

BLOOD ADVOCACY WEEK 2023

APRIL 24-28

BUILDING A STRONGER BLOOD SUPPLY TOGETHER

Blood Advocacy Week is a new initiative of America’s Blood Centers that will bring together members of the blood community, legislators, agency decisionmakers, advocates, providers, patients, and more to learn about and advance policies that promote the value of blood to patients, communities, and our healthcare system.

Sponsors will have a unique opportunity to have their company spotlighted before community blood centers, their donors, industry allies, and those who will help set the course for the future of blood donation. By engaging in the inaugural year of this innovative week, you will play a key role in growing and diversifying America’s donor base and ensure the long-term resilience of the nation’s blood supply. This important work takes everyone impacted by the value of blood. Find the right fit for your company:

BENEFIT	THOUGHT LEADER	SPOTLIGHT	SUPPORTER
Dedicated speaker slot with participation in a featured Blood Advocacy Week event	✓		
Exclusive verbal recognition in welcome remarks on selected Blood Advocacy Week event	✓	✓	
Featured informational video on Blood Advocacy Week website	✓	✓	
Inclusion in Blood Advocacy Week materials	✓	✓	✓
Company logo with website link and short description displayed on the “Sponsors” section of the event site	✓	✓	✓
Receive permanent recognition as an inaugural supporter of Blood Advocacy Week	✓	✓	✓

To learn more about sponsorship opportunities, email BloodAdvocacyWeek@Americasblood.org.

Founded in 1962, America’s Blood Centers is the national organization bringing together community-based, independent blood centers. Its member organizations operate more than 600 blood collection sites providing close to 60 percent of the U.S., and a quarter of the Canadian, blood supply. These blood centers serve more than 150 million people and provide blood products and services to more than 3,500 hospitals and healthcare facilities across North America. All ABC U.S. members are licensed and regulated by the U.S. Food and Drug Administration.

MORE INFORMATION

To learn more about Blood Advocacy Week, visit www.BloodAdvocacyWeek.org
 To learn more about America's Blood Centers, visit AmericasBlood.org