awareness, support, and hope in the lung cancer community. These awards are targeted to patients/survivors, caregivers/partners, and patient advocates who are early in their advocacy journey and would benefit from in-person attendance at WCLC.
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## Sponsorship Details

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<b>Sponsorship Levels</b>	For 2023, we are combining our Patient Advocacy Programming into one sponsorship package with two levels: <ul style="list-style-type: none"><li>• Silver Sponsorship @ USD 50,000 (four available)</li><li>• Gold Sponsorship @ USD 75,000 (four available)</li></ul> Sponsors will be listed/featured by level in alphabetical order.
<b>Silver Sponsor Benefits</b>	Silver Sponsors will receive the following benefits: <ol style="list-style-type: none"><li>1. Logo placement in these locations:<ol style="list-style-type: none"><li>a. IASLC Patient Advocate Program webpage footer</li><li>b. Cancer Care Team Award promotional video, shown during Awards Ceremony at WCLC</li><li>c. Patient Advocate Program sponsors graphic featured in IASLC eblasts and 2023 Annual Report</li></ol></li><li>2. Name recognition in these locations:<ol style="list-style-type: none"><li>a. Holding slides shown between sessions at IASLC meetings</li><li>b. Press releases announcing award recipients and STARS program participants</li></ol></li><li>3. Invitation to a networking/social event at WCLC for up to four sponsor representatives</li></ol>
<b>Gold Sponsor Benefits</b>	Gold Sponsors will receive all benefits listed above and these additional benefits: <ol style="list-style-type: none"><li>1. WCLC Patient Advocacy Lounge Sponsorship<ol style="list-style-type: none"><li>a. Logo recognition in Patient Advocacy Lounge, associated signage, and WCLC Program book.</li></ol></li><li>2. Digital recognition on IASLC Social Media accounts</li></ol>
<b>Order Form</b>	Please complete our <a href="#">online order form</a> to indicate your organization's interest in supporting our 2023 Patient Advocacy Program.
<b>Questions</b>	Email any questions to <a href="mailto:corporaterelations@iaslc.org">corporaterelations@iaslc.org</a> .

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