

## **2022 Sponsorship Opportunities**

Adopted by AE Board on 27 September 2021

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## 1 Introduction

Alzheimer Europe provides a number of sponsorship opportunities for commercial sponsors interested in supporting the organisation's corporate activities (see chapter 2 below) or the organisation's Annual Conference (see chapter 3 below).

## 2 Corporate activities

### 2.1 Individual sponsorship opportunities

As in previous years, Alzheimer Europe will provide companies with a pick and mix menu to opt for those sponsorship opportunities which are most in line with a particular company's interests. They are presented here below:

#### 2.1.1 Company Round Tables

In 2022, Alzheimer Europe will organise four meetings with interested companies in order to discuss common issues with regard to the research, regulatory and European policy environment. Depending on the COVID-19 situation at the time, these meetings may be face-to-face or virtual.

Alzheimer Europe will present its plans and activities at these meetings. In addition, the organisation will liaise with the participating companies to identify issues of common interest and will invite company representatives to make presentations on selected topics. These meetings will also serve to discuss the EU policy and research landscape and update members of AE about ongoing clinical trial developments.

Alzheimer Europe hopes that these joint meetings will serve as a frank exchange of information and views and lead to a better understanding of the positions of Alzheimer associations and industry. During these company round table meetings, AE will update its members about the ongoing clinical trials in Europe and seek to develop a dialogue with companies on these trials.

At these meetings, time can be allocated for those companies interested in sharing their research activities and discussing issues such as design of clinical trial protocols or patient recruitment with representatives of the Alzheimer Europe Board. If necessary, this section of the meeting will be closed to invited representatives only and AE participants may be required to sign confidentiality agreements to cover the discussions on issues not in the public domain. If timing does not allow to combine the meeting with a company round table, this type of advisory meeting can be organised on a stand-alone basis either in person or virtually. Typically, these meetings will be between one and two hours long.

#### **Individual Sponsorship opportunities**

Participation in one company round table meeting: EUR 3,000/meeting

Participation in all four company round table meetings: EUR 10,000  
Acknowledgement on AE website section dedicated to the clinical trial watch: EUR 7,500

Face-to-face Advisory Board or Information meeting with AE members in conjunction with Company Round Table: EUR 10,000

Standalone face-to-face Advisory Board or Information meeting with AE members: EUR 7,500 PLUS travel and meeting costs

Virtual Advisory Board or Information meeting with AE members: EUR 5,000

#### 2.1.2 Dementia in Europe Magazine

Alzheimer Europe will continue publishing its special magazine entitled "Dementia in Europe" with a clear focus on policy developments in different European countries. This magazine will

highlight initiatives on a national or European level affecting people with dementia, their carers and national Alzheimer's associations and will feature interviews with high level EU and national policy makers.

The magazine will be published three times in 2021 (February, June and October) and will be distributed free of charge to Members of the European Parliament and the European Commission, as well as through the member organisations of Alzheimer Europe to national policy makers. Furthermore, the magazine will be distributed to other European stakeholders who currently receive the e-mail newsletter of the organisation.

Alzheimer Europe can feature non-promotional adverts of companies, organisations or projects in the magazine. Companies, organisations or projects can also sponsor a special supplement which will be distributed at the same time as the magazine. Content, images and layout will need to be provided by the sponsor.

### **Individual Sponsorship opportunities**

Half page advert in one edition: EUR 3,000

Full page advert in one edition: EUR 4,000

Half page advert in all three editions: EUR 7,500

Full page adverts in all three editions: EUR 10,000

Back cover advert in one edition: EUR 5,000

Back cover adverts in all three editions: EUR 12,500

Company or project supplement (8 pages): EUR 10,000

### **2.1.3 European Parliament lunch debates**

Alzheimer Europe will continue its work with the European Alzheimer's Alliance currently brings together over 90 Members of the European Parliament from 26 of the 27 Member States of the European Union. AE will continue to work with its members to increase the membership of this group.

Alzheimer Europe will organise three lunch debates or workshops in the European Parliament in February, June and September 2022.

Throughout the year, Members of the European Parliament will be regularly updated on this through direct contacts, as well as through regular e-mail updates and the magazine.

### **Individual Sponsorship opportunities**

Acknowledgement as sponsor and invitation of up to two representatives: EUR 7,500 per meeting

### **2.1.4 Alzheimer's Association Academy**

Alzheimer Europe will organise online webinars for public and government affairs representatives of its member organisations. These capacity building events will aim at informing member organisations about relevant EU developments, providing an update for members about relevant research developments and exchanging information on best practices with regard to campaigning, media relations and the use of social media.

### **Individual Sponsorship opportunities**

Acknowledgement as sponsor for events and invitation of one representative: EUR 12,500

**2.1.5 European Anti-Stigma Award**

In 2022, Alzheimer Europe will create an award for a successful campaign, initiative or project which aims at addressing the stigma attached to dementia and changing public perceptions about dementia and people with dementia.

The criteria for nominating candidates and selecting winners will be finalised in early 2022 and the call for nominations launched in the second quarter. The successful candidate will be awarded at a face-to-face meeting in the European Parliament in September or during the Alzheimer Europe conference in Bucharest in December.

<p><b>Individual Sponsorship opportunities</b></p> <p>Acknowledgement as sponsor for Award and invitation of one representative to Award Jury and Award Ceremony: EUR 12,500</p>
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**2.1.6 European Dementia Summit**

After its adoption of the policy report “Dementia, a European priority”, AE and its members will campaign towards the implementation of the recommendations of this report. AE will aim to develop a broad coalition with other European organisations with an interest in the prevention, diagnosis, treatment and care of Alzheimer’s disease and other forms of dementia.

In June 2022, Alzheimer Europe will convene a European Dementia Summit with the chairpersons or other key representatives of other organisations active at a European level (European Alzheimer’s Disease Consortium, European Academy of Neurology, EFPIA, INTERDEM, Eurocarers, European Patients’ Forum, European Association of Geriatric Psychiatry) to explore .

<p><b>Individual Sponsorship opportunities</b></p> <p>Acknowledgement as sponsor for event and invitation of one representative: EUR 12,500</p>
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**2.2 Sponsorship packages for corporate affairs activities**

In addition to the pick and mix menu of individual sponsorship opportunities highlighted above, Alzheimer Europe will also provide a number of sponsorship packages.

As in previous years, Alzheimer Europe would like to propose the following three levels of sponsorship.

<b>Sponsorship level</b>	<b>Amount</b>	<b>Programmes</b>
Bronze sponsor	EUR 12,500	Company round table, Clinical Trial Watch and magazine
Silver sponsor	EUR 25,000	Company round table, Clinical Trial Watch, Virtual Information Meeting and magazine PLUS Academy OR EP Lunch debates OR European Dementia Summit OR Anti-Stigma Award(Choose two programmes)
Gold sponsor	EUR 50,000	Company round table, Clinical Trial Watch, Virtual Information Meeting and magazine PLUS Academy AND EP Lunch debates AND European Dementia Summit AND Anti-Stigma Award

According to the chosen level, Alzheimer Europe will provide a number of benefits to the sponsor. These benefits are outlined in the table on the next page:

Benefits	Gold	Silver	Bronze
<b>General benefits</b>			
Acknowledgement in Sponsor section of AE website	√	√	√
Acknowledgement in AE Annual Report	√	√	√
Invited representatives to Company Round Table	2	1	1
Acknowledgement on Clinical Trial Watch on AE website	√	√	√
Monthly Update on AE activities	√	√	√
<b>Dementia in Europe Magazine</b>	AND	AND	AND
Advertisement in Dementia in Europe Magazine	3 x half page	2 x half page	1 x half page
<b>Information Meeting on company research programme</b>	AND	AND	
Virtual meeting for company to present and discuss research programme or other issues of interest to company	√	√	
<b>Alzheimer's Association Academy</b>	AND	CHOOSE TWO	
Acknowledgement of support on Alzheimer's Association Academy	√	√	
Invited representatives to Patient Advocacy Meetings	2	1	
<b>EP lunch debates</b>	AND	CHOOSE TWO	
Acknowledgement of support on lunch debate agendas and invitations	√	√	
Invited representative to lunch debates	2	1	
<b>European Anti-Stigma Award</b>	AND	CHOOSE TWO	
Acknowledgement of support in all award related information	√	√	
Invited representative to Award Jury	√	√	
Invited representative to Award Ceremony	2	1	
<b>European Dementia Summit</b>	AND	CHOOSE TWO	
Acknowledgement of support on summit agenda and invitations	√	√	
Invited representative to Summit	2	1	

### 3 Conference Sponsorship

For its 2022 Annual Conference in Bucharest, Romania "Building bridges" (17-19 October 2022), AE will provide both sponsorship packages and individual sponsorship opportunities

#### 3.1 Conference sponsorship packages

The following sponsorship packages will be available.

