



CANADIAN UROLOGICAL ASSOCIATION

Corporate Sponsorship Benefits

The Voice of Urology in Canada

As Platinum Corporate Sponsors of the CUA, these select few pharmaceutical partners develop a special relationship with the CUA Board of Directors and receive **priority access, and right of first refusal for special projects.**

Specifically, Platinum Corporate Sponsors will be entitled to the following benefits:

1) Quarterly Meetings **(EXCLUSIVE to Platinum Corporate Sponsors)**

- Platinum Corporate Sponsors benefit from quarterly meetings with key members of the CUA Board and CUA Corporate Office
- Platinum Corporate Sponsors receive a preview of the CUA strategic plan and its yearly objectives, following the Corporate Office Retreat (in the fall of each year)

2) CUA Advertising/Promotion/Digital Presence/Social Media

- Prominent acknowledgement as a Platinum Corporate Sponsor on the CUA website (cua.org), with information on the company and a hyperlink to the company's specified website (positioned higher and more visible than other Corporate Sponsors)
- Posting of Platinum Corporate Sponsors' Educational Portal on CUA website (cua.org) **(EXCLUSIVE to Platinum Corporate Sponsors)**
- Listing as a Platinum Corporate Sponsor at live (in-person) CUA Annual Meetings (annual meeting website, final program, and e-marketing campaigns)
- Listing as a Platinum Corporate Sponsor at virtual CUA Annual Meetings (acknowledgment on meeting website and prominent banner in virtual exhibit hall)
- At live (in-person) meetings, special mention of support at the CUA Farewell Banquet, including an assigned company table located in close proximity to the stage
- For virtual meetings, special recognition during the CUA Presidential message at the beginning of the event, thanking Platinum Corporate Sponsors for support of the association's objectives **(EXCLUSIVE to Platinum Corporate Sponsors)**
- CUA will create a specific Platinum Corporate Logo to be included on CUA Teaching Thursday (weekly Office of Education e-blasts to members) and/or Member Monday (bi-weekly emails to members) **(EXCLUSIVE to Platinum Corporate Sponsors)**
 - Increased activity related to sponsorship on social media outlets **(EXCLUSIVE to Platinum Corporate Sponsors):**
 - Facebook
 - Twitter
 - Instagram
 - Linked In
 - Corporate ads/partnership ads – viewing metrics provided for audience insights

3) Access to Additional Marketing Channels (providing an expanded reach)

- CSUR (Canadian Senior Urology Residents, PGY 4 & 5 Senior Urology Residents)
UNC (Urology Nurses of Canada)
GUMOC (GU Medical Oncologists)
GUROC (GU Radiation Oncologists)
- Enhanced exposure via URO.COMM – CUA's quarterly community urology newsletter **(EXCLUSIVE to Platinum Corporate Sponsors)**
Amplified presence at live (in-person) events:
Annual Meeting and Regional Meetings
 - First choice of prime booth location, above all other meeting sponsors
 - First choice of educational forum selection
(EXCLUSIVE to Platinum Corporate Sponsors)
 - CUA-AUA Reception Card and Invitation will include Platinum Corporate Sponsor recognition

4) Endorsement of Patient Directed Activities (printed materials and website)

(UNLIMITED for Platinum Corporate Sponsor ONLY) *pending approval by CUA's Endorsement Committee

CUA endorsement of patient material is restricted to material developed within the CUA Office of Education, except for applications received from Corporate Sponsors (who are solely allowed to benefit from CUA endorsement).

- Platinum Corporate Sponsors may submit unlimited internally developed printed material(s) and website portal(s) for review by the CUA Endorsement Committee.
- **If approved** by the CUA Endorsement Committee, the material(s)/website(s) may be posted on the CUA website (cua.org)
- Once endorsed, the material(s) or site(s) will be allowed to use the statement, "This material has been reviewed and approved by the Canadian Urological Association (CUA)", endorsed with date/year and CUA logo.

5) Corporate Signature

- Right to use the CUA logo (upon submission and approval of material where logo will be placed)
- Right to use the tagline, "A proud Corporate Sponsor of the Canadian Urological Association"

Canadian **U**rological Association
The Voice of Urology in *Canada*



Association des **U**rologues du Canada
La voix de l'urologie au *Canada*

6) Discount on Annual Meeting Sponsorship (EXCLUSIVE to Platinum Corporate Sponsors)

- \$10,000 discount on the Patron Sponsorship package
- \$5,000 discount on the Platinum Sponsorship package
- Discount on booths for live annual meeting (50%)
- 2 complimentary booths for virtual annual meeting (savings of \$10,000)
- Discounts on all enhanced marketing opportunities.
 - First right of refusal and 10% discount on cost for a digital leaderboard advertisement on registration e-blasts – disseminated to a robust list of health care professionals
- First right of refusal and 10% discount of cost for the most prominent ad on the CUA Virtual Annual Meeting website (in place for the entire month of June)
- Special consideration for additional events organized throughout the year

7) CUA Needs Assessment

- The CUA needs assessments and specific focus group summaries, related to various health care professional groups, is shared with Platinum Corporate Sponsors.

8) Educational Forum (EXCLUSIVE to Platinum Corporate Sponsors)

- If the Platinum Corporate Sponsor decides to hold an educational forum, then the Platinum Corporate Sponsor will be the ONLY company allowed a session within the Plenary.

9) Additional Advertising Opportunities (EXCLUSIVE to Platinum Corporate Sponsors)

- CUAJ: Two **complimentary** CORPORATE ads (1-page, 4-colour)
- CUAJ: Media plan PRODUCT printed ads (Double page spread/1 page B/W fair balance) – **25% discount on rate card prices**
- CUAJ: Media plan product printed ads (1-page, 4-colour) – **20% discount on current rate**
- CUAJ: Media plan product digital ads – **25% discount on rate card prices**

In addition:

- CUA Newsletter, limited to specified sponsors **\$1,500 (half page ad)**
\$1,000 (quarter page)
- E-Newsletter ads (quarterly) – **\$500 per ad**

Gold Corporate Sponsors are entitled to the following benefits:

1) Advertising/Promotion

- Acknowledgement as a Gold Corporate Sponsor on the CUA website (cua.org), with information on the company and a hyperlink to the company's specified website, positioned higher and more visible than other Corporate Sponsors *except for Platinum Sponsors*
- Listing as a Gold Corporate Sponsor at live (in-person) CUA Annual Meetings (annual meeting website, final program, and e-marketing campaigns)
- Listing as a Gold Corporate Sponsor at virtual CUA Annual Meetings (acknowledgment on meeting website and prominent banner in virtual exhibit hall).
- At live (in-person) meetings, special mention of support at the CUA Farewell Banquet, including an assigned company table located in close proximity to the stage

2) Access to Additional Marketing Channels (providing an expanded reach)

- CSUR (Canadian Senior Urology Residents, PGY 4 & 5 Senior Urology Residents)
UNC (Urology Nurses of Canada)
GUMOC (GU Medical Oncologists)
GUROC (GU Radiation Oncologists)

Amplified presence at live (in-person) events:

Annual Meeting and Regional Meetings

- Second choice of prime booth location, after Platinum Sponsors but above all other meeting sponsors
- CUA-AUA Reception Card and Invitation will include Gold Corporate Sponsor recognition

3) Endorsement of Patient Directed Activities (printed materials and websites)

(Maximum 6 initiatives for Gold Corporate Sponsor ONLY) *pending approval by CUA's Endorsement Committee

CUA endorsement of patient material is restricted to material developed within the CUA Office of Education, except for applications received from Corporate Sponsors (who are solely allowed to benefit from CUA endorsement).

- Gold Corporate Sponsors may submit **up to six requests** for internally developed printed material(s) and website portal(s) for review by the CUA Endorsement Committee.

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- **If approved** by the CUA Endorsement Committee, the material(s)/website(s) may be posted on the CUA website (cua.org)
- Once endorsed, the material(s) or site(s) will be allowed to use the statement, "This material has been reviewed and approved by the Canadian Urological Association (CUA)", endorsed with date/year and CUA logo.

4) Corporate Signature

- Right to use the CUA logo (upon submission and approval of material where logo will be placed)
- Right to use the tagline, "A proud Corporate Sponsor of the Canadian Urological Association"

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5) Discount on Annual Meeting Sponsorship

- \$5,000 discount on the Platinum Sponsorship package
- Discounts on booths for live annual meeting (up to 25%)
- Discounts on all enhanced marketing opportunities.
- First right of refusal, *AFTER Platinum Corporate Sponsors*, and 5% discount on digital leaderboard advertisements on registration e-blasts – disseminated to a robust list of health care professionals
- First right of refusal, *AFTER Platinum Corporate Sponsors*, and 10% discount of cost for the most prominent ad on the CUA Virtual Annual Meeting website (in place for the entire month of June)

6) CUA Needs Assessment

- The CUA needs assessments and specific focus group summaries, related to various health care professional groups, is shared with Gold Corporate Sponsors.

7) Additional Advertising Opportunities

- CUA Newsletter, limited to specified sponsors **\$1,500 (half page ad)**
\$1,000 (quarter page)
- CUAJ: One (1) **complimentary** CORPORATE ad (1-page 4-colour)
- CUAJ: Media plan product digital ads – **20% discount on rate card prices**
- CUAJ: Media plan product printed ads (1-page 4-colour) – minimum **15% discount on current rate**
- E-Newsletter ads (quarterly) **\$500 per ad**

As a Silver Corporate Sponsor, you will be entitled to the following benefits:

1) Advertising/Promotion

- Acknowledgement as a Silver Sponsor on the CUA website (cua.org) with information on the company and a hyperlink to the company's specified website
- Listing as a Silver Corporate Sponsor at live (in-person) CUA Annual Meetings (annual meeting website, final program, and e-marketing campaigns)
- Listing as a Silver Corporate Sponsor at virtual CUA Annual Meetings (acknowledgment on meeting website with prominent banner in virtual exhibit hall)
- For live meetings, special mention of support at CUA Farewell Banquet, including an assigned company table

2) Access to additional Marketing Channels (providing an expanded reach)

- CSUR (Canadian Senior Urology Residents, PGY 4 & 5 Senior Urology Residents)
UNC (Urology Nurses of Canada)
GUMOC (GU Medical Oncologists)
GUROC (GU Radiation Oncologists)

Amplified presence at live (in-person) events:

Annual Meeting and Regional Meetings

- Third choice of prime booth location, after Platinum and Gold Sponsors but above all other meeting sponsors
- CUA-AUA Reception Card and Invitation will include Silver Corporate Sponsor recognition

3) Endorsement of Patient Directed Activities (printed materials and website)

(Up to 3 for Silver Corporate Sponsors) *pending approval by CUA's Endorsement Committee

CUA endorsement of patient material is restricted to material developed within the CUA Office of Education, except for applications received from Corporate Sponsors (who are solely allowed to benefit from CUA endorsement).

- Silver Corporate Sponsors may submit **up to three requests** for internally developed printed material(s) and website portal(s) for review by the CUA Endorsement Committee.
- **If approved** by the CUA Endorsement Committee, the material(s)/website(s) may be posted on the CUA website (cua.org)

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- Once endorsed, the material(s) or site(s) will be allowed to use the statement, “This material has been reviewed and approved by the Canadian Urological Association (CUA)”, endorsed with date/year and CUA logo.

4) Corporate Signature

- Right to use the CUA logo (upon submission and approval of material where logo will be placed)
- Right to use the tagline, “A proud Corporate Sponsor of the Canadian Urological Association”



5) Discount on Annual Meeting Sponsorship

- Discounts on booths for live annual meeting (up to 15%)
- Discounts on all enhanced marketing opportunities.
- First right of refusal, *AFTER Platinum and Gold Corporate Sponsors*, and 5% discount on digital leaderboard advertisements on registration e-blasts – disseminated to a robust list of health care professionals
- First right of refusal, *AFTER Platinum and Gold Corporate Sponsors*, and 10% discount of cost for the most prominent ad on the CUA Virtual Annual Meeting website (in place for the entire month of June)

6) CUA Needs Assessment

- The CUA needs assessments and specific focus group summaries, related to various health care professional groups, is shared with Silver Corporate Sponsors.

7) Additional Advertising Opportunities

- CUAJ: Media plan product digital ads – **15% discount on current rate**
- CUAJ: Media plan product printed ads (1-page, 4-colour) – **15% discount on current rate**
- E-Newsletter ads (quarterly) **\$500 per ad**

Corporate Sponsor Guidelines

There are three levels of support, which run from June 2022-2023

- **Platinum from \$100,000 per year**
- **Gold from \$50,000 per year**
- **Silver from \$25,000 per year**

The minimum amount required for sponsorship of any activity or program shall be established by the CUA prior to any commitment. The terms can be discussed and customized for each sponsor.

Corporate Sponsors will have priority over others with respect to sponsorship initiatives for all CUA activities including novel marketing opportunities. In this case, Platinum Sponsors will have priority over Gold sponsors and Gold Sponsors have priority over Silver Sponsors.

Sponsorship Benefits at-a-glance

Benefit	Platinum	Gold	Silver
Meetings with CUA Board/Office	✓		
Preview strategic plan/objectives	✓		
Logo and link on cua.org	✓ + Top visible placement	✓ Below Platinum	✓ Below Gold
Sponsor's educational portal on cua.org	✓		
Live Annual Meeting listing Website/final program/e-marketing campaign	✓	✓	✓
Live Annual Meeting listing – Website/banner in exhibit hall	✓	✓	✓
Live Annual Meeting Banquet – mention of support	✓ Special mention of support of CUA's objectives	✓	✓
Live Annual Meeting Banquet – Assigned company table	✓ Near/front stage	✓ Near stage	✓
Virtual Annual Meeting – special recognition during Presidential address	✓		
Platinum Corporate logo on CUA member and OE communication	✓		
Corporate partnership ads on CUA social media channels – metrics provided	✓		
Access to additional marketing channels (Associations in brochure)	✓	✓	
Enhanced on URO.COMM newsletter	✓		
Annual & Regional meetings booth selection	✓ FIRST Choice	✓ SECOND Choice	✓ THIRD Choice
Annual & Regional meetings – Educational forum	✓		
CUA-AUA Reception invitation card – sponsorship level recognition	✓ Top listing	✓ Below Platinum listing	✓
Endorsement of company patient directed activities <i>*pending approval</i>	✓ Unlimited	✓ Max 6	✓ Max 3
CUA Corporate Signature, logo & tagline use	✓	✓	✓
Annual Meeting sponsorship discounts	✓ \$10K discount on Patron package \$5K discount on Platinum package	✓ \$5K discount on Platinum package	
Annual Meeting booth discount – live event	✓ 50% discount	✓ 25% discount	✓ up to 15% discount
Annual Meeting virtual booth	✓ 2 complimentary booths		
Annual Meeting marketing opportunities (registration eblasts)	✓ FIRST REFUSAL +10% discount on digital leaderboard	✓ SECOND REFUSAL + 5% discount on digital leaderboard	✓ THIRD REFUSAL + 5% discount on digital leaderboard

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Sponsorship Benefits at-a-glance (con't'd)

Benefit	Platinum	Gold	Silver
Virtual Annual Meeting website ad	✓ FIRST REFUSAL + 10% discount	✓ SECOND REFUSAL + 10% discount	✓ THIRD REFUSAL + 10% discount
Annual Meeting Educational forum within plenary	✓		
Additional events	✓ Special consideration fees		
CUA annual needs assessment access	✓	✓	✓
CUAJ – complimentary corporate printed ad (1 page)	✓ x 2	✓ x 1	
CUAJ – product ad (multiple page) discounted	✓ + 25% discount		
CUAJ – Product printed ad (1 page) discounted	✓ + 20% discount (preferred position)	✓ + min 15% discount (forward placement)	✓ + 15% discount
CUAJ – Product digital ads discounted	✓ +25% discount	✓ + 20% discount	✓ + 15% discount
CUA Newsletter (printed) discounted	✓ (1 corporate, 1 product)	✓ x 1	
CUA e-newsletter (digital) discounted to \$500	✓	✓	✓