

SPONSORSHIP PROSPECTUS

2017

EPILEPSY

BLOG RELAY™

LIVINGWELLWITHEPILEPSY.COM

#EPILEPSYBLOGRELAY



LIVING WELL
WITH EPILEPSY™

Epilepsy Blog Relay™ is an initiative of Living Well With Epilepsy to engage the epilepsy community from industry and researchers to bloggers and caregivers in the process of raising awareness.



LIVING WELL WITH EPILEPSY™

Our Readers: Women 25-45

Living Well With Epilepsy readers are predominantly women living with epilepsy, or caring for a loved one with epilepsy. They visit the site from more than 150 countries around the world.

STATS: 200,000+ Views | Avg 4,500/mo. | 3900+ Twitter Followers | 2100+ Facebook Page Likes | 500+ Newsletter subscribers | 3000+ App subscribers

Our Engagement: More Coverage

Opportunities for engagement include the following:

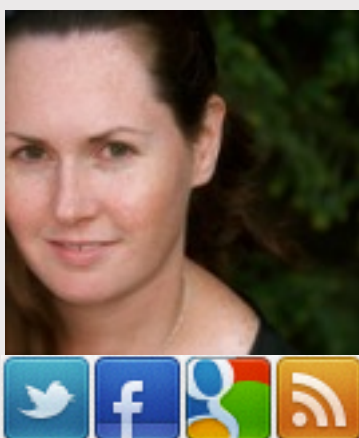
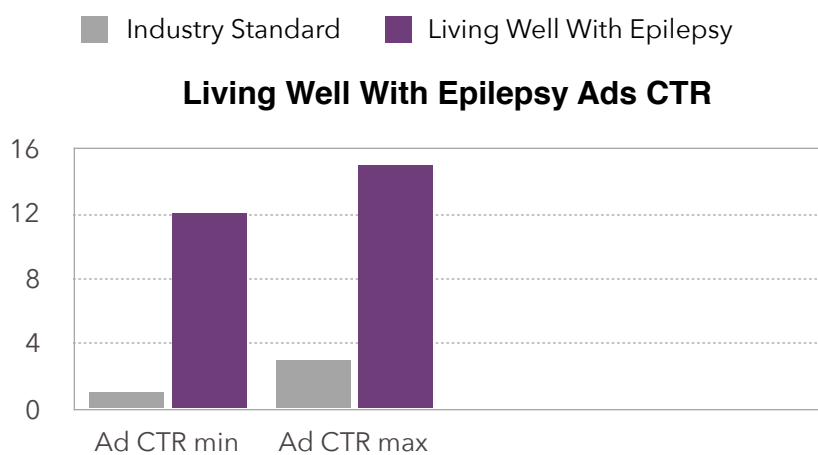
- ▶ **The Epilepsy Blog Relay™:** runs in March, June and November and is a unique patient engagement opportunity.
- ▶ **Twitter Chats:** occur at the end of each Epilepsy Blog Relay™
- ▶ **Banner Advertising:** High clickthrough rate because the content is so targeted.

Our Writers: Worldwide

Living Well With Epilepsy writers are women from the US and UK. The women are living with epilepsy or have lost a child with epilepsy. They offer personal reflections, product reviews and interviews.

Our Ads: More Targeted Clicks

Banner Ads on Living Well With Epilepsy **enjoy a 12-15% CTR** while the industry standard is between 1-3%.



Jessica Keenan Smith Founder, Living Well With Epilepsy

Living Well With Epilepsy is a publication dedicated to inspiring people with epilepsy, increasing epilepsy awareness and promoting channels of communication with organizations that further epilepsy research and technology. Jessica is not just a woman living with epilepsy. She brings more than 20 years experience in marketing for organizations such as the Wharton School at the University of Pennsylvania and The American Neurological Association to her work with Living Well With Epilepsy. For more on our founder visit the About Us page.



Seen in the following publications



Past Sponsors and Partners



Learn more about sponsorship opportunities in the November '16 Epilepsy Blog Relay

