



ABC is committed to promoting collaboration, coordination, and connection throughout the blood community. To advance these efforts, we are excited to announce the ABC Corporate Partner Council, a new initiative for 2024 and beyond. The Council convenes blood center and industry leadership to discuss, strategize, and advance solutions to our most pressing needs and challenges.

ABC Corporate Partners are companies and organizations that care about ABC's Mission and Vision and have a vested interest in helping them come to fruition, while also working with ABC to further strengthen their brand and purpose. We work with each partner to understand your goals and then tailor an annual program to help reach those objectives.

## Key Benefits

- Participation in bi-annual Corporate Partner Council meetings with ABC leadership
- Customized programs tailored to meet your business objectives
- Collaboration on national awareness and advocacy efforts
- Opportunity for content leadership at ABC meetings, workshops, and webinars
- Increased exposure with ABC members through networking and advertising
- Complimentary attendance at ABC webinars
- Sponsor recognition at Annual Meeting, Workshops, Blood Advocacy Week, and ABC Awards of Excellence

*\*Some benefits change depending on partner level*

## Levels

### Elite Partner

As an Elite Partner, you play an integral part in advancing our industry efforts. This level includes leadership within the Council, development of tailored initiatives, premium exposure to ABC members, and elite recognition at ABC events throughout the year. \$50,000

### Premium Partner

As a Premium Partner, you gain all benefits of a Council Partner plus the ability to create a custom package of joint work based on your company priorities and interests. \$25,000

### Council Partner

As a Council Partner, you gain access to corporate partner meetings, ABC webinars, Gold level status at ABC meetings, coordination on advocacy work, and recognition throughout the year. \$15,000

## Council Meetings

The Corporate Partner Council will begin in January 2024 with an in-person meeting at the ABC Annual Meeting March 4-6, 2024.

*\*Please note that individual event sponsorship is still available for ABC's 2024 meetings and events, including the Annual Meeting, Blood Advocacy Week, and Quality & Technical Directors Workshop.*