

E-Learning Corporate Sponsorship Opportunities Memorandum of Understanding (MOU)

CHPA's e-learning platform, CHPA Academy, focuses on timely and topical consumer healthcare industry issues in an online format to accommodate members' busy schedules. CHPA Academy content, from webinars to podcasts and on-demand programming, provides a valuable and convenient way for members to remain educated on relevant, mission-critical topics. The goal of the educational platform is to make high-quality thought leadership and programs available to CHPA members at no charge, and to expose sponsors to broad CHPA member audiences. Three (3) sponsorship options are available to members as follows:

1. Founding Education Partner (FEP) Opportunity - \$10,000

This is a **NEW** and **limited** opportunity for member companies to help launch CHPA's Learning Management System (LMS). FEPs will receive benefits and recognition outlined below. FEP applications will be accepted through the end of 2020 only.



Founding Education Partners (FEP) will receive benefits and recognition, including but not limited to the following, for a minimum of three (3) years while the company remains a CHPA member in good standing;

- Partner company logo:
 - locked into CHPA Academy website home page, with hyperlinks to Partners' websites;
 - on all webinar/Academy educational promotions, and any post-event communications;
 - in webinar slide deck(s) in appropriate location, i.e., opening and/or closing slides;
- Opportunity to place exclusive FEP logo (see above) on Partners' websites and in Partners' educational presentations [since FEP applications are limited through the end of 2020 and Partners will not change, Partners may continue to use this logo in perpetuity];
- List of *all* webinar participants' names and company affiliations for one year following inception of program (through end of calendar year 2021); and
- Opportunity to present one (1) 30-60-minute webinar, per year, for three (3) years at no additional cost while company remains a CHPA member in good standing. FEPs may provide additional webinars through the "Member Supplied Content" option, below. Use this link to access the [webinar Request for Proposal \(RFP\)](#).

2. Member-Supplied Content - \$5,000

CHPA members may propose and sponsor educational programming that brings information or education to the broad CHPA membership. CHPA leadership will provide final approval of webinar content. Additional details on webinar criteria are included on the [Request for Proposal \(RFP\)](#) application.

Sponsor benefits and CHPA commitments:

- Sponsor logo included in all marketing promotions and post-webinar communications, including on CHPA Academy E-Learning page;
- CHPA will provide sponsor with a list of webinar participants' names and company affiliations;
- Sponsor slide template permitted, with first and last slides co-branded with CHPA – sponsor contact information permitted;
- With sponsor and speaker approval, CHPA will record and archive webinar(s) on CHPA Learning Management System (LMS) platform for a minimum of one (1) year. Content will be reviewed and removed, or re-archived if timely and current, at CHPA's discretion, or with written request of sponsor;
- Webinar will remain archived while the company remains a CHPA member in good standing;

- Sponsor logo locked into the archived version of the webinar;
- Flat fee per webinar, up to four (4) total per company per year;
- Sponsor should create content designed to engage and educate, and which includes resources, best practices, strategies, and tools members can use and share with colleagues (see additional details on [RFP](#));
- Sponsor should avoid creating “sales-pitch” webinars;
- CHPA leadership will provide final approval of webinar content;
- CHPA content review process takes place once sponsor submits [RFP](#) with this signed MOU and payment in full. Payment to be refunded if the RFP is not approved by CHPA leadership.

3. CHPA-Supplied Content - \$2,500

CHPA member companies are invited to sponsor e-learning, the audience for which will be manufacturers of OTC medicines, dietary supplements, and consumer medical devices.

Sponsor benefits and CHPA commitments:

- Sponsors’ logos included in all program marketing, post-event communications, and on CHPA Academy E-learning page;
- CHPA will record and archive webinar(s) on CHPA Learning Management System (LMS) platform for a minimum of one (1) year. Content will be reviewed and re-archived if timely and current. Program may be removed at CHPA’s discretion, or at the written request of sponsor;
- Sponsors’ logos will be locked-in to the archived version of the webinar;
- CHPA opens webinar and thanks sponsor(s) for making webinar possible;
- CHPA slide template, with sponsors’ logos and CHPA logo, on first and final slide in deck;
- Multiple sponsors possible for each webinar;
- CHPA will provide sponsors with a list of webinar participants’ names and company affiliations.

Select Sponsorship (check one)

Founding Education Partner (FEP) \$10,000 (one-time fee)

Member-Supplied Content Sponsor \$5,000 per webinar (limit 4 per company per year)

CHPA-Supplied Content Sponsor \$2,500 per webinar (no yearly limit, multiple sponsors possible)

Sponsor Authorized Contact

Name (please print)	Email	Phone

URL (to be embedded in sponsor logo) _____

Signatures

CHPA	Company _____
Name _____	Name _____
Title _____	Title _____
Signature _____	Signature _____
Date _____	Date _____

Payment Information

Visa	MasterCard	American Express

Name on Card	Card Number	Sec. Code	Exp.

Return form to meetings@chpa.org or by fax (202-223-6835).