



CONNECT. COLLABORATE. **INSPIRE.**

2022 Corporate Sponsorship Opportunities

ISPE.org/Women-Pharma



MISSION STATEMENT

As a key ISPE initiative, Women in Pharma® provides women in the pharmaceutical industry a forum for connecting and collaborating on technical and career advancement topics. The Women in Pharma inclusive community leverages a network of mentors, role models, and resources across all levels to foster balanced professional success.



“Curating a professional community reflective of ISPE’s global nature, Women in Pharma focuses heavily on diversity and inclusion, while promoting new ways of thinking and encouraging positive change.”

Vivianne J. Arencibia
*Vice President of Global Quality Systems and Compliance
Moderna Therapeutics, Inc.*



WHY WOMEN IN PHARMA®

Women in Pharma bridges gender, cultural, organizational, and geographic boundaries to maximize the impact women have on the pharmaceutical industry and their communities. By being part of Women in Pharma, you help to eliminate barriers and unconscious biases while fostering partnerships and creating value in the workplace. Data supporting the need for action is convincing and growing:

- In a 2016 study, the pharma industry was shown to feature less gender and ethnic diversity than other industries in the Fortune 500.¹
- Increasing the presence of women in corporate leadership teams by 30% would lead to a 15% increase in profitability.²
- Companies in the top quartile for gender diversity are 15% more likely to see greater financial returns.³
- Organizations with inclusive cultures are six times more likely to be innovative and agile, eight times more likely to achieve better business outcomes, and twice as likely to meet or exceed financial targets.⁴
- Companies with more diverse management teams are more innovative and demonstrate 19% higher revenues compared to those with non-diverse teams.⁵
- More than 80% of global executives believe that working for leaders committed to diversity and inclusion brings out their most innovative ideas.⁶
- Millennials, who will comprise 75% of the global workforce by 2025, believe strongly that organizations with inclusive cultures are more innovative.⁷

Women in Pharma tackles unconscious biases throughout the industry, creating equal opportunities for professional and personal advancement that will lead to improved treatment plans and patient lives across the globe. That is the magic of inclusivity—its ability to inspire important conversations that challenge our worldviews, generate a new way of thinking, and shed light on industry needs, best practices and how we can all improve and contribute to a better tomorrow.

We invite you to support ISPE on this on this journey and be a part of the momentum. With key organizations like yours by our side, we can transcend beyond the status quo, promote new ways of thinking and encourage positive change within the pharmaceutical industry.

A Commitment to Social Responsibility as Well as Personal and Professional Growth

Women in Pharma sponsors help ISPE to enact positive change while supporting our global community. Through carefully curated opportunities, Women in Pharma sets out to:

- Provide global leadership opportunities through the Women in Pharma Liaison and Ambassador programs
- Connect professionals through virtual and in-person engagements
- Enable quality conversations through the Women in Pharma network
- Be a catalyst for community development
- Facilitate opportunities for members to develop intra- and inter-community interaction within their geographic location

1) Cynthia A. Challenger, P. D. (2020, March). Is The Pharma Industry Developing Cultural Intelligence? Pharma's Almanac: Nice Insight's Content Community. Retrieved June 22, 2022, from <https://www.pharmasalmanac.com/articles/is-the-pharma-industry-developing-cultural-intelligence>

2) Noland, Marcus, and Tyler Moran. "Study: Firms with More Women in the C-Suite Are More Profitable." *PIIE. Harvard Business Review*, April 20, 2021. <https://www.piie.com/commentary/op-eds/study-firms-more-women-c-suite-are-more-profitable>.

3) Tulshyan, Ruchika. "Racially Diverse Companies Outperform Industry Norms by 35%." *Forbes. Forbes Magazine*, February 13, 2015. <https://www.forbes.com/sites/ruchikatulshyan/2015/01/30/racially-diverse-companies-outperform-industry-norms-by-30/>.

4) Guest, SAP. "SAP Brandvoice: Fostering an Inclusive Culture Is a Business Imperative, Not a Trend." *Forbes. Forbes Magazine*, October 15, 2020. <https://www.forbes.com/sites/sap/2020/10/15/fostering-an-inclusive-culture-is-a-business-imperative-not-a-trend/?sh=8db737043023>.

5) Lorenzo, Rocio, Nicole Voigt, Miki Tsusaka, Matt Krentz, and Katie Abouzahr. "How Diverse Leadership Teams Boost Innovation." *United States - EN. United States - EN*, December 16, 2021. <https://www.bcg.com/en-us/publications/2018/how-diverse-leadership-teams-boost-innovation>.

6) Tulshyan, Ruchika. "Racially Diverse Companies Outperform Industry Norms by 35%." *Forbes. Forbes Magazine*, February 13, 2015. <https://www.forbes.com/sites/ruchikatulshyan/2015/01/30/racially-diverse-companies-outperform-industry-norms-by-30/>.

7) "The Deloitte Global Millennial Survey 2019 Societal..." *www.deloitte.com*. Accessed April 20, 2022. <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/deloitte-2019-millennial-survey.pdf>.



SPONSORSHIPS PACKAGES

By supporting the Women in Pharma initiative, sponsors receive significant and ongoing recognition and presence across ISPE communication platforms and vehicles. This includes opportunities for brand positioning, building brand awareness, as well as thought leadership. Each sponsorship package is a twelve-month commitment, designed to provide visibility and exclusive benefits during the contract term.

Past Women in Pharma event pictured above.

Women in Pharma® Signature Sponsor | \$25,000

International Brand Visibility and Association with the Women in Pharma Initiative

Women in Pharma Signature Sponsor Logo

- Exclusive use of the Women in Pharma Signature Sponsor logo, developed specifically for use in your company's marketing collateral and communications to support promotion and awareness of your alignment and support of the Women in Pharma mission and community.

Women in Pharma Events

- Special recognition plaque delivered by ISPE Leadership during a Women in Pharma event at the ISPE Annual Meeting & Expo
- Company logo and recognition, including verbal recognition when possible, at all Women in Pharma in-person and virtual events
- Women in Pharma Webinar Passes—five complimentary passes to use for your company, clients, partners, etc. to attend at each Women in Pharma webinar held throughout the year

ISPE and ISPE Foundation Websites

- Company logo on the Women in Pharma landing page of ISPE.org
- Company logo on the Women in Pharma landing page of ISPEFoundation.org

- 10,000 ad impressions on ISPE.org. Per your preference, ISPE can develop ads specifically to promote your company's alignment and support of Women in Pharma activities, goals, community, etc.

Social Media

- Social media recognition at least twice yearly through ISPE's LinkedIn account (40,000+ Followers)
- Sponsor recognition in Women in Pharma videos published during the sponsorship term

Email/eNewsletters

- Company logo and recognition in Women in Pharma email promotions
- Logo recognition with every issue of The Bridge quarterly newsletter—the official newsletter of Women in Pharm—reaching 10,000+ individuals

Other

- Women in Pharma Signature pull-up banner for use at any conference/exhibit hall
- Gratitude Journal—recognition as a Women in Pharma Signature Sponsor in the printed Gratitude Journal (updated annually, distributed at the ISPE Annual Meeting & Expo)

Thought Leadership Opportunities

Participation and recognition as a thought leader in Women in Pharma® events throughout the year

- Opportunity for a subject matter expert to be part of up to three Women in Pharma® Webinars as a speaker or panelist
- Opportunity for a subject matter expert to be part of one in-person sponsored Women in Pharma® session as a speaker or panelist

Engagement Benefits

Ten (10) one-year individual ISPE memberships

“Dedicated to encouraging career development, education, and mentorship, ISPE's Women in Pharma community is changing lives and diversifying the industry throughout the world.”

Alice Redmond, BSC, MBS, PHD
Chief Strategy Officer, CAI

Women in Pharma® Champion Sponsor | \$17,500

International Brand Visibility and Association with the Women in Pharma Initiative

Women in Pharma Champion Sponsor Logo

- Exclusive use of the Women in Pharma Champion Sponsor logo, developed specifically for use in your company's marketing collateral and communications to support promotion and awareness of your alignment and support of the ISPE Women in Pharma® mission and community.

Women in Pharma Events

- Special recognition plaque delivered by ISPE Leadership during the Women in Pharma Breakfast at the ISPE Annual Meeting & Expo
- Company logo and recognition, including verbal recognition when possible, at all Women in Pharma Breakfast events
- Women in Pharma Breakfast Tickets—Five total complimentary tickets to use for your company, clients, partners, etc. to attend any Women in Pharma Breakfast events held throughout the year

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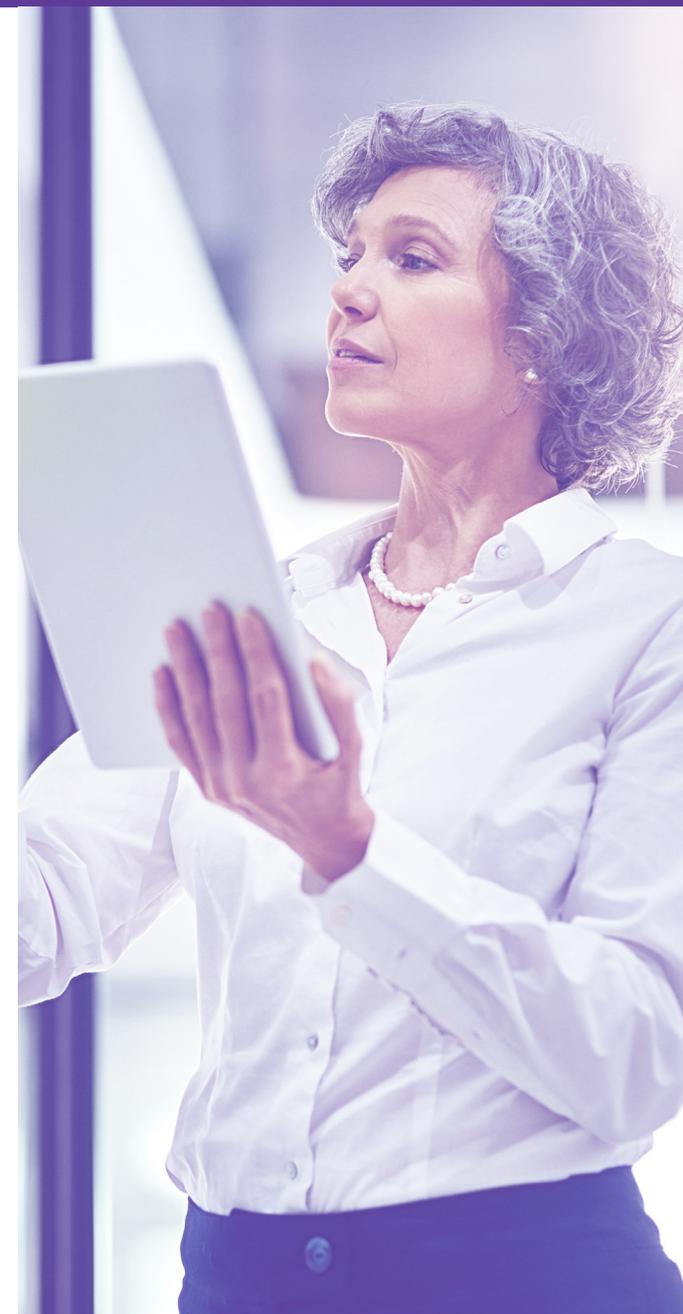
Thought Leadership Opportunities

Participation and recognition as a thought leader in Women in Pharma® events throughout the year

- Opportunity for a subject matter expert to be part of one Women in Pharma® Breakfast Event as a speaker or panelist

Engagement Benefits

Five (5) one-year Individual ISPE Memberships



Women in Pharma® Advocate Sponsor | \$10,000



International Brand Visibility and Association with the Women in Pharma Initiative

Women in Pharma Advocate Sponsor Logo

- Exclusive use of the ISPE Women in Pharma® Advocate Sponsor logo, developed specifically for use in your company's marketing collateral and communications to support promotion and awareness of your alignment and support of the ISPE Women in Pharma® mission and community.

Women in Pharma Events

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Tanya Sharma
Partner, Assurea, LLC

Contact your ISPE for availability or to discuss a customized opportunity to fit your needs and budget.



DOUG WHITTEMORE

Account Manager
Email: dwhittemore@ispe.org
Phone: +1 813-739-2272
Cell: +1 571-436-7967

To learn more about Women in Pharma,
visit [ISPE.org/Women-Pharma](https://www.ispe.org/Women-Pharma)

