



2025 ANNUAL SPONSORSHIP CATALOG

Your opportunity to support families and individuals affected by Prader-Willi syndrome (PWS)



Welcome

A MESSAGE FROM OUR CEO STACY WARD, MS, BCBA



At PWSA | USA, our commitment is to enhance the quality of life and empower individuals impacted by Prader-Willi syndrome (PWS). As we continue to champion this cause, we recognize the importance of collaborative efforts and the significant role that corporate partnerships play in achieving our mission.

Our aspiration is that the sponsorship opportunities showcased in this catalog will ignite a connection between your organization's identity and objectives and the impactful work we do. We hope the content within this document serves as a catalyst for discussions on collaborative efforts to enhance the lives of the PWS community and further our common interests.

I invite you, our friends in the Prader-Willi syndrome corporate community, to join us in our mission. Let us explore together how we can tailor a sponsorship package that not only aligns with your corporate objectives but also contributes to the betterment of our shared community.

Stacy Ward

Stacy Ward, MS, BCBA
PWSA | USA CEO



LEARN MORE ABOUT PWSA | USA
BY SCANNING THE QR CODE

PWSA | USA'S THREE PILLARS



Advocacy

Increasing awareness and effectively advocating for Prader-Willi syndrome at the state and federal level is a critical component of our mission. We seek to involve all members of our community and work to keep them informed on the best ways to affect change for their loved ones.



Family Support

PWSA | USA's Family Support team provides individuals diagnosed with Prader-Willi syndrome, their families, and care providers with critical information and resources on PWS. We also provide education to medical providers, schools, and professional caregivers through ongoing trainings, toolkits and other valuable resources. We support the family from the NICU through all stages of the PWS journey.



Research

PWSA | USA seeks to support research projects with the potential for immediate and high impact for the PWS community. The goal is to fast-track better treatment for the syndrome, and we proudly collaborate with partners representing pharmaceutical companies, research universities, and more to achieve that goal.



PROGRAMS BY *Pillar*



Family Support



- New diagnosis support
- Family Mentor program
- NICU education and support
- Physician education – Attending specialty meetings to educate attendees on the complexities and standards of care for PWS
- *PWS Connect* podcast
- BOSS (Building Our Social Skills)
- Mom's Retreat (2026)
- School Success program / IEP support
- Residential provider training
- Grief counseling
- 24-hour crisis hotline
- Nutrition counseling
- Comprehensive support and services program
- Family Support webinar series



Advocacy & Awareness



- Ambassador Program
- Advocacy Masterclass
- PWS Access Initiative
- D.C. Fly-In (2026)



Research



- ECHO 4 PWS
- Rainbow Study (cause of death in PWS)
- Post-Mortem Tissue Donation
- Research grant funding
- Mini-Fellowship program



Other



- PWSA | USA's 50th Anniversary Celebration

SPONSORSHIP *Opportunities*

For specialized program and event sponsorship, reach out to events@pwsausa.org.



DIAMOND SPONSOR

\$300,000

- ✓ Listed as lead sponsor for programs, services, and events that fall under all three pillars (Advocacy, Family Support, and Research)
- ✓ Logo/weblink featured on PWSA | USA's website
- ✓ Special personalized webpage created on PWSA | USA's website
- ✓ Logo featured in PWSA | USA's Pulse newsletter and various event emails
- ✓ 12 Pulse spotlights in 2025
- ✓ 12 social media spotlight posts in 2025
- ✓ 4 standalone emails sent to PWS community*
- ✓ Logo on all PWSA | USA event promotional and print materials
- ✓ 8.5x11 promotional flyer in all PWSA | USA in-person event welcome materials (*sponsor to provide*)
- ✓ One minute commercial spot on PWSA | USA's Podcast each quarter
- ✓ Logo in PWSA | USA Annual Report



PLATINUM SPONSOR

\$200,000

- ✓ Can choose two of PWSA | USA's three pillars to be featured as sponsor for those services, programs, and events
- ✓ Logo/weblink featured on PWSA | USA's website
- ✓ Special personalized webpage created on PWSA | USA's website
- ✓ 5x7 promotional postcard in all PWSA | USA in-person event welcome materials (*sponsor to provide*)
- ✓ 8 social media spotlight posts in 2025
- ✓ 8 Pulse spotlights in 2025
- ✓ :45 second commercial spot on PWSA | USA's Podcast each quarter
- ✓ 2 standalone emails sent to PWS community*
- ✓ Logo in PWSA | USA Annual Report
- ✓ Logo featured in PWSA | USA's Pulse newsletter



GOLD SPONSOR

\$100,000

- ✓ Can choose one of PWSA | USA's three pillars to be featured as sponsor for those services, programs, and events
- ✓ Logo/weblink featured on PWSA | USA's website
- ✓ Logo featured in PWSA | USA's Pulse newsletter
- ✓ 4 social media spotlight posts in 2025
- ✓ 4 Pulse spotlights in 2025
- ✓ :30 second commercial spot on PWSA | USA's Podcast each quarter
- ✓ 1 standalone email sent to PWS community*
- ✓ Logo in PWSA | USA Annual Report



SILVER SPONSOR

\$50,000

- ✓ Can choose to be featured sponsor for one-three PWSA | USA projects
- ✓ Logo/weblink featured on PWSA | USA's website
- ✓ Logo featured in PWSA | USA's Pulse newsletter
- ✓ 2 social media spotlight posts in 2025
- ✓ 2 Pulse spotlights in 2025
- ✓ :15 second commercial spot on PWSA | USA's Podcast each quarter
- ✓ Logo in PWSA | USA Annual Report

HOW *You* WILL BENEFIT



280,000

Annual website visitors

15,000+

Direct mailing contacts

23,000+

Followers across PWSA | USA social media pages



975,000

Average annual social media post reach across PWSA | USA social media channels



2,000+

Average number of people who attend PWSA | USA events each year

700

Average number of *PWS United Podcast* episode downloads each month



INTERESTED IN LEARNING *More?*

We understand every business need and goal are unique and we are delighted to speak with you about ways to custom tailor a sponsorship package that helps you reach your marketing goals.

Visit our **Corporate Sponsorship Opportunities** webpage at the button below to get in touch with us and find more details about the programs, services, and events our organization offers. We hope you consider partnering with PWSA | USA to make a difference in the lives of those affected by Prader-Willi syndrome.

[CLICK HERE TO TAKE THE NEXT STEP](#)

