

# Johns Hopkins Medicine

*A Woman's Journey*<sup>®</sup>

## FY24 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 a women's journey.

***History*** Nearly 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 Geer 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.”***

National Chair Kelly Geer Ripken collaborates with a local Consumer Advisory Committee along-side a 25-member Faculty Advisory Committee to outline meaningful programs that highlight new discoveries in medicine on multiple platforms, including in-person programs, webcasts, podcasts, social posts and email. Presentations are selected based on the results of national surveys where 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 Insights that Matter” Reaching nearly 20,000 people annually**

*Podcast*                      \$25,000/year (A portion of your contribution is tax deductible)

Deliver enduring health information monthly with 20 to 30 minute pre-recorded interviews between Lillie Shockney, former director of the Johns Hopkins Breast Center, and Johns Hopkins faculty physicians around a dedicated health topic. Available through iTunes and other subscribed podcast platforms.

In recognition of your extraordinary generosity, you will receive:

- *Acknowledgement at the conclusion of each podcast*
- *Acknowledgement in ads and/or collateral promoting the podcast*
- *Full page ad in the program book at the November signature in-person conference*
- *Sponsor’s name added to the list of conference underwriters appearing in the program book*
- *Five complimentary registrations to A Woman’s Journey in-person conference of your choice*
- *Sponsor’s name listed on screensaver*
- *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 your company*

**Johns Hopkins Medicine’s A Woman’s Journey Conferences: Baltimore and Greater Washington Area**

*Baltimore and Greater Washington Area Conferences (Both programs) \$20,000*  
*Baltimore Conference (Individual program) \$12,500*  
*Greater Washington Area Conference (Individual program) \$10,000*  
*(A portion of your contribution is tax deductible)*

Align your company’s name with Johns Hopkins Medicine’s national women’s health program, *A Woman’s Journey* providing virtual and 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 nearly 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 Greater Washington Area Conferences. In recognition of your extraordinary generosity, you will receive:

- *Sponsorship will be acknowledged on all printed materials including invitations, save the date and reminder cards, and program book(s)*
- *Sponsorship credited on the A Woman's Journey website visited by nearly 50,000 women a year.*
- *Sponsor acknowledged in opening remarks*
- *Full-page ad with premium placement in program book(s)*
- *Two In-person Premium Tables (includes a total of sixteen complimentary registrations to A Woman's Journey program[s])*
- *Sponsorship noted in event materials*
  - *Event screen savers*
  - *In the list of conference underwriters appearing in the program book(s)*
- *Sponsor will receive an invitation to participate in a sponsor's only program, 'Medical Roundtable,' featuring a Johns Hopkins faculty physician*

### E-news Letter

*E-news Letter*                      \$17,500/year (A portion of your contribution is tax deductible)

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

In recognition of your extraordinary generosity, you will receive:

- *Name appears on national monthly Women's Health E-letter*
- *Name appears on the A Woman's Journey website through June 30, 2024 with 50,000 annual visitors*
- *Sponsorship acknowledged on website*
- *Full-page ad in the conference program book*
- *Five complimentary registrations to A Woman's Journey of your choice*
- *Sponsor's name listed on screensaver*
- *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 physician*

## Diversity Matters

*Diversity Mission*                      \$15,000 (A portion of your contribution is tax deductible)

Targeted advertising was identified as the most important tactic to communicate with women of color in recent Black and Latina consumer interviews conducted by independent researchers. Help achieve diverse participation in *A Woman's Journey* by supporting paid advertising in targeted media reaching Black and Latina women.

Sponsor the Diversity Mission and in recognition of your extraordinary generosity, you will receive:

- *Two Virtual or In-person Premium Tables (includes a total of sixteen complimentary registrations the A Woman's Journey program of your choice)*
- *Sponsor's name will appear on:*
  - *A Woman's Journey website through June 30, 2024 with more than 70,000 annual visitors*
  - *Ads placed in targeted media*
  - *Sponsorship noted in event materials*
    - *Print Invitations to 18,000 women*
    - *Sponsor name on website with 50,000 views*
    - *On event screen savers*
    - *In the list of conference underwriters appearing in the online program book*
- *Full-page ad with premium placement in the online program book*
- *Sponsorship acknowledged in opening remarks*
- *Sponsorship will receive an invitation to participate in a sponsors-only program, 'Medical Roundtable' featuring a Johns Hopkins faculty physician*

*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. Female physicians of color will explore the risk factors and symptoms of cardiovascular diseases including hypertension, heart disease, diabetes, stroke; cancer early detection and treatment; preeclampsia and pregnancy; and/or mental health issues.

Sponsor the Diversity Mission or *A Journey for Women of Color* and in recognition of your extraordinary generosity, you will receive:

- *Two Virtual or In-person Premium Tables (includes sixteen complimentary registrations to A Journey of Color)*
- *Sponsorship name will appear on:*

- *A Woman's Journey* website through June 30, 2024 with more than 40,000 annual visitors
- Invitation to *A Journey for Women of Color*
- Sponsorship noted in event materials
  - *At the conclusion of each podcast*
  - *On event screen savers*
  - *In the list of conference underwriters appearing in the program book*
- *Full-page ad with premium placement in the on-line program book*
- *Sponsorship acknowledged in opening remarks*
- *Sponsorship will receive an invitation to participate in a sponsors-only program, 'Medical Insights,' featuring a Johns Hopkins faculty physician*

### **Webcasts “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 bring advancements concerning the disease and current research. Viewers have the opportunity to pose questions in real time. Simultaneously, programs may be viewed on Hopkins @ Home and are also 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 FY24.

In recognition of your extraordinary generosity, you will receive:

- *Acknowledgement included with each Webcast and promotion of the webcasts*
- *Full-page ad in the program book*
- *Eight complimentary registrations to A Woman's Journey*
- *Sponsor's name listed on screensaver*
- *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 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 and/ or logo 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*
- *Sponsor's name listed on screensaver*
- *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*

## 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*

- *Three complimentary registrations to A Woman's Journey*
- *Sponsor's name listed on screensaver*
- *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*

### **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.)*
- *Sponsor's name listed on screensaver*
- *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*

### **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 (virtual or in-person)*
- *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 may be modified to be in compliance with the Guidelines for Interaction with Industry.***

***A Woman's Journey  
Sponsorship Commitment Form***

**Sponsorships**

<i>Podcasts 'Insights that Matter'</i>	\$25,000	<input type="text"/>
<i>Baltimore and Greater Washington Area Conferences (Both programs)</i>	\$20,000	<input type="text"/>
<i>E-News Letter</i>	\$17,500	<input type="text"/>
<i>Diversity Mission</i>	\$15,000	<input type="text"/>
<i>'A Journey for Women of Color'</i>	\$15,000	<input type="text"/>
<i>Baltimore Conference (Individual program)</i>	\$12,500	<input type="text"/>
<i>Webcasts 'Conversations that Matter'</i>	\$12,500	<input type="text"/>
<i>Greater Washington Area Conference (Individual program)</i>	10,000	<input type="text"/>
<i>Facebook Live</i>	\$8,500	<input type="text"/>
<i>Take Note (Baltimore or Greater Washington Area)</i>	\$3,500	<input type="text"/>
<i>Scribe (Baltimore or Greater Washington Area)</i>	\$2,500	<input type="text"/>
<i>Speaker's Presentation (Baltimore or Greater Washington Area)</i>	\$1,000	<input type="text"/>
<i>Premium Table (Baltimore / Greater Washington Area)</i>	\$800/\$800	<input type="text"/>
<i>Honorable Mention</i>	Amount	<input type="text"/>

**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