

# Make an Impact in Your Community

Support Versiti's Life-Saving Mission

## Benefits of Partnering with Versiti

Access to active donors and organization base:



**310,000**

dedicated blood donors  
annually across 5 states



**13,000**

community blood  
drives held annually



**75,000**

people on social media



**800,000**

emails to donors  
every month

- **Strengthen** your brand image by aligning with a reputable and respected non-profit.
- **Improve** your company's awareness and visibility through comarketing.
- **Connect** with our life-saving mission and our local community – partnering with us shows another way you are making a positive impact.
- **Align** with our cause and increase employee engagement by encouraging involvement.
- **Build strong relationships with local media markets** – PR outreach is often picked up, showing the public your commitment to our cause.
- **Versiti is a registered 501(c)(3) organization.**



# Sponsorship Opportunities

## Full Hearts and Bellies in the Community

After donating blood, we require our donors to rest and rehydrate in our café area. They are treated to juice, cookies and other refreshments as they wait. Many of our donors stay a while to catch up with friends and the local news.

- Promote your organization with collateral to be shared with donors
- Sponsorship includes annual cost of refreshments (beverage, food, supplies)

### Full Buffet Café

#### Platinum: \$1,000,000

Sponsor donor cafes in donor centers and mobile blood drives across all Versiti states.

- Three-year commitment
- Café naming rights with permanent signage in 35 donor centers across 4 states
- Branded café supplies including cups and napkins

### Local Market Café

#### Level 1: \$250,000

Sponsor donor cafes in Versiti donor centers and mobile blood drives in one state.

- Three-year commitment
- Café naming rights with permanent signage in state-wide donor centers and mobile blood drives (varies by state)
- Branded café supplies including cups and napkins

### Dining In

#### Level 2: \$125,000

Sponsor donor cafes in Versiti donor centers in one state.

- Three-year commitment
- Café naming rights with permanent signage in state-wide donor centers (varies by state)
- Branded café supplies including cups and napkins
- Brand café supplies, such as cups and napkins

## Saving Lives in the Community through Blood Drives

Convenience is key, and we'll go wherever our donors want to donate! Blood collection buses are in use 6 days/week, 8-10 hours/day visiting prominent businesses, churches, colleges and large community events to collect blood.

- Bus travels throughout local blood collection footprint
- In an average metropolitan area, the bus generates 80,000 impressions every day and more than 20 million impressions annually
- Bold, larger-than-life graphics ensure transit advertising is highly visible, timely and has similar reach to broadcast media

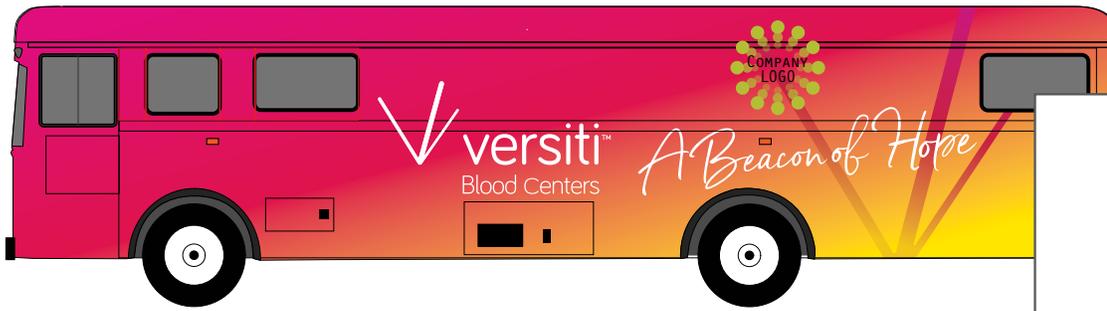
### New Bus Co-Branding

#### Platinum: \$350,000

- Five-year commitment
- Purchase a new blood collection bus, which is co-branded and wrapped with a community message from your organization



	Platinum >\$300,000	Gold >\$200,000	Silver >\$125,000	Bronze >\$50,000
Specialty sponsorship as defined	X	X	X	X
Advocacy advertisements on broadcast media in local market	X			
Quarterly banner with company logo and messaging in donor emails	X			
Exclusive tour of Blood Research Institute	X	X		
Monthly social media post (12x)	X	X		
Public relations announcement of sponsorship	X	X	X	
Social media announcement of sponsorship	X	X	X	
Website acknowledgement on versiti.org	X	X	X	X



**Existing Bus Co-Branding**

**Level 1: \$300,000**

- Five-year commitment
- Wrap an existing blood collection bus with a co-branded community message from your organization

- Sponsorship includes annual cost and maintenance of tablets needed to process blood donors across all states
- Permanent signage in donor centers sharing your organization's commitment to our mission

**Bus Restoration**

**Level 2: \$200,000**

- Three-year commitment
- Restore an existing blood collection bus with a co-branded community message from your organization

**Innovation is in Our Veins**

**Technology Support**

**Level 1: \$300,000**

Show your community you are willing to go the extra mile by supporting sustainable donor services operations. Versiti adheres to the same rigorous standards as other healthcare systems and requires cutting-edge technology to stay current. Rising costs are inevitable; help us commit to keeping life-saving blood available.

- Five-year commitment

**Donor Care Package**

**Comfort and Care Essentials**

**Level 2: \$60,000**

Provide care and comfort to donors in your state by supporting the cost of hand-squeezies, bandages, lap-desks and blankets for platelet donors.

- One-year commitment
- Logo on hand-squeezies and donor blankets
- Signage in donor centers and mobile blood drives sharing your organization's commitment to our mission

**Dedicated Support**

**Dedicated to the One You Love**

**Level 2: \$50,000 (x40)**

Show your dedication to our life-saving mission by naming an interview room in a donor center location of your choice.

- Three-year commitment
- Naming rights to a single interview room
- Dedicated community message on/in room





## Contact Info

For more information on sponsorships, visit [versiti.org](https://www.versiti.org) or contact us directly at [partnerships@versiti.org](mailto:partnerships@versiti.org)

## About Versiti

### We are a beacon of hope

Versiti is a fusion of donors, scientific curiosity, and precision medicine whose mission is grounded in the fundamental truth of our work, people need people.

### There is no substitute for blood.

It is precious. It is perishable, and the need for it is vital.

Any one of us might need a transfusion, at any time. We rely on one another to meet that need. On the other side of that common frailty, there is common strength. From our research at the world-renowned Blood Research Institute, to our diagnostic testing, and the sharing of lifesaving gifts at our regional blood centers; we continue our mission of service —improving the lives of patients.

We're driven by the urgency of our work and inspired by the generosity of life-saving donations. We have the privilege to safeguard these gifts and ensure they go where the need is greatest in your community.

Together, with you, we promise to continue our mission: we are a beacon of hope.

To learn more about blood donation or to host a blood drive, visit: [versiti.org](https://www.versiti.org)