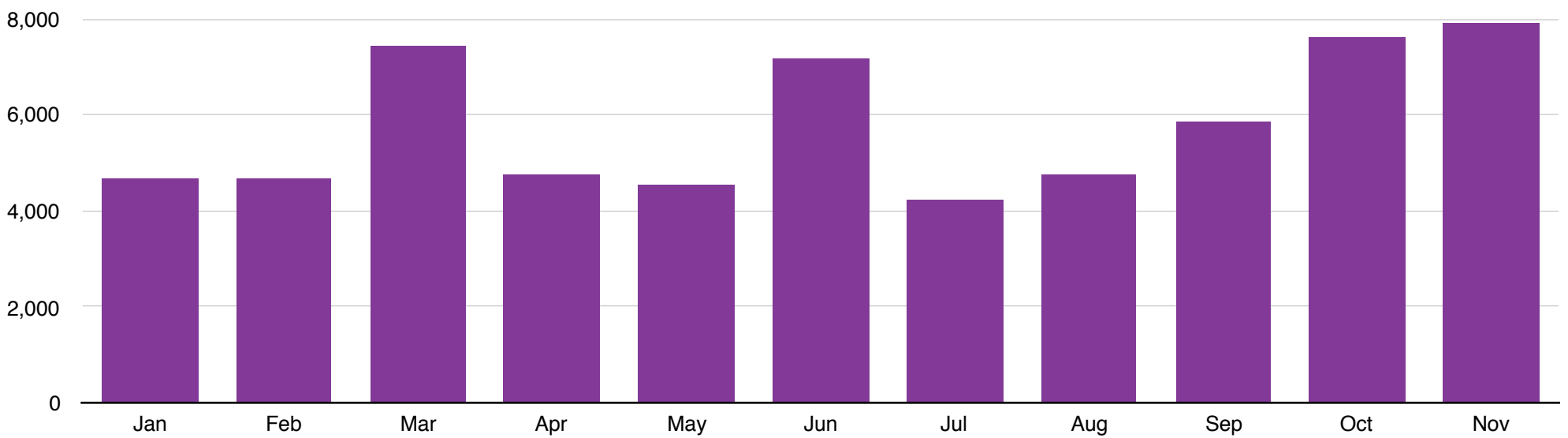


2016 Epilepsy Blog Relay™

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The March 2016 Epilepsy Blog Relay™ traffic to the site outpaced projected and previous success. The June and November Relays have continued that trend as you can see in the chart below. This is a clear indication that the community is responding to an opportunity to connect and share in a novel way.

Our Traffic: Targeted Growth



Engagement and Influence

Using TweetReach we were able to see our engagement in just 7 days leading up to the March Relay.



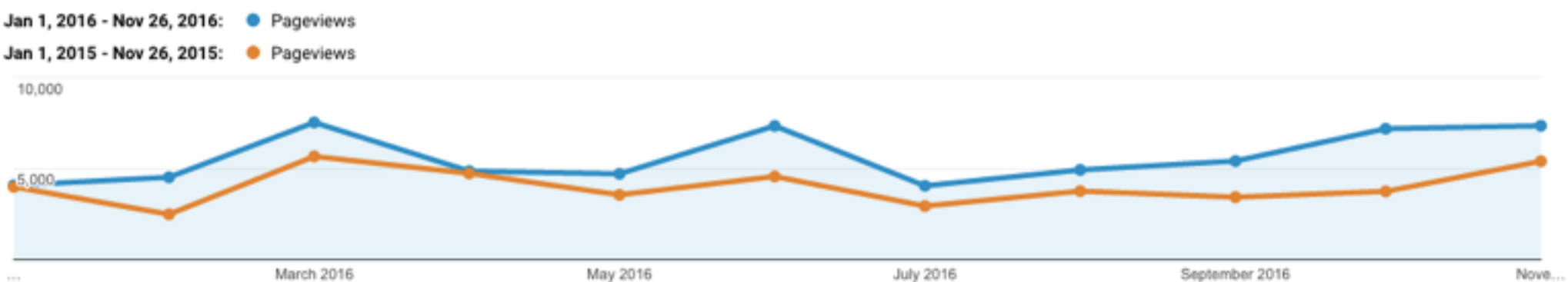
Using Klout we are ranked in the top .1% of epilepsy experts for social influence.

Top Experts

Recommended experts to follow.

1. Epilepsy Foundation (62) ✓ Following
2. Young Epilepsy (61) ✓ Following
3. Epilepsy Action (61) ✓ Following
4. Epilepsy Foundatio... (56) ✓ Following
5. Jessica Keenan Sm... (59) Follow

Growth over Previous Relays



Learn more about sponsorship opportunities in the November '16 Epilepsy Blog Relays



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Epilepsy Blog Relay™ Background on the Relay

Background on the Epilepsy Blog Relay™

In June 2015, Living Well With Epilepsy launched the first ever Epilepsy Blog Relay™. The effort was modeled after the United Nations' Shot@Life initiative to harness the power of bloggers to raise awareness of epilepsy related stigma. The concept was simple. 30 bloggers and organizations blogged on their own site, each taking one day of the month. Bloggers were asked to acknowledge the blog relay with a link back to Living Well With Epilepsy and to promote the next day's post.

This effort was extremely successful. In less than 24 hours of announcing the initiative, 10 bloggers had filled 30% of the slots. In less than 5 days all 30 slots were filled and Living Well With Epilepsy was turning people away with the promise of another relay in November during Epilepsy Awareness Month. Participants were from the US, and England, Cameroon, Australia, and Canada. All participants saw a sharp increase in traffic to their sites.

Since then

Since that first relay, we have successfully executed Epilepsy Blog Relay™ in November 2015 to mark Epilepsy Awareness Month, March 2016 and June 2016 and November 2016. Previous sponsors include Sunovion Pharmaceuticals, Lundbeck and Eisai Inc.

Overarching Theme

The overarching theme seen below was originally derived from language included in the resolution passed by the World Health Assembly in May 2015:

