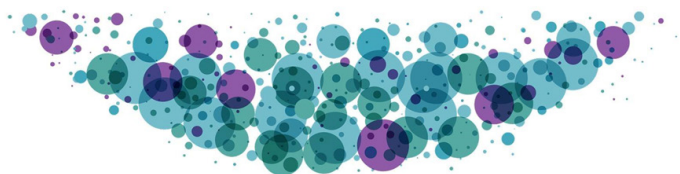


PCOS Awareness Association

PCOS CON

September 2021 - TBD



SPONSORSHIP DECK

www.pcoscon.org

WHAT IS PCOS

Polycystic Ovarian Syndrome (PCOS) is an incurable, variable disorder that affects 1 in 5. The exact cause is unknown, but it is considered an endocrine hormonal disorder. Genetics and environmental factors are believed to be involved in the development of PCOS. The list of PCOS symptoms grows every year and many symptoms may be attributed to other causes or go unnoticed, such as:

- Irregular or missed periods
- Weight gain
- Depression
- Anxiety
- Fatigue
- Unwanted hair
- Thinning hair on the head
- Infertility
- Acne
- Mood changes
- Pelvic pain
- Headaches
- Sleep problems

PCOS may go undiagnosed for some time and if left untreated it can lead to cancer, heart disease, diabetes and more.

WHO WE ARE

PCOS Awareness Association is the world's largest 501c3 nonprofit organization dedicated to Polycystic Ovarian Syndrome (PCOS). The organization is the brain child of Megan M Stewart who was diagnosed at an early age with PCOS. In 2012, she began selling handmade TEAL bracelets to family and friends to help educate them on what she was going through with PCOS. She began receiving requests for the bracelets from all over the world and that was when she realized she was not alone and more awareness, support and resources were needed.

PCOS Awareness Association's mission is to raise awareness of PCOS, provide information and support to help individuals understand what the disorder is and how it can be treated. We also provide resources for individuals already diagnosed to help them overcome symptoms and decrease the impact of any associated health risks.

SOCIAL REACH

PCOS Awareness Association

Facebook **65K LIKES**

Instagram **32K FOLLOWERS**

Twitter **7K FOLLOWERS**

Mailchimp **6600 SUBSCRIBERS**

LinkedIn **780 SUBSCRIBERS**

2.6 Million website visits in 2019

93% Female

7% Male

51% between the ages of 25-34

The first PCOS CON event in 2019

24.4k website visits

193k Facebook Event Reach

92% Female

8% Male

49% between the ages of 25-34

PCOS CON takes the place of our prior yearly Medical Conference and our Reveal the Teal Celebration; it is a 2.5-day event that allows for over 200 attendees and 30 speakers within different tracks, including panel discussions and fireside chats. On the last day of the event we host the Reveal the Teal Gala Event. This conference makes PCOS a priority in public health; it affects 1 in 5 women and can have a long-term effect on their overall health, yet PCOS is highly overlooked by the public and medical professionals. This platform creates an avenue for people to learn accurate information, get support and to empower themselves as advocates for the cause.

PCOS CON brings together medical professionals, companies, organizations, researchers, hundreds of individuals with PCOS and their supporters to share insights, information, the latest updates about the condition and experiences. To add to the event, there are high-energy and captivating guest speakers, fun events, exhibits, presentations, gifts and guest celebrities on the agenda that will leave guests feeling informed, relieved, empowered and entertained.

THE FOCUS IS ON:

- The Cause Of PCOS
- Creating A PCOS Treatment Plan
- Life With PCOS
- Improving Fertility In Women With PCOS
- Being A Teen With PCOS
- Holistic Approaches To PCOS
- Our PCOS Male Supporters
- PCOS Awareness And Advocacy



2021 PCOS CON LOCATION

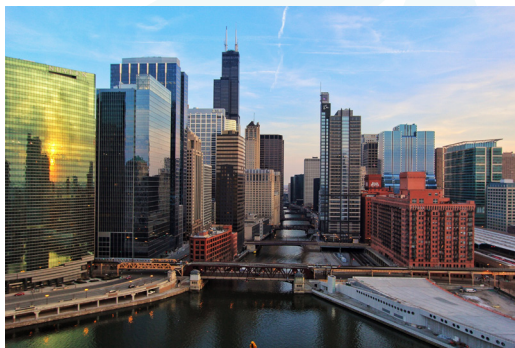
Based on PCOS Awareness Association's demographics and travel expenses, the 2021 PCOS CON will be hosted in either Dallas, TX or Chicago, IL.

Location will be determined by May 2020



Dallas, Texas

- Population: **1,345,047**
- Median Household Income: **\$47,285**
- Median Age: **32**
- **50%** Female
- **50%** Male



Chicago, Illinois

- Population: **2,705,994**
- Median Household Income: **\$52,497**
- Median Age: **34**
- **51%** Female
- **49%** Male

PAST EVENT PARTNERS



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stix

s'moo



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Burbs



WHY SHOULD YOU BECOME A SPONSOR?

Because together we can make a positive influence in the lives of millions, provide resources and information along with:

- Increase your brand recognition and visibility
- It's cost effective advertising
- To build a reputation of support and leadership
- To reach our network of over 80k women online and offline
- To expand your own audience
- Speak directly to a room full of Women with PCOS and Medical Professionals
- Build relationships with new and influential people
- Having an attendance average of 90% women, of which 0% are influencers translates into sales for our sponsors.
- Women's buying power and influence drive 70-80% of all consumer purchases.
- Live events encourage attendees to post a live video, which leads increased brand awareness which translates into virtual impressions.

together
we can ● ● ●

Continue Medical Education (CME) Credits - \$10,000 One Sponsorship Opportunity

WHAT YOU ARE SPONSORING:

- 8-10 AMA PRA CME Credits
- 8-10 SONCE Hours

WHAT YOU GET:

- 6 Conference Registrations
- Company logo featured on signage stating: "CME brought to you by"
- Company recognized on website as CME Sponsor
- Promotion on social media
- Press Release mentions
- Exhibitor Table
- Exposure to Medical Professionals
- Swag Bag promotional item



Live Streaming Conference Services - \$10,000 One Sponsorship Opportunity

WHAT YOU ARE SPONSORING:

- Videographer (2-4)
- Livestream - Vimeo Enterprise Account
- Editing for later distribution

WHAT YOU GET:

- 6 Conference Registrations
- Company logo featured on signage stating:
"Live Steaming brought to you by"
- Company recognized on website as Live Stream Sponsor
- Promotion on social media
- Press Release mentions
- Exhibitor Table
- Swag Bag promotional item



Key Note Speakers and Panelists - \$5,000 Five Sponsorship Opportunities

WHAT YOU ARE SPONSORING:

- One Key Note Speaker
- Photographer
- Backdrop
- Speaker Promotion

WHAT YOU GET:

- 2 Conference registrations
- Company logo featured on signage stating: "Speaker brought to you by"
- Company recognized on website as Speaker Sponsor
- Social Media Marketing alongside speaker
- Swag Bag promotional item



Event Meals - \$5,000 Six Sponsorship Opportunities

WHAT YOU ARE SPONSORING: One of the event meals -

- Networking Happy Hour
- Grab & Go Breakfast
- Lunch
- Dinner
- Breakfast
- Lunch

WHAT YOU GET:

- Swag Bag promotional item
- Company logo featured on signage stating:
"Meal brought to you by"
- Company recognized on website as Meal Sponsor
- Social Media Marketing



80's/90's Teal Night - \$500 One Sponsorship Opportunity

WHAT YOU ARE SPONSORING:

- DJ
- Decorations
- Best Dressed Prize

WHAT YOU GET:

- Company logo featured on signage stating: "Activity brought to you by"
- Company recognized on website as Activity Sponsor



Morning Yoga and Dance Sessions - \$1000 Two Sponsorship Opportunities

WHAT YOU ARE SPONSORING:

- Instructors
- DJ
- Yoga Mats
- Dance Prize

WHAT YOU GET:

- Company logo featured on signage stating:
"Activity brought to you by"
- Company recognized on website as Activity Sponsor



Reveal the Teal Gala - \$25,000 Two Sponsorship Opportunities

WHAT YOU ARE SPONSORING:

- Dinner
- Décor
- Special Guest Speaker
- DJ
- Photographer
- Gifts

WHAT YOU GET:

- 6 Conference and Gala registrations
- Exhibitors Space
- Marketing recognition and visibility featuring your logo on the event website sponsor page
- On-site logo visibility via various signage and monitors throughout venue
- Social Media recognition and promotion
- Company visibility listed with URL in conference Mobile App
- 5 Minute Presentation during kick-off sessions
- Swag Bag promotional item



In-Kind Sponsorship Unlimited Sponsorship Opportunities

WE WELCOME NON-CASH CONTRIBUTIONS FROM SPONSORS:

- Door Prizes with cash value
- Swag Bag Items (Provide samples or full-size products)
- Informational Brochures/Pamphlets
- Giveaways for all guests
- Auction Items

WHAT YOU GET:

- Social Media Mention (1 mentions)
- Acknowledgement at event
- Logo on event website



Exhibitor Opportunities - \$250

20 Exhibitor Opportunities

WHAT YOU GET:

- One 8' table
- Two chairs
- Exhibitor listing in event program
- Exhibitor listing on event website
- 2 Conference passes
- Social Media Mention (1 mentions)
- Swag Bag promotional item





CONTACT US:

Megan Stewart

Founder/Executive Director

206-856-3729

megan.stewart@pcosaa.org

If you would like to become a PCOS CON Sponsor:

1. Visit www.pcoscon.org and fill out the form
2. If you have questions or need clarification please include in the email as well.
3. Get amped up, because this is going to be an amazing conference!

Thank you for your consideration!