Sponsorship Opportunities	
Bronze conference sponsor (€7,500)	Your logo in the conference programme Your logo on the website ( <a href="http://www.alzheimer-europe.org/conferences">www.alzheimer-europe.org/conferences</a> ) Your logo on screen in meeting rooms at beginning of sessions Two complimentary registrations to the AE Conference
Silver conference sponsor (€15,000)	As bronze sponsorship, including Half page non-promotional advert in conference programme Company stand in exhibition area of conference Five complimentary registrations to the AE Conference

Gold conference sponsor Limited to a maximum of four (€30,000)	As silver sponsorship, including Full page non-promotional advert in conference programme Lunchtime satellite symposium Inclusion of flyer of symposium programme in conference bags Ten complimentary registrations to the AE Conference
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### 3.2 Individual conference sponsorship opportunities

If the above mentioned sponsorship packages are not convenient, it is also possible to opt for the following individual sponsorship opportunities at the conference:

EUR 1,250	Inclusion of conference announcement or other promotional material in conference bags
EUR 2,500	Half page advert in conference programme
EUR 3,000	Display stand (Table and two chairs)
EUR 3,000	Company symposium during one of the parallel session times
EUR 5,000	Full page advert in conference programme
EUR 7,500	Full page advert in conference programme (back cover)
EUR 7,500	Branded USB sticks with conference abstracts
EUR 7,500	Symposium outside of conference hours (Breakfast or Evening symposium)
EUR 12,500	Company stand
EUR 12,500	Symposium during conference hours (Lunch time Symposium)

Please note: Educational organisations and universities will have a reduction of 50% on the above-mentioned conference sponsorship opportunities.

## 4 Other opportunities for collaboration

Alzheimer Europe welcomes contributions to the corporate affairs activities of the organisation, as well as to specific projects of Alzheimer Europe. While the above mentioned opportunities present a list of the different sponsorship opportunities available to companies from Alzheimer Europe, the organisation will also happily discuss other projects and actions not mentioned in this document, but directly proposed by potential sponsors.

However, AE will only explore such additional project opportunities with companies which have committed to supporting AE's corporate activities as bronze, silver or gold sponsors.

## 5 Annex: General principles for collaboration with corporate sponsors

Since Alzheimer Europe is committed to full transparency in all its dealings with commercial entities, all sponsorship will be duly acknowledged in the sponsor section of the Alzheimer Europe website ([www.alzheimer-europe.org](http://www.alzheimer-europe.org)) and the financial section of the Annual Report of the organisation.

Also, in line with the criteria for transparency developed by the European Medicines Agency, Alzheimer Europe will publish the full amounts received by commercial companies, as well as the percentage which those amounts constitute in relation to the total income of the organisation. All sponsors will receive monthly updates on the various activities and projects of the organisation.

For all its dealings with companies, Alzheimer Europe refers to its guidelines for working with commercial sponsors included below:

### **AE Rules and regulations - Chapter X. Co-operation with the pharmaceutical industry and other sponsors**

#### **Article 33 – Sponsorship guidelines**

The following guidelines are a first attempt to harmonise the relationship between European Alzheimer associations and the pharmaceutical industry.

1. AE welcomes the development of new anti-dementia drugs and the investment of the pharmaceutical industry in this field and will seek to establish close contacts with the relevant companies. It hopes to be kept informed of new developments in this sector.
2. In all dealings with the pharmaceutical industry, AE and its national organisations shall remain impartial and shall not endorse a particular manufacturer or a particular product.
3. Therefore AE and its national associations shall not enter into any agreement, which could threaten their non-profit status.
4. Information about members, donors or other confidential information about AE and its national associations shall remain the exclusive property of these and shall not be made available to any third party.
5. Information on drugs or clinical trials shall not be presented by AE or its national member associations unless it has been written by persons appointed by the organisations to do so.
6. AE and its national member associations are free to accept donations from pharmaceutical companies and other third parties. They will acknowledge such donations in the same way they acknowledge other donations by private persons.
7. When accepting sponsorship by pharmaceutical companies or other third parties, AE and its national member associations may acknowledge this sponsorship by appropriate means. Under no circumstances will this acknowledgement include an advertisement for a product.
8. Sponsorship does not entitle pharmaceutical companies and other third parties to determine the content of any publication or other information material produced by AE and its national members, nor does it entitle them to determine the programme or speakers at a conference or symposium organised by AE and its national members. At all times, AE and its members should have complete editorial and managerial control.
9. AE and its national member associations can lend their support for the development of information material or awareness campaigns by the pharmaceutical companies. Under no circumstances shall AE or its members give their support or logo for a campaign designed to advertise a product.
10. At all times, AE and its members will make sure that corporate support for their programs and materials cannot be interpreted as their endorsement of a business, company or product and they will take all necessary steps to avoid such appearance.
11. These guidelines constitute a minimal consensus between AE and its member organisations. They are binding on AE whereas the member organisations of AE have the right to adopt other Regulations not in conflict with the principles declared above for their dealings with the pharmaceutical industry and other third parties.
12. AE is bound by those guidelines and will not lend its support to events or publications of its member organisations or other interested parties that do not comply with them. The patronage or sponsorship of AE is therefore conditional on the acceptance of these guidelines by the applicant for sponsorship or patronage. AE will withdraw its support if in the course of a project or event, these guidelines are no longer respected.