ICA CORPORATE PARTNERSHIP PROGRAM
ABOUT THE ICA

The Interstitial Cystitis Association is the only non-profit, charitable organization dedicated to improving the quality of healthcare and lives of people with interstitial cystitis/bladder pain syndrome (IC/BPS). Through tireless efforts, the ICA provides advocacy, education, and community support to ensure early diagnosis and optimal care with dignity for the 4 to 12 million men, women, and children grappling with IC/BPS. To fulfill its mission, the ICA pursues three core functions:

**EDUCATION**
As a reputable and trusted source, ICA delivers critical health information and support to IC/BPS patients, caregivers, and their loved ones and increases IC/BPS awareness among healthcare providers and the general public.

**ADVOCACY**
ICA raises awareness among legislators and government leaders about the need for increased levels of dedicated federal funding for IC/BPS research, education, and awareness, and ensures public policies serve the interests of people with IC/BPS.

**COMMUNITY**
The ICA fosters supportive communities, connecting people affected by IC/BPS. These spaces encourage connection, shared experiences, and collective growth. Additionally, the ICA bridges healthcare providers, researchers, and those impacted by IC/BPS.

WHAT PEOPLE ARE SAYING ABOUT ICA

I have felt hopeless and alone until now. I was enlightened and empowered with resources and knowledge that I did not know existed. I did not realize how many people are affected by IC. I feel I can start to make a plan for myself now.
— Randi

Thank you again, for all of your amazing help!! You have helped me more in our short time than anyone in the IC Community in years!
— Amanda

I cannot imagine WHAT I’d do without the ICA...the ICA gave me HOPE!
— Christina

Thank you so much for your excellent services. ICA provided me excellent support when I was first diagnosed, and I feel so fortunate that the service still continues.
— Debbie

I have found the ICA website a wonderful resource.
— Teena
Living with pelvic and bladder pain can be difficult.

We are here to help.

I WANT TO...

WHY CHOOSE ICA?

Through its Corporate Partnership Program, ICA seeks to build strategic relationships with companies committed to our shared goal to improve the lives of those in the IC/BPS community by providing education, awareness, and advocacy services and programs. ICA’s Corporate Partnership provides your company:

- Visibility through ongoing exposure to the ICA community of patients, family caregivers, and healthcare providers.
- Networking with key thought leaders in the field to share ideas, discuss trends, and develop collaborations.
- The opportunity to align with a cause that resonates with your employees, and patients you serve.

ICA Website
2.4 million
page views per year

ICA eNews
26,000+
constituents

ICA Update
2,000
subscribers

All content (including ads) will be vetted by the ICA Board and the ICA Medical Advisory Council. Ads for dietary supplements must adhere to FDA regulations regarding claims, ensuring compliance with guidelines.
<table>
<thead>
<tr>
<th>Benefits</th>
<th>Reach</th>
<th>Visionary Partner $50,000</th>
<th>Platinum Partner $25,000</th>
<th>Leadership Partner $15,000</th>
<th>Patron Partner $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Recognition on ICA website</td>
<td>2.4 million page views/year</td>
<td>Logo, link to website, &amp; description</td>
<td>Logo, link to website, &amp; description</td>
<td>Logo &amp; link to website</td>
<td>Logo &amp; link to website</td>
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<tr>
<td>Partner Recognition in monthly ICA eNews</td>
<td>26,000+ constituents</td>
<td>Logo &amp; link to website</td>
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</tr>
<tr>
<td>Full-page, 4-color corporate ad in issue of the ICA Update</td>
<td>2,000 subscribers</td>
<td>3/year (inside cover option)</td>
<td>3/year</td>
<td>2/year</td>
<td>1/year</td>
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<tr>
<td>Corporate profile feature in an issue of ICA Update</td>
<td>2,000 subscribers</td>
<td>1/year</td>
<td>1/year</td>
<td>1/year</td>
<td>1/year</td>
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<tr>
<td>Ad in monthly ICA eNews</td>
<td>26,000+ constituents</td>
<td>8/year</td>
<td>6/year</td>
<td>4/year</td>
<td>2/year</td>
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<tr>
<td>Ad on ICA social media channels</td>
<td>48,000+ followers</td>
<td>12/year</td>
<td>8/year</td>
<td>6/year</td>
<td>4/year</td>
</tr>
<tr>
<td>Ad on ICA website</td>
<td>2.4 million page views/year</td>
<td>6 months</td>
<td>3 months</td>
<td>1 month</td>
<td></td>
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<tr>
<td>IC Awareness Month Corporate Sponsorship (excludes in-person events)</td>
<td>5,000+ page views</td>
<td>IC Awareness Month Platinum level</td>
<td>IC Awareness Month Gold level</td>
<td>IC Awareness Month Silver level</td>
<td></td>
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<tr>
<td>Opportunity to send a custom email announcement to ICA email list</td>
<td>26,000+ constituents</td>
<td>2/year</td>
<td>1/year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to conduct quick poll/short survey of ICA community</td>
<td>26,000+ constituents</td>
<td>2/year</td>
<td>1/year</td>
<td></td>
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</tr>
<tr>
<td>ICA Speaker Series Sponsor</td>
<td>Website email social media</td>
<td>1 full year of webinar series</td>
<td>1 webinar</td>
<td></td>
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</tr>
<tr>
<td>Patient Group Review for an ad, article, or blog***</td>
<td>N/A</td>
<td>2/year</td>
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**The ICA Update is an award-winning magazine with in-depth stories about IC/BPS research, treatment, and lifestyle issues that is published three times per year and is archived on the ICA website.**

***ICA to provide a minimum of four patients to participate in an hour-long session facilitated by the Visionary Partner to provide feedback on partner content.**
RESPONSE FORM

PLEASE COMPLETE AND RETURN TO:
Interstitial Cystitis Association (ICA)
1660 International Drive, Suite 600, McLean, VA 22102
e-mail: icamail@ichelp.org

PRIMAR Y CONTACT INFORMATION

NAME ____________________________________________________________
TITLE __________________________________________________________
COMPANY _______________________________________________________
ADDRESS _______________________________________________________
CITY/STATE/ZIP _________________________________________________
PHONE _________________________________________________________
EMAIL ___________________________________________________________

YES, I WOULD LIKE TO DISCUSS THE FOLLOWING
ICA CORPORATE PARTNERSHIP OPPORTUNITY:

☐ Visionary Partner — $50,000
☐ Platinum Partner — $25,000
☐ Leadership Partner — $15,000
☐ Patron Partner — $10,000

FOR MORE INFORMATION, CONTACT:
Nicki Mehall at nicki.mehall@ichelp.org

The Interstitial Cystitis Association is a 501(c)3 non-profit, charitable organization.
Tax ID: 13-3292137

Corporate Partnership agreements are renewable annually and vetted by
the ICA Board and Medical Advisory Council before they are established.

Revised April 2024