



# **ICA Corporate Partner Program**

Interstitial Cystitis Association  
388. S. Main St. Ste. 440-#157  
Akron, OH 44311  
[ichelp.org](http://ichelp.org)



# About the Interstitial Cystitis Association (ICA)

---

The mission of the ICA is to ensure efficient diagnosis and optimal care for people affected by IC/BPS through advocacy, education, and community. The ICA is the only national nonprofit in the U.S. dedicated to serving the IC/BPS community and has been doing so for over 40 years.

As an organization, we value:

- **Evidence-Based Information**—We role model best practices and connect our community with science-driven education.
- **Hope**—We support our community with grace, care, and compassion and with the purpose of improving lives.
- **Diversity**—We value the broad range of perspectives offered by our community. We believe the unique backgrounds and experiences that inform their contributions to our community add depth and richness to the work that we do.
- **Leadership**—We strive to be the premier organization serving the IC/BPS community in the United States.

# Why Partner with the ICA?

---

In addition to the ICA's history of successful corporate partnerships, there are various advantages to partnering with us for your marketing/outreach needs:

## Trusted Source in the IC/BPS Community

- Our organization is recognized as a reliable and respected resource among patients, caregivers, and providers.

## Access to an Extensive Patient Network

- We maintain a robust database and an active social media presence, enabling effective outreach to a diverse range of patients and stakeholders.
  - Our website receives 2.4+ million page views per year.
  - Our monthly ICA eNewsletter is sent to over 25,000+ individuals on a monthly basis.
  - Our award-winning magazine, the ICA Update, is sent to over 1,000 individuals twice yearly.
  - Our social media presence includes over 45,000 followers.

## Patient Leadership

- Our leadership team comprises patients, ensuring that lived experience is at the heart of our mission and activities.
- We offer unique perspectives to help shape marketing materials and efforts, making them more relevant and accessible to patients.

## Ethical & Transparent Collaboration

- We prioritize transparency, ethics, and respect in all partnerships with companies and organizations.

# Partnership Opportunities

All packages are for one year and include recognition on the ICA website, monthly ICA eNews, and two editions of the ICA Update, the ICA's award-winning magazine. Some items are available individually.

Partnership Package	Annual Cost (USD)
<b>Visionary Partner</b> - includes: <ul style="list-style-type: none"><li>• 12 ads on ICA social media channels (one per month)</li><li>• 8 ads in the monthly ICA eNews (one per newsletter)</li><li>• 2 full-page, 4-color ads in the ICA Update (one per edition w/inside cover option)</li><li>• 1 corporate profile in the ICA Update</li><li>• 1 ad on the ICA website for 6 months</li><li>• Platinum level sponsorship of IC Awareness Month (September)</li><li>• 2 custom emails to the ICA community</li><li>• 2 polls/surveys of the ICA community</li><li>• Sponsorship of the ICA's Expert Speaker Series (monthly)</li><li>• 2 opportunities to receive IC/BPS patient feedback on a marketing material</li></ul>	\$50,000
<b>Platinum Partner</b> - includes: <ul style="list-style-type: none"><li>• 8 ads on ICA social media channels (one per month)</li><li>• 6 ads in the monthly ICA eNews (one per newsletter)</li><li>• 2 full-page, 4-color ads in the ICA Update (one per edition)</li><li>• 1 corporate profile in the ICA Update</li><li>• 1 ad on the ICA website for 3 months</li><li>• Gold level sponsorship of IC Awareness Month (September)</li><li>• 1 custom email to the ICA community</li><li>• 1 poll/survey of the ICA community</li><li>• Sponsorship of one webinar in the ICA's Expert Speaker Series</li></ul>	\$25,000
<b>Leadership Partner</b> - includes: <ul style="list-style-type: none"><li>• 6 ads on ICA social media channels (one per month)</li><li>• 4 ads in the monthly ICA eNews (one per newsletter)</li><li>• 2 full-page, 4-color ads in the ICA Update (one per edition)</li><li>• 1 corporate profile in the ICA Update</li><li>• 1 ad on the ICA website for 1 month</li><li>• Silver level sponsorship of IC Awareness Month (September)</li></ul>	\$15,000

# Partnership Opportunities (con't)

All packages are for one year and include recognition on the ICA website, monthly ICA eNews, and two editions of the ICA Update, the ICA's award-winning magazine. Some items are available individually.

Partnership Package	Annual Cost (USD)
<b>Patron Partner</b> - includes: <ul style="list-style-type: none"><li>• 4 ads on ICA social media channels (one per month)</li><li>• 2 ads in the monthly ICA eNews (one per newsletter)</li><li>• 1 full-page, 4-color ad in the ICA Update</li><li>• 1 corporate profile in the ICA Update</li></ul>	\$10,000
<b>Junior Patron Plus Partner</b> - includes: <ul style="list-style-type: none"><li>• 2 ads on ICA social media channels (one per month)</li><li>• 2 ads in the monthly ICA eNews (one per newsletter)</li></ul>	\$5,000
<b>Junior Patron Partner</b> - includes: <ul style="list-style-type: none"><li>• 2 ads on ICA social media channels (one per month)</li><li>• 1 ad in the monthly ICA eNews</li></ul>	\$3,000

Additional opportunities may be negotiated.

Design work (e.g., creation of social media posts) may incur additional fees.



# Contact Us

---

For more information and/or to express an interest in partnering with us, please reach out to Dr. Laura Santurri, Executive Director, at [laura.santurri@ichelp.org](mailto:laura.santurri@ichelp.org).

Partnerships are approved at the ICA's discretion. The ICA reserves the right to refuse partnerships. All materials must be approved by the ICA team.