



SOCIETY OF INFECTIOUS
DISEASES PHARMACISTS

Sponsorship and Grant Opportunities

sidp.org

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To discuss opportunities, please contact: info@sidp.org

About SIDP

The Society of Infectious Diseases Pharmacists (SIDP) is an association of pharmacists and allied healthcare professionals dedicated to promoting the appropriate use of antimicrobial agents. SIDP is committed to ensuring diversity, equity, and inclusion across our society and profession. SIDP is one of five partner organizations hosting IDWeek™.



Membership

1,800+

members in hospital, academic, industry, government organizations, and other practice settings across all 50 states and internationally.

SIDP is represented by members in integral roles on national and international committees concerning antimicrobial agents, including but not limited to:

Centers for Disease Control and Prevention (CDC)

Department of Health and Human Services (DHHS)

Food and Drug Administration (FDA)

National Institutes of Health (NIH)

Infectious Diseases Society of America (IDSA)

The Presidential Advisory Council on Combating Antibiotic-Resistant Bacteria (PACCARB)

Society for Healthcare Epidemiology of America (SHEA)

National Academies of Sciences, Engineering, and Medicine (NASEM)

The National Institute of Antimicrobial Resistance Research and Education (NIAMRRE)

Strategic Plan

Our Mission

ADVANCE infectious diseases pharmacy through collaboration, research and education.
LEAD antimicrobial stewardship in order to OPTIMIZE the care of patients with infections in every practice setting.

Our Vision

Safe and effective antimicrobials for now and the future.

Empower

Challenge, empower, and mentor our members to achieve the highest levels of professional excellence.

Innovate

Innovate and collaborate to create solutions that advance responsible use of antimicrobials and improve patient outcomes.

Embrace

Embrace and promote a culture of integrity, diversity, equity, inclusion and beneficence.

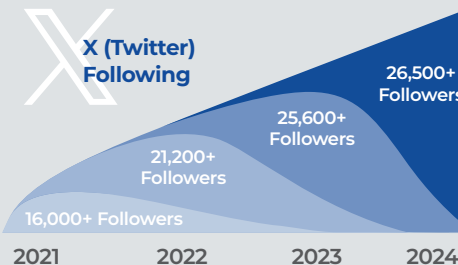


Social Media Reach



SIDP on YouTube

2,800+ Subscribers
180,000+ Views



8,500+ Followers

SIDP Engagement Opportunities

Educational Podcasts



Breakpoints Podcast Statistics

Current as of February 2024



92 Published Episodes



390,000+ Total Listens



Listeners from 130+ Countries

\$50,000 for 60 minutes of content

Podcasts are a platform for education, networking, and advocacy. The SIDP Breakpoints podcast offers the opportunity to spark conversation on important and relevant topics in infectious diseases pharmacotherapy and antimicrobial stewardship. Supporters can propose topics or support a pre-planned topic.

Episodes have between 4,000-8,000 listens.

Supporters receive the following benefits:

- Acknowledgment in the podcast intro and outro
- One website posting
- One social media announcement across all platforms (i.e., Twitter, Facebook, Instagram, LinkedIn), followed by one reminder two weeks after the initial announcement
- One email announcement sent to 1,800+ SIDP members
- Metrics report at 2-weeks and 12-weeks post publication
- One accompanying infographic shared across social media platforms (example shown)

Visit sidp.org/Podcasts to listen to previous Breakpoints podcast episodes. The episode "HAP & VAP: Let's Clear the Air" has over 6,500 listens and is a great example of a sponsored episode.

Pseudomonas aeruginosa Mechanisms of Resistance

Breakpoints The SIDP Podcast
Episode #59: Resistance in *Pseudomonas aeruginosa*: Pearls and Perils

Efflux pumps: β -lactams and aminoglycosides most affected

- *mexR* repressor gene mutation increases expression of *mexAB-oprM* (cefepime, ceftazidime, piperacillin, and meropenem)
- Relebactam less likely to be effluxed than avibactam
- *mexXY* induction of aminoglycoside resistance

Porin channel mutations:

- *oprD*: carbapenems (imipenem > meropenem)
- *oprF*: low-level, broad β -lactam effect

Beta-lactamases:

- *ampC*: can hydrolyze most antipseudomonal β -lactams
- Over expression is a major mechanism of resistance for piperacillin-tazobactam and ceftazidime
- Mutations in the catalytic center of *ampC* can lead to ceftolozane-tazobactam and ceftazidime-avibactam resistance
- Induced by: imipenem, piperacillin, and tazobactam
- Inhibited by: avibactam, relebactam
- **KPC, GES, metallo- β -lactamases:** less common but heavily dependent on geographic region

Penicillin binding protein site mutations:

- Less common than other resistance mechanisms.
- **PBP3** increases MIC to cefepime, aztreonam, and meropenem
- **PBP4** major *ampC* regulator, mutation causes *ampC* overexpression
- **PBP5** most common PBP, can function as a β -lactamase enzyme

Takeaway:

- Local epidemiology is important for predicting resistance mechanisms in *Pseudomonas aeruginosa*
- Knowledge of underlying resistance mechanisms is important for determining optimal treatment

Featured Speakers: Maggie Monogue, PharmD and Antonio Oliver, MD
Host: Erin McCreary, PharmD
Unrestricted medical education grant from AbbVie

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P. aeruginosa Mechanisms of Resistance infographic had 33,721 X/Twitter impressions over the first 3 months

SIDP Engagement Opportunities

Continuing Education

Starting at \$50,000 per hour

As part of our ongoing commitment to professional development, SIDP develops and delivers a multitude of educational activities throughout the year. SIDP welcomes funding support for many of these activities. As an ACPE-accredited CE provider, SIDP can accredit certain activities for continuing pharmacy education (CPE). CPE activities are made available on the SIDP Education website. Other activities may be found on the YouTube channel.

Options include:

- Pre-recorded webinar
- Live webinar
- Live symposium at a national meeting
- Interactive written programming at major conferences
- Roundtable panel discussion
- Podcasts
- Toolkits (see page 5)

BCIDP credit is available as an add-on.

Enduring CE activities for other professions (e.g., physicians, nurses) may also be available as an add-on.

Webinars have between **400-500 live registrants**, with additional registrants for enduring content.

Supporters receive the following benefits:

- Acknowledgement in beginning and end of session
- Website posting
- Social media announcement across all platforms (i.e., X/Twitter, Facebook, Instagram, LinkedIn)
- Email announcement sent to 1,800+ SIDP members
- Metrics report(s)

Marketing Outreach



5,000+
SIDP Contacts



26,500+
Followers



8,500+
Followers



2,700+
Followers



2,400+
Followers

Toolkits and Other Educational Materials

SIDP has the expertise and reach to provide education related to a variety of infectious diseases and related therapies. Educational materials can be developed to target any audience, including but not limited to, physicians, pharmacists, nurses, and patients.

Toolkits

\$150,000

Example: In 2022, SIDP developed a **COVID-19 Oral Antiviral Toolkit** that features information about the available COVID-19 oral antivirals, a decision tree to guide patient screening, resources to assist with prescribing, and educational resources for nurses, providers, and patients.

5-month metrics from the toolkit launch to February 2023 include:

- 1351 non-SIDP member registered resource users (SIDP members do not need to register to access the materials)
- 1990 unique pageviews
- 583 total downloads

Infographics

All Infographics are created by SIDP members. Infographics can be co-branded with Company and SIDP logos. The final product is disseminated across all SIDP social media platforms: X/Twitter, Instagram, LinkedIn, and Facebook.

Infographic Package 1: \$5,000

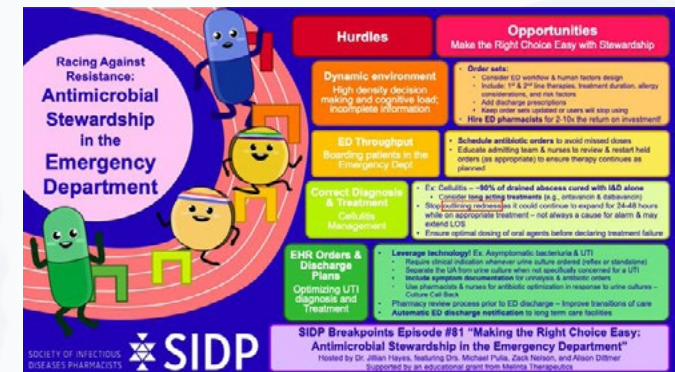
- A visually appealing graphic conveying simplified messages
- Outcome reporting provided at 4 weeks for social media impressions and reach

Infographic Package 2: \$10,000

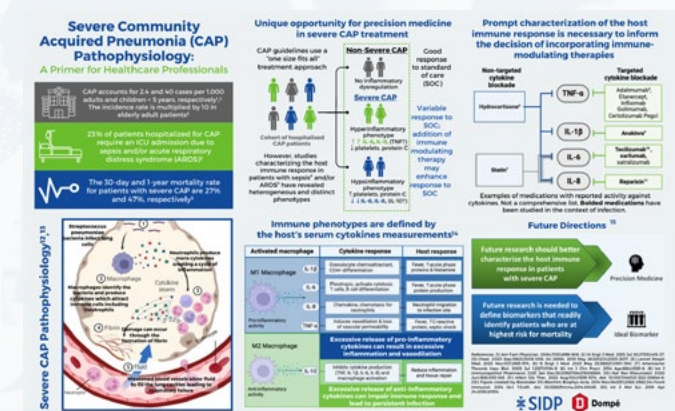
- A visually appealing, but more detailed educational tool on a topic
- Includes a literature review and (optional) reference listing on infographic
- Additional marketing includes an email blast to members
- Infographic is hosted on www.sidp.org for 1 year
- Outcome reporting provided at 4 weeks for email and social media impressions and reach, and website downloads

Example Infographics

Infographic Package 1 Example:



Infographic Package 2 Example:



SIDP Engagement Opportunities

SIDP Business Meeting (In-Person Meeting Affiliated with IDWeek™)



	Bronze \$2,500	Silver \$5,000	Gold \$10,000
Complimentary Attendee Registration (Meeting & Reception)	1	1	2
PowerPoint Recognition During Meeting	✓	✓	✓
Social Media Recognition		✓	✓
Color Advertisement in Meeting Materials		Half Page	Full Page
Verbal Recognition by SIDP President During Meeting			✓
Recognition on Meeting Webpage			✓

À La Carte Meeting Offerings

Reception Sponsorship (\$10,000)	Sponsorship of evening reception with exclusive signage and verbal acknowledgement prior to and during reception			
Break Sponsorship (\$5,000–\$10,000)	Sponsorship of up to two refreshment breaks during the annual meeting, with exclusive signage and verbal acknowledgment during the meeting.			
Trivia Sponsorship (\$5,000)	Sponsorship of the Trivia portion of the annual meeting, with verbal acknowledgment at beginning and end of session.			
Leadership Breakfast (\$5,000)	Sponsorship of the breakfast for SIDP committee leaders, with exclusive signage.			
Ad in Meeting Materials (\$5,000 full page/\$2,500 half page)	Full-color advertisement in meeting materials			
Exhibitor Table (\$3,000)	Includes one table in the hall outside of the meeting room (with scheduled breaks throughout the meeting) and two badges to the evening reception (no meeting access). Also includes an optional exhibitor table during the evening reception.			
Prizes (Cost varies)	Funding provided towards the purchase of attendee prizes, to encourage engagement with sponsors and meeting attendees. Includes verbal acknowledgment during the annual meeting.			
Additional Registration Badges (Cost varies)	Additional badges can be purchased for the meeting, the reception, or for both. Please register on the sidp.org website			
Marketing Opportunities (Cost varies based on product)	Promotional products would be branded with SIDP and Sponsor Logos, and include but are not limited to the following:	<ul style="list-style-type: none"> • T-shirts • Mugs • Calendar 	<ul style="list-style-type: none"> • Hand sanitizer • USB drives 	<ul style="list-style-type: none"> • Koozies • Water bottles



Sponsorship opportunities are limited and are available on a first-come, first-served basis. Inquire about custom engagement opportunities for the SIDP Business Meeting or specific lecture series at: info@sidp.org

Information regarding our Annual Meeting can be [found on our website.](#)

SIDP Marketing Opportunities

Newsletter (Electronic) Sponsorship/Grant

\$2,000 (\$2,500 for first ad)

The SIDP newsletter is a quarterly electronic publication that reaches over 1,800 SIDP members through e-mail.

Four 'first ads' are available each year and will be sold first-come, first-served. Please inquire about available quarters

Newsletter Advertisement Specifications

- Image specifications:
 - Image Width: minimum 800 px, maximum 1000 px
 - Image Height: maximum 1000px
- Hyperlink (when image is clicked)
- Text (optional)
 - Up to 150 words or 25 lines, whichever is shorter
 - Text will be formatted to match the newsletter colors, fonts, etc.
- All advertisements will be described as sponsored ads within the final post
- Ads may be restricted to members in the United States, if needed.

Website Sponsorship/Grant

\$10,000 per year

Over the past year (Jan 1, 2023 – Dec 31, 2023), there were over 80,000 website users and over 144,000 website visits (session views). On average, users are visiting at least 3 unique pages per visit (over 425,000 unique page views). The toolkits had over 8,300 views combined. Based on the geolocation tracker, there were visits from over 180 countries and territories. Visit sidp.org to learn more.

Recognition

Company's logo is displayed at the bottom of each page with a link to the company's website. Company's website traffic is tracked and shared.

Contagion Live Banner Ads

\$2,500 per 15-second rotating ad for two months (\$15,000 per year)

\$8,000 for full (non-rotating) ad for two months (\$48,000 per year)

SIDP has partnered with Contagion Live to offer banner ads on the SIDP webpage of Contagion's website. SIDP publishes new content on this webpage every other month. We estimate over 1,000 impressions per ad over two months. Impressions, clicks, and click through rate will be tracked and shared.

Available ads include:

- Top banner (1): 728 x 90; 320 x 50 (optional-mobile)
- Side banners (2): 300 x 250

These banners are static images and can be linked to a webpage. Available ads are limited. Please inquire about available months.

[Society of Infectious Diseases Pharmacists](#) | [Contagion Live](#)



Contagion® is a fully integrated news resource covering all areas of infectious disease. Through their website, bimonthly journal, email newsletters, and social media outlets, they provide practitioners and specialists with disease-specific information designed to improve patient outcomes and assist with the identification, diagnosis, treatment, and prevention of infectious diseases.

Other SIDP Engagement Opportunities

Residency/Fellowship Training Award

\$75,000 per post-graduate trainee

SIDP is committed to increasing opportunities for post-graduate training in infectious diseases. \$75,000 provides us with the opportunity to fund one full residency or fellowship position.

- Smaller funding gifts will be combined with other sources to provide overall funding
- Donor will be formally named during award presentation

Diversity, Equity and Inclusion Initiatives

Variable Amount

In 2020, SIDP announced the first Diversity, Equity, and Inclusion (DEI) Research Grant to support and build careers of the under-represented community and to improve communities most affected by structural racism. These awards, of up to \$40,000, will support research that addresses racial disparities and structural racism in our profession or in the care of our patient populations. For more information or other opportunities to support DEI, please [contact us](#).

SIDP Research and Scholarship Endowment

Variable Amount

SIDP's annual giving campaign supports our society's mission, values, and initiatives. The fund serves to provide SIDP research and training grant opportunities.

Visit sidp.org/Donate to make a tax-deductible gift today!

Research

\$20,000–\$100,000

SIDP is dedicated to supporting high-quality, unbiased clinical research. Research may target specific disease states and/or topics (e.g., rapid diagnostics), but SIDP cannot guarantee the use of licensed products. Many projects are presented at national infectious diseases conferences and published in high-impact journals.

Review Process

- Committee consists of 20 active members with significant research experience along with 3 trainee members
- **Grants** are reviewed and scored in accordance with National Institutes of Health Review Criteria

*SIDP is continuously seeking new and creative ways to advance our mission and vision. If you have an opportunity in mind that isn't explicitly listed here, we'd love to **discuss!***

SIDP Engagement Opportunities

Packages & Benefits

	Individual Item Cost	Supporter \$12,000	Sustainer \$20,000	Promoter \$25,000	Advocator \$55,000
e-Newsletter Advertisement	Single newsletter cost \$2,000 (non-first ad)	Ad in 2 Newsletters	Ad in 2 Newsletters	Ad in 2 Newsletters	Ad in 2 Newsletters
Website Sponsorship on sidp.org	\$10,000 Logo on every webpage for 1 year	✓	✓	✓	✓
Contagion Live Banner Ads	\$2,500 per 15-second rotating ad for two months			15-second rotating ad space for 1 year	
Trainee or DEI Support*	\$10,000 minimum		\$10,000 worth of funds		
Podcast or Webinar	\$50,000 60 minutes of content				60 minutes of content and infographic
Itemized Cost		Newsletter – \$4,000 Website – \$10,000	Newsletter – \$4,000 Website – \$10,000 Education – \$10,000	Newsletter – \$4,000 Website – \$10,000 Contagion Live Banner Ads – \$15,000	Newsletter Ads – \$4,000 Website – \$10,000 Podcast or Webinar – \$50,000
Total Estimated Value		Total Value: \$14,000	Total: \$24,000	Total: \$29,000	Total: \$64,000
Savings Due to Package		(\$2,000 savings)	(\$4,000 savings)	(\$4,000 savings)	(\$9,000 savings)

*Funds may be allocated to residency/fellowship training grants, DEI leadership training, business meeting costs, etc.

Additional Engagement & Package Opportunities

Thinking about something different? Please contact us to inquire about custom packages at:

info@sidp.org

SIDP is grateful for the support of the following companies over the past year

- AbbVie
- Aimmune Therapeutics
- Nestle
- BioMerieux
- Dompé
- DoseMeRx
- Ferring
- Gilead
- GSK
- Innoviva Specialty Therapeutics
- Insmed
- Melinta
- Merck
- Roche Diagnostics
- Sanford Guide
- Selux
- Shionogi
- Takeda