



SOCIETY OF INFECTIOUS  
DISEASES PHARMACISTS

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# Sponsorship and Grant Opportunities

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*For sponsorship opportunities, please contact: [info@sidp.org](mailto: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™.



**SIDP: Who We Are**

## Membership

1,700+



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

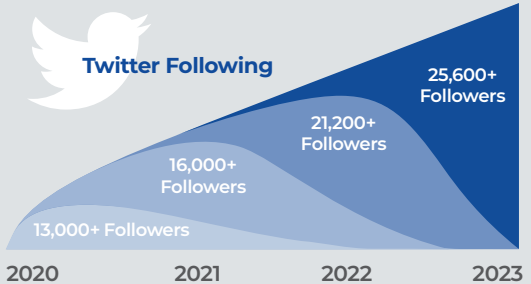
Embrace and promote a culture of integrity, diversity, equity, inclusion and beneficence.

## Social Media Reach



**SIDP on YouTube**

2,700+ Subscribers  
95,000+ Views



# SIDP Engagement Opportunities

## Educational Podcasts



### Breakpoints Podcast Statistics

Current as of March 2023



71 Published Episodes



250,000+ Total Listens



Listeners from 105 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 2,500-5,000 listens.

#### Supporters receive the following benefits:

- Acknowledgement in podcast intro, middle, 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 1,700+ 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](https://sidp.org/Podcasts) to listen to previous Breakpoints podcast episodes. The episode "Stewardship Struggles" has over 4,000 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:**  $\beta$ -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  $\beta$ -lactam effect

**Beta-lactamases:**

- *ampC*: can hydrolyze most antipseudomonal  $\beta$ -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- $\beta$ -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  $\beta$ -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

# 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. All options can be accredited for continuing pharmacy education (CPE) and made available on the SIDP Education website and/or YouTube channel.

#### Options include:

- Pre-recorded webinar
- Live webinar
- Live symposium at a national meeting
- Interactive written programming and satellite symposia at major conferences
- Roundtable panel discussion
- Podcasts
- Toolkits (see page 6)

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.

Historic metrics are limited; however, we estimate **at least 300-500 attendees for each CE event.**

#### Supporters receive the following benefits:

- Acknowledgement in beginning and end of session
- One website posting
- One social media announcement across all platforms (i.e., Twitter, Facebook, Instagram, LinkedIn)
- One email announcement sent to 1,700+ SIDP members
- Metrics report(s)

### Marketing Outreach



5,000+  
SIDP Contacts



25,000+  
Followers



4,000+  
Followers



2,600+  
Followers



1,500+  
Followers

# SIDP Engagement Opportunities

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



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

	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 <a href="#">Meeting Webpage</a>			✓

À La Carte Meeting Offerings	
Marketing Opportunities (Cost varies based on product)	<p>Promotional products would be branded with SIDP and Sponsor Logos, and include but are not limited to the following:</p> <ul style="list-style-type: none"> <li>• T-shirts</li> <li>• Mugs</li> <li>• Calendar</li> <li>• Hand sanitizer</li> <li>• USB drives</li> <li>• Koozies</li> <li>• Water bottles</li> </ul>
Additional Registration Badges (Cost varies)	Additional badges can be purchased for the meeting, the reception, or for both. Please register on the <a href="http://sidp.org">sidp.org website</a>
Reception Sponsorship (\$10,000)	Sponsorship of evening reception with exclusive signage and verbal acknowledgement prior to and during reception
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.



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](mailto:info@sidp.org)

# 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

**\$100,000–\$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

## Social Media Educational Posts

**\$2,000–\$5,000 per post**

Price varies based on complexity of the post and time of the year (e.g., during major conferences)

Collaborate with SIDP to develop educational posts that can be shared across any social media platform. Content may be posted on the SIDP or the Company's social media account.

Consider adding-on educational infographics!

## Educational Infographics

**\$5,000–\$10,000 per infographic**

Pricing varies depending on complexity, size of image, hosting on sidp.org, and dissemination plan.

Examples:

Ferring *C. difficile*/ Microbiome **Clinician** | **Patient** Handouts (hosted on sidp.org)

- 218 downloads over first 5 months

AbbVie *P. aeruginosa* Resistance to Beta-Lactams **Infographic** (shown below and promoted through all social media platforms)

- 93,735 Twitter impressions over first 3 months
- 5,640 Facebook impressions over first 3 months

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***Pseudomonas aeruginosa* Resistance to Beta-lactams**

Note: Chart is meant as a general teaching tool. For common and rare mechanisms of antimicrobial resistance (AMR), resistance in *P. aeruginosa* is complex and various mechanisms may be simultaneously present, impacting in vivo activity of each agent.

	Porin Channels	Efflux Pumps	AmpC	Carbapenemases
<b>Standard Agents</b>				
Ceftazidime	⚠️ ↑ MIC Loss of OprF	⚠️ ↑ MIC or R Upregulated MexAB-OprM	❌	❌
Cefepime	⚠️ ↑ MIC Loss of OprF	⚠️ ↑ MIC or R Upregulated MexAB-OprM, MexXY-OprM, MexCD-Opr3	⚠️ ↑ MIC or R Overexpression	❌
Piperacillin-Tazobactam	⚠️ ↑ MIC Loss of OprF	⚠️ ↑ MIC or R Upregulated MexAB-OprM	❌	❌
Imipenem	❌ R Loss of OprB	✅	⚠️ ↑ MIC Overexpression	❌
Meropenem	⚠️ ↑ MIC Loss of OprF	⚠️ ↑ MIC or R Upregulated MexAB-OprM & MexXY-OprM	✅	❌
<b>MDR Agents</b>				
Ceftazidime-Avibactam	⚠️ ↑ MIC Loss of OprF	⚠️ ↑ MIC or R Upregulated MexAB-OprM	⚠️ ↑ MIC or R AmpC mutants	⚠️ Inhibits some carbapenemases early found in PA1. Does not inhibit MDR.
Ceftolozone-Tazobactam	✅	✅	⚠️ ↑ MIC or R AmpC mutants	❌
Imipenem-Relebactam	✅	⚠️ ↑ MIC or R (Relebactam only) Upregulated MexAB-OprM & MexXY-OprM	✅	⚠️ Inhibits some carbapenemases early found in PA1. Does not inhibit MDR.
Meropenem-Vaborbactam	⚠️ ↑ MIC Loss of OprF	⚠️ ↑ MIC or R Upregulated MexAB-OprM & MexXY-OprM	✅	⚠️ Inhibits some carbapenemases early found in PA1. Does not inhibit MDR.
Ceftiderocol	⚠️ ↑ MIC Mutation of Iron Transport system	✅	⚠️ ↑ MIC or R AmpC mutants	Active vs KPC, MBL, GES ↑ MIC for NDM

SIDP and its member institutions are not responsible for any adverse events or deaths associated with the use of antimicrobials. Resistance to beta-lactams is complex and various mechanisms may be simultaneously present, impacting in vivo activity of each agent.

# SIDP Marketing Opportunities

## Newsletter (Electronic) Sponsorship/Grant

### \$1,500 (\$2,000 for first ad)

*The SIDP newsletter is a quarterly electronic publication that reaches over 1,700 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, 2022 - Dec 31, 2022), there were over 85,000 website users and over 133,000 website visits (session views). On average, users are visiting at least 2 unique pages per visit (over 230,000 unique page views). The toolkits had over 7,400 views combined. Based on the geolocation tracker, there were visits from 183 countries and territories. Visit [sidp.org](http://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](https://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 \$1,500 (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
<b>Itemized Cost</b>		Newsletter – \$3,000 Website – \$10,000	Newsletter – \$3,000 Website – \$10,000 Education – \$10,000	Newsletter – \$3,000 Website – \$10,000 Contagion Live Banner Ads – \$15,000	Newsletter Ads – \$3,000 Website – \$10,000 Podcast or Webinar – \$50,000
<b>Total Estimated Value</b>		<b>Total Value: \$13,000</b>	<b>Total: \$23,000</b>	<b>Total: \$28,000</b>	<b>Total: \$63,000</b>
<b>Savings Due to Package</b>		(\$1,000 savings)	(\$3,000 savings)	(\$3,000 savings)	(\$8,000 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](mailto:info@sidp.org)

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

- AbbVie
- Academy for Continued Healthcare Learning
- AstraZeneca
- bioMerieux
- Eli Lilly & Company
- Ferring Pharmaceuticals
- Insmed
- Janssen
- La Jolla Pharmaceutical Company
- Melinta Therapeutics
- Merck
- Paratek Pharmaceuticals
- Pfizer
- Sanford Guide
- Shionogi
- Takeda