

# Bladder Health UK Corporate Sponsorship Packages



**Bladder  
Health UK**

*Living positively!*

Bladder Health UK is a charity organisation that has been offering sufferers help and advice for the past twenty five years, and at present support over 3500 people with bladder conditions, as well as their families and carers.

## A promotional opportunity and a partnership

For marketers wishing to promote medications, products and services you could not be more targeted than with Bladder Health UK. As we are non-profit, you are also helping to ensure that our work can continue and by becoming a partner you help to support people with bladder conditions who really need your services and products



### Multiple ways to promote your product

This is a very specific audience of people suffering with bladder illness and related problems. Online, Bladder Health UK has **41,892 users** with **25% being returning users**, our newsletter and magazine 'Your Bladder Health' goes out three times a year and is filled with useful information which is distributed to all our members and healthcare professionals

In addition, our corporate packages incorporate social media campaigns on Twitter, Facebook and Instagram as well as opportunities at member events, webinars, exhibitions and more.

To that end, we have carefully put together a set of flexible sponsorship packages that are designed to give you the most favourable return on your advertising spend.

# Our Mission statement

“ To help people live positively with bladder illness through the provision of personalised support and care. ”

## Who we are

Bladder Health UK is the largest bladder patient support charity in the UK. We exist to support people suffering from cystitis, painful bladder syndrome/interstitial cystitis, overactive bladder and continence issues, and ensure that they, their families and carers are also better informed about these conditions.

We have developed a range of resources based on our extensive experience working with sufferers that can really help improve life.



### Helpline

A confidential advice line for members and non-members. Takes between 100 to 120 calls per month.



### Chat room

An online Forum where members can chat securely about their bladder issues.



### Website

A popular site where followers are growing annually (from 994 in Sept 2018 to 1700 in Sept 2019) Bladder Condition pages are viewed the most - 2.11 pages viewed per session and an average of 1.35 mins spent per page.



### Social media resources

Regular activities of our own on Facebook, Twitter and Instagram. Also support your corporate campaigns as part of sponsorship packages. #BladderHealthUK.



### Magazine & Newsletter

A distribution of over 2000 including 1500 members as well as Health Care Professionals. Produced three times a year.



### Specialist Advisors

Our helpline staff include an expert patient, a retired uro-gynaecology nurse and a specialist continence nurse. In addition we have access to our medical panel of urologists and GP's for additional clinical advice.



### Regional Support Groups

For face to face support members have access to local support groups where they can share experiences. Opportunities to present to these groups are available.



### New membership

New members will receive a comprehensive information pack plus a 'Can't Wait Card' and free product samples.

# Corporate Packages

	Platinum £10,000+	Gold £7,000	Silver £5,000	Bronze £3,000	Standard £1,000
<b>Standard</b>					
Logo on website home page in Sponsors Box		✓	✓	✓	✓
Information and links on website corporate page		✓	✓	✓	✓
Logo on Back Page of YBH Magazine - in Sponsored Box		✓	✓	✓	✓
1x Advert on Website Home Page - 12 months		✓			
1 x Advert on Website Bladder Condition Page 12 months		✓	✓		
<b>Education</b>					
<b>Patient Education and Raising Awareness</b>					
<b>Support Member Events</b>					
Delegates, Speakers, Presnetations, Exhib Stands		✓			
Exhibition stand only					
Advertorial articles - Website/Magazine (1500 words plus logo)		✓	✓	✓	
Webinars - single package					
double package					
treble package					
Can't Wait Cards - Corporate Logo					
Product Samples in Member Packs					
<b>Health Care Professional Education and Raising Awareness</b>					
<b>Support Corporate Education Days</b>					
Delegates, Speakers, Presnetations, Exhib Stands		✓			
Exhibition stand only		✓	✓		
05/11/201905/11/2019		✓			
DL Leaflets for Clinics, Conferences etc					
Information Notes (added to BHUK Library and sent to members as and when required)		✓	✓	✓	
BHUK Staff Training on product/ treatment etc		✓	✓	✓	

	Platinum £10,000+	Gold £7,000	Silver £5,000	Bronze £3,000	Standard £1,000
<b>Digital Media</b>					
Facebook Campaigns		✓			
Twitter Campaigns Regular - 2 weeks in any 1 month		✓			
Instagram Campaigns		✓			
Twitter Corporate Promotion 1 month		✓	✓	✓	
Blogs					
Re-Tweet Product Info					
<b>Customised Campaigns</b>					
<b>Additional opportunities can be included as part of overall package</b>					
e.g.					
Campaign Advertising i.e. (ALWAYS)					
Videoed 121 Interviews promoted via website, you tube etc (i.e. Patient /GP, Patient /Consultant)					
Member Surveys					
Utilise Survey Data - i.e. Twitter Campaign					
Continence Nurse Surveys					
Support for new products (NICE stakeholder reports, patient surveys, patient expertise)					

The ticks above are illustrative of the options available in each price band. However, we can be flexible and build a package to suit you to the same value.

To discuss the Platinum package or customising one of the standard packages, call Suzanne on **0121 702 0821**.

## Platinum Package

This is a customised package built to the value shown to suit your particular needs. Please call to arrange your bespoke package

# Key statistics Jan 2019 to Oct 2019

## Website

**62,000**  
sessions p.a.

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**41,892 users**  
(with 25% return users)

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**117,579** page views

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**2.11 pages**  
viewed per session



## Twitter



January 2019

**47.5k impressions**

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August 2019

**67.3k impressions**

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September to date

**95.8k impressions**

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Profile visits

**914 p.m.**

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Following

**4,338 with a consistent  
growth of 180 p.m.**

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## Facebook



**Likes: 1,000 p.m.**

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**Reach: 23,000 p.m. (2018)**

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**Page visits p.m. 338**

## Instagram



bladderhealthUK

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**Currently have over 1000 followers**

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## Magazine - Your Bladder Health

**Circulation : 2500** incl. medical professionals

**Frequency : 3 x p.a.**

**Format : A5** (40 - 50 pg publication)

Distributed to named individuals as well as through various associations and healthcare outlets including continence clinics and hospital urology departments. In 2017-18 the circulation expanded to include specialist continence nurses.

Electronic publication is sent abroad to various individuals and associated organisations.



## Continence Newsletter

New for 2020

**Circulation :** Expected to be in excess of 3000

**Frequency : 4 x p.a.**

**Format : pdf only** - available to all who register on the website



## Exhibitions

Attend BAUN and ACA every year as well as other relevant exhibitions. Will support your event with a stand plus resource materials.

## Webinars

Provision of on-line education and training via sponsored topics i.e. Overactive Bladder, Chronic Cystitis etc.

## Member events

We hold member events annually and invite corporate supporters to have exhibition stands to inform and support delegates.



## Contact

For further information, or to discuss customizing your package please contact:

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