



Informational Guide for Sponsoring Partnership: 2022-2023

Your tax-deductible donation enables the voice of children living with rare, complicated, and chronic conditions to share their expertise in order to improve pediatric healthcare, research, science, and innovation globally.

www.icanresearch.org

[#iCANMakeADifference](https://twitter.com/iCANMakeADifference)



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Letter From iCAN President

Empowering Pediatric Patients Worldwide

iCAN, the INTERNATIONAL CHILDREN'S ADVISORY NETWORK, Inc., is the PREMIER GLOBAL PEDIATRIC PLATFORM to advocate for the patient voice in healthcare, driven by youth for youth. As a worldwide consortium of 38 children's advisory groups spanning four continents, including one virtual chapter, iCAN's dedicated youth member groups work in unison around the world to provide a voice for children and families in medicine, research, science, and innovation, with a goal of fostering greater global understanding about the importance of the pediatric patient and caregiver voice in healthcare, clinical trials, and research.

On average, our youth are ages 8-18 years old, most of whom are living with chronic, rare, and complicated diagnoses, though a few of our kids have no medical diagnoses or previous medical conditions (for example, siblings). iCAN values and understands that all patients, even the youngest, often have ideas that can help improve their healthcare experiences. To foster diversity, all children from anywhere may freely join iCAN. iCAN also supports young adults and the voice of parents, many of whom have young people who are unable to share their voices.

iCAN has recently incorporated with its independent 501(c)3 status. We continue to be a collaboration between the American Academy of Pediatrics (AAP) Section on Advances in Therapeutics and Technology (SOATT), Georgia Institute of Technology (Pediatrics@GT), local AAP Chapters, children's hospitals, local academia, and other non-profits.

Our goal is to get our kids where they need to be to have their voice heard. Our amazing youth make a difference in pediatric healthcare, through interactions with industry, by presenting original research at conferences, by innovating new solutions, by advocating for the pediatric patient voice in healthcare world-wide, and by telling their stories at conferences and to organizations like the FDA, iACT, NIH, NORD, CDC, and AAP.

With your donation, you make it possible for iCAN kids to travel where they need to be for presentations and conferences, including our Annual iCAN Summit where we bring our kids together with medical professionals, relevant industry and agencies, and each other. There are also sponsorship opportunities for specific Summit events and family travel to our Summit. New for 2023, you can Sponsor a Child! In return, depending on sponsorship level, iCAN offers your company advisory opportunities with our kids, social media acknowledgment, logo placement on our website and other materials, presentation and table options at our iCAN Summit, and more. Our kids are ready to share their expertise to help improve our pediatric community.

At iCAN, everything we do is for our kids.
We thank you for supporting children around the world through your tax-deductible donation.



Leanne West, iCAN President

We are Better in an iCAN Community

Current iCAN Community Partners

At the heart of every successful organization lies an amazing group of dedicated, caring, and valued volunteers. The strength of iCAN comes from the support and willingness to help our young people as they learn to share their voices and expertise locally, regionally,

We actively partner with a diverse group of community organizations to help share the voice of young people and to encourage better access to treatments, research, technology, science, and innovation.

iCAN supports pediatric hospital advisory groups and works with child life, doctors, researchers, medical students, and educational professionals to help identify projects that need community support and solutions.

Our Community Partners are those organizations that are also dedicated to the health and well-being of pediatric patients around the world. Collectively, our community partners are other non-profits that share our goals of amplifying our reach and helping us provide more opportunities for our kids to be heard.

As a community partner of iCAN Research, you will be connected throughout our global consortium of youth, families, caregivers, providers, hospitals, and pediatric support organizations. Our unique approach brings together stakeholders from around the world in an effort to provide a greater global reach for the pediatric patient voice.



Join the iCAN Community

2022 Sponsoring Partners of iCAN Research

As a sponsoring partner* of iCAN Research, you will be connected throughout our global consortium of youth, families, caregivers, providers, hospitals, community partners, and pediatric support organizations.

iCAN is fully incorporated and is a registered 501(c)3. Here are the 2022 iCAN Sponsoring Partners supporting our youth members around the world. We hope you can join us in helping our kids too.

* Note that the iCAN fiscal year begins March 31 to coincide with the opening of the annual Summit registration. Name as a sponsor on website will start with summit registration announcement if sponsorship has been received by then. If the donation comes later, but before the conference, the logo will be added at that time to conference materials and the website unless the materials are already out for print. For sponsorship that includes time on the annual Summit agenda, donations must be received by March 31. For sponsorships that come in later, time on the agenda is not guaranteed.



The VALUE of iCAN: From Our Sponsors

“ To me, iCAN has been incredibly powerful, inspiring, and humbling. It gave me the ability to speak to the smart, engaged kids who are battling various illnesses. I can think of no better way to truly be patient centric and centered. ”
Antoniou Fantana, Advisor-GPS Analytics , Epidemiology-GPS , Eli Lilly and Company

“ Having the opportunity to watch youth and their parents, learn and grow in their knowledge of clinical research and how they can impact outcomes was an amazing experience. The passion that they have to improve clinical care for children is inspiring, and I believe our future is in great hands. ”
Phyllis Kennel, Pediatric Trials Network

“ We obtained such rich and valuable input from all interview participants! ”
Jessica Kofi & Nicole Goedhart, PARA-DIGM International Liaison Group

With Your Sponsorship You Are Supporting A Better Future For Youth

Our Youth Are...



INSPIRERS



MOTIVATORS



ADVISORS



RESEARCHERS



STORY TELLERS



EXPERTS

Sponsorship funding goes toward getting our youth where they need to be to share their stories at conferences, with industry, and with federal organizations. With your help, we are able to empower young people to play a more productive and satisfying role in their own health, the health of other youth, and those that come after. Our youth members are our future and they are committed to bettering our world. Your support helps to create the next generation of leaders, doctors, researchers, innovators, advocates, and, even your future colleagues.

Please follow us throughout social media using
#iCANMakeADifference

iCAN Around the World

- ✦ July 2022 - January 2022: In collaboration with the PTN and Duke, iCAN is publishing an anthology focused on the topic "Why is Clinical Research Important?" With the goal to make clinical research more accessible and less frightening.
- ✦ November 1, 2022: iCAN partnered with Eli Lilly to send a youth member to share their story at the 12th Annual Eli Lilly Pediatric Symposium: Accelerating Drug Development in Pediatrics.
- ✦ October 21, 2022: iCAN President Leanne West and a youth member partnered with the Multi-Regional Clinical Trials Center of Brigham and Women's Hospital and Harvard (MRCT) to speak on a panel regarding Including Adolescents and Youth in Research at the 2nd Caribbean Congress on Adolescent and Youth Health
- ✦ October 7 -11, 2022: iCAN traveled to the American Academy of Pediatrics (AAP) National Exhibition and Conference, there we come together to support inclusion of the pediatric voice in medicine, science, technology and innovation. iCAN's president, Leanne West, flew all the way to Barcelona, Spain for the Patient Engagement Open Forum (PEOF) on the topic of Patient Engagement (PE) and Patient Involvement (PI) in different areas of clinical and research practice.
- ✦ October 4, 2022: Partnered with the FDA and the Drug Information Association (DIA), iCAN supported the publication of the article "Accelerating Pediatric Drug Development: A Special Issue of Therapeutic Innovation & Regulatory Science."
- ✦ December 2018—2022 (ongoing): Partnered with FDA to send to youth members to share perspectives on Pediatric Technology Development, AI, Medicine Development and Clinical Research through open forum discussion as delegates of iCAN.
- ✦ November 2021: Created / *CAN* Book to support youth in sharing inspiration and advocacy for what kids can do.
- ✦ September 2021: Wrote collaborative DIA paper "Developing a more tailored approach to patient and public involvement with children, and families in pediatric clinical research: lessons learned" to be published in 2022

What can iCAN Do For You?

With Your Donation...

- Conduct focus groups with our youth
- Give feedback for pre-clinical trial research development in order to recruit and retain patients
- Provide language review for age-appropriateness and understanding
- Provide testimonials about their conditions from expert pediatric youth advisers
- Share projects throughout social media platforms to garner interest
- Give expert youth perspective presentations to you or with you
- Write, research, and publish scientific publications



- Provide advocacy and understanding of their condition or the healthcare of children overall
- Support industry efforts through multiple media channels
- Synergize within greater global medical community
- Create world-wide networking ability through the iCAN Annual Summit
- Educate the next generation of researchers in pediatric health
- Collaborate with youth ideas for innovation, science, research, and technology
- Spotlight patient-centered care through the voice of the youth/family
- Write and publish patient perspectives through "iCANMakeADifference"

Support for the Annual Summit



Bringing Youth Together From Around the World

Every summer, iCAN brings members, as well as siblings, young adults, and parents from all of our chapters together for the innovative and exciting iCAN Research & Advocacy Summit. iCAN aims to continue to expand the global network and opportunities for our youth members, as well as increase the success of the Summit each year.

This annual event provides our youth members with an invaluable opportunity to learn from one another and to network with leading professionals in healthcare from around the globe. In turn, the iCAN Summit offers the scientific community an opportunity to engage directly with children and parents so that they may learn about the value and the importance of the pediatric patient voice in research, medicine, and innovation.

Since 2014, iCAN has hosted the iCAN Summit, alternating between the US and EU*. Averaging around 200 attendees (up to 500 for 2023 with the partnership of iSPI), the Summit provides young people from around the world the unique and inspiring opportunity of working with industry and researchers in medicine, health, and technology to improve the health of children who are medically complex, have chronic medical conditions, and/or rare diseases.

The 2023 iCAN summit will be in Southern California on July 10-14!



2 0 2 3 **iCAN** S U M M I T



Join us on July 10 - 14, 2023 in Southern California for Summit 2023!

Who Attends?

- Youth members, ranging from 8-18 years of age. Please note: Parents and legal guardians/caregivers must attend with youth members under age 18.
- Young adult leaders, interested in pursuing degrees in healthcare, science, pharma, business, and advocacy
- iCAN Chapter leaders and youth advisers
- Representatives of government agencies (the FDA, Senate, Congress, Health Canada, National Institutes of Health, and many other national and international regulating entities)
- Industry (pharmaceutical, biotech, device, and clinical research organizations)
- Patient advocacy groups
- Community partners
- Sponsoring partners
- Investigator groups
- Academic institution faculty & researchers
- Young Adult Professionals
- Medical professionals (pediatricians, nurses, child life specialists, researchers)

iCAN and iSPI "Building the Future Together"

In partnership with our sister organization, the International Society for Pediatric Innovation (iSPI), the 2023 summit will be a joint effort between the two organizations. The vision for iSPI is to assemble all stakeholders passionate about innovation in pediatric healthcare - clinicians, administrators, parents, investors, service providers, philanthropists, and most importantly, patients - to function as one large united coalition of innovators and collaborate and to foster innovation around the world to help children.



A brand new opportunity for innovation in pediatric healthcare, overlap of the iCAN 2023 summit and PEDS2040 affords both sides of the pediatric healthcare realm (the doctors and the kids) a possibility to connect and share expertise. This is an incredible chance for learning and leaves much room for innovation. Doctors can hear first hand experience from the patients themselves, and those same patients can interact with experts in their fields outside of a hospital or waiting room.

Anthony Chang, MD, MBA, MPH, MS
Founder of iSPI and Host of iCAN series,
Ask the Experts

www.ispi4kids.org

Sponsorship Levels and Benefits



By supporting iCAN, you are empowering the youth of today to make a difference in the healthcare of the youth of tomorrow. Your sponsorship enables iCAN to provide the support needed to have our kids present their stories and their research and interact with agencies and industry that can make the needed change happen. Most of our youth will tell you they know that sharing their voices may not create change in time to help them, but they hope their voices can create change for the kids who come after them.

Below you will find our sponsorship levels. We understand that not all companies can donate at the highest level, so we offer a range of sponsorship levels with varying benefits commensurate with the level of funding. Please know that we appreciate ANY level of support and can work with you to customize your giving and benefits to meet your needs.

Donations made during this time period will be in support of activities between now and the 2023 Summit. You will be recognized for your donation at the 2023 Summit.

Checks should be made payable to:

International Children's Advisory Network, Inc.
317 Faw Ln, Marietta, GA 30060

iCAN is incorporated and is an independent 501(c)3. Please email our iCAN Treasurer, Jon Haygood (finance@icanresearch.org), to obtain our Taxpayer ID number or information on electronic payments.

Please note: for iCAN donations to align with our Annual Summit, donations must be received by March 31, 2023.

Sponsorship Levels Amount

**Champion:
Naming** **\$100,000 +**

**Champion:
Activity of the Week** **\$100,000 +**

**Champion:
Ask the Experts** **\$100,000 +**

Warrior **\$50,000**

Guardian **\$25,000**

Defender **\$15,000**

Protector **\$5,000 - \$10,000**

iCAN is unique to the industry as a youth member organization devoted to the improvement of pediatric healthcare. Beyond supporting iCAN's mission and goals, the iCAN Annual Summit, Ask the Experts, educating the next generation of researchers in pediatric health, and helping get our kids to the places they need to be to tell their stories and to present their research, being an iCAN Champion sponsor provides direct benefits to your company as well. You can expect that we are here for you with our Champion level of service.

iCAN Champion Sponsor Benefits

During the Year (Summit to Summit):

- Prominent Recognition of Sponsor as "The Annual iCAN Summit brought to you by [your company name]"
- (1) seat on the iCAN External Advisory Board to help guide the future of iCAN for one year, beginning mid-July, during the year of your sponsorship. This seat ends at the end of the summit but is renewable each year with sponsorship.
- Recognition as the highest level sponsorship— "A Champion sponsor of iCAN" through iCAN research media channels, our quarterly newsletter, and on our iCAN Website (iCANresearch.org). Media channels include:
 - Facebook
 - Instagram
 - Twitter
 - YouTube
 - Linked-In
- Up to five (5) direct and focused input activities from expert pediatric youth advisers to improve clinical research during the year. (refer to Page 6, Examples of What We Can Do For You)
- Leveraging of the greater global medical community
- Input into the constantly-growing iCAN educational program and materials
- End of year thank you shared to our greater network of sponsoring and community partners identifying your logo and participation as a Champion Sponsor of iCAN

Annual Global iCAN Summit Benefits:

- Prominent Recognition of Sponsor as "The Annual iCAN Summit Brought To You By [your company name]"
- (2) One Hour iCAN Summit Sessions designed for your needs
- (6) Free conference registrations at our annual global Summit (up to a \$3,000 value)
- (1) Conference Table (\$5,000 value)
- Knowing you have made it possible for 25 children & their parent/caregiver(s) to attend the Summit
- Your company logo shared at iCAN Summit
- Global networking through our partners and the Annual Summit

Champion Sponsorship Activity of the Week \$100,000

Activity of the week provides an opportunity of indepth interaction between you and the youth members of iCAN! Historically, at the iCAN Summit, the attendees have completed a project throughout the course of the week focused on innovation and partnership. This year iCAN is opening that valuable time up to a special sponsor. Including dedicated time throughout the whole week, the Activity of the Week is an chance of longevity between the youth voice and the medical industry. iCAN's youth members are both vibrant and hungry to learn, and they would love to explore pediatric healthcare with YOUR guidance.

Activity of the Week Sponsor Benefits

During the Year (Summit to Summit):

- Prominent Recognition of Sponsor as "Activity of the Week Sponsor brought to you by [your company name]"
- (1) seat on the iCAN External Advisory Board to help guide the future of iCAN for one year, beginning mid-July, during the year of your sponsorship. This seat ends at the end of the summit but is renewable each year with sponsorship.
- Recognition as the highest level sponsorship — "An Activity of the Week Sponsor of iCAN" through iCAN research media channels, our quarterly newsletter, and on our iCAN Website (iCANresearch.org). Media channels include:
 - Facebook
 - Instagram
 - Twitter
 - YouTube
 - Linked-In
- Up to two (2) direct and focused input activities from expert pediatric youth advisers to improve clinical research during the year. (refer to Page 6, Examples of What We Can Do For You)
- Leveraging of the greater global medical community
- Input into the constantly-growing iCAN educational program and materials
- End of year thank you shared to our greater network of sponsoring and community partners identifying your logo and participation as a Champion Sponsor of iCAN

Annual Global iCAN Summit Benefits:

- (4) One Hour iCAN Summit Sessions designed for your needs and (1) One Hour presentation as the Activity of the Week
- (6) Free conference registrations at our annual global Summit (up to a \$3,000 value)
- (1) Conference Table (\$5,000 value)
- Knowing you have made it possible for 25 children & their parent/caregiver(s) to attend the Summit
- Your company logo shared at iCAN Summit
- Global networking through our partners and the Annual Summit

Champion Sponsorship

Ask the Experts

\$100,000

Ask the Experts is iCAN's monthly webseries hosted by Dr. Anthony Chang of Children's Hospital of Orange County and the International Society for Pediatric Innovation. Each month iCAN chooses a new topic in which experts in that field come and speak to a group comprised of iCAN youth members, young adults, and other interested individuals. iCAN records these episodes and posts them on our social media pages, as well as on our website for the enjoyment and enrichment of all. As sponsor of *Ask the Experts*, you will be supporting innovation and interest in our future doctors, clinicians, and scientists!

***Ask the Experts* Sponsor Benefits**

During the Year (Summit to Summit):

- Prominent Recognition of Sponsor as "*Ask the Experts* brought to you by [your company name]" on every episode as well as your company's logo and branding on each episode.
- (1) seat on the iCAN External Advisory Board to help guide the future of iCAN for one year, beginning mid-July, during the year of your sponsorship. This seat ends at the end of the summit but is renewable each year with sponsorship.
- Recognition as the highest level sponsorship — "An *Ask the Experts* Sponsor of iCAN" through iCAN research media channels, our quarterly newsletter, and on our iCAN Website (iCANresearch.org). Media channels include:
 - Facebook
 - Instagram
 - Twitter
 - YouTube
 - Linked-In
- Up to two (2) direct and focused input activities from expert pediatric youth advisers to improve clinical research during the year. (refer to Page 6, Examples of What We Can Do For You)
- Leveraging of the greater global medical community
- Input into the constantly-growing iCAN educational program and materials
- End of year thank you shared to our greater network of sponsoring and community partners identifying your logo and participation as a Champion Sponsor of iCAN

Annual Global iCAN Summit Benefits:

- (1) One Hour iCAN Summit sessions
- (6) Free conference registrations at our annual global Summit (up to a \$3,000 value)
- (1) Conference Table (\$5,000 value)
- Knowing you have made it possible for 25 children & their parent/caregiver(s) to attend the Summit
- Your company logo shared at iCAN Summit
- Global networking through our partners and the Annual Summit

Warrior Sponsorship

\$50,000

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iCAN Warrior Sponsor Benefits

During the Year (Summit to Summit):

- Naming of a day at the conference such as "Rare Disease Day is brought to you by [your company name]." For example, Rare Disease Day, but we can work with you on a topic that might be of interest to you and iCAN alike.
- (1) seat on the iCAN External Advisory Board to help guide the future of iCAN for one year, beginning mid-July, during the year of your sponsorship. This seat ends at the end of the summit but is renewable each year with sponsorship.
- Recognition as a Warrior sponsor of iCAN through iCAN research media channels, our quarterly newsletter, and on our iCAN Website (iCANresearch.org). Media channels include:
 - Facebook
 - Instagram
 - Twitter
 - YouTube
 - Linked-In
- Up to four (4) direct and focused input activities from expert pediatric youth advisers to improve clinical research during the year. (refer to Page 6, Examples of What We Can Do For You)
- Leveraging of the greater global medical community
- Input into the constantly-growing iCAN educational program and materials
- End of year thank you shared to our greater network of sponsoring and community partners identifying your logo and participation as a Warrior Sponsor of iCAN

Annual Global iCAN Summit Benefits:

- Recognition of Sponsor of a Day in the conference as "Today is Brought to You By [your company name]"
- (1) One Hour iCAN Summit Sessions
- (1) Half Hour iCAN Summit Session
- (4) Free conference registrations at our annual global Summit (up to a \$2,000 value)
- (1) Conference Table (\$5,000 value)
- Knowing you have made it possible for five (5) children & their parent/caregiver(s) to attend the Summit
- Your company logo shared at iCAN Summit
- Global networking through our partners and the Annual Summit

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iCAN Guardian Sponsor Benefits

During the Year (Summit to Summit):

- (1) seat on the iCAN External Advisory Board to help guide the future of iCAN for one year, beginning mid-July, during the year of your sponsorship. This seat ends at the end of the summit but is renewable each year with sponsorship.
- Up to two (2) direct and focused input activities from expert pediatric youth advisers to improve clinical research during the year. (refer to Page 6, Examples of What We Can Do For You)
- Leveraging of the greater global medical community
- Input into the constantly-growing iCAN educational program and materials
- Recognition as a Guardian sponsor of iCAN through iCAN research media channels, our quarterly newsletter, and on our iCAN Website (iCANresearch.org). Media channels include:
 - Facebook
 - Instagram
 - Twitter
 - YouTube
 - Linked-In
- End of year thank you shared to our greater network of sponsoring and community partners identifying your logo and participation as a Guardian Sponsor of iCAN

Annual Global iCAN Summit Benefits:

- (1) One Hour iCAN Summit Sessions designed for your needs
- (2) Free conference registrations at our annual global Summit (up to a \$1,000 value)
- (1) Conference Table (\$5,000 value)
- Knowing you have made it possible for three (3) children & their parent/caregiver to attend the Summit
- Your company logo shared at iCAN Summit
- Global networking through our partners and the Annual Summit

Defender Sponsorship

\$15,000

iCAN is unique to the industry as a youth member organization devoted to the improvement of pediatric healthcare. Beyond supporting iCAN's mission and goals, the iCAN Annual Summit, Ask the Experts, educating the next generation of researchers in pediatric health, and helping get our kids to the places they need to be to tell their stories and to present their research, being an iCAN Defender sponsor provides direct benefits to your company as well. You can expect that we are here for you with our Defender level of service.

iCAN Defender Sponsor Benefits

During the Year (Summit to Summit):

- Recognition as a Defender sponsor of iCAN through iCAN research media channels, our quarterly newsletter, and on our iCAN Website (iCANresearch.org). Media channels include:
 - Facebook
 - Instagram
 - Twitter
 - YouTube
 - Linked-In
- Up to one (1) direct and focused input activities from expert pediatric youth advisers to improve clinical research during the year. (refer to Page 6, Examples of What We Can Do For You)
- Leveraging of the greater global medical community
- End of year thank you shared to our greater network of sponsoring and community partners identifying your logo and participation as a Defender Sponsor of iCAN

Annual Global iCAN Summit Benefits:

- Branded iCAN and sponsoring partner merchandise and apparel for youth members and community
- Global networking through our partners and the Annual Summit
- (1) Free conference registration at our annual global Summit (up to a \$500 value)
- (1) Conference Table (\$5,000 value)

Protector Sponsorship

\$5,000 - \$10,000

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iCAN Protector Sponsor Benefits

During the Year (Summit to Summit):

- Recognition as a Protector sponsor of iCAN through iCAN research media channels, our quarterly newsletter, and on our iCAN Website (iCANresearch.org). Media channels include:
 - Facebook
 - Instagram
 - Twitter
 - YouTube
 - Linked-In
- Leveraging of the greater global medical community
- End of year thank you shared to our greater network of sponsoring and community partners identifying your logo and participation as a Protector Sponsor of iCAN

Annual Global iCAN Summit Benefits:

- Branded iCAN and sponsoring partner merchandise and apparel for youth members and community
- Global networking through our partners and the Annual Summit
- (1) Free conference registration at our annual global Summit (up to a \$500 value)
- (1) Conference Table (\$5,000 value)

Table at Summit - \$5,000

Want something more than just attending the Annual Summit? Get a table for the week where you can interact with our members, parents, and other professionals in the pediatric healthcare space. You can have giveaways or take polls or surveys at your table, or just have materials to hand out about what you do. One Summit registration fee is included with the table purchase.



With Your Sponsorship you are Supporting a Better Future for Kids

With your help, we will be able to empower young people to play a more productive and satisfying role in their own health, the health of other youth, and those that come after. Our kids are our future and they are committed to bettering our world. Your support helps to create the next generation of leaders, doctors, researchers, innovators, advocates, and even your future colleagues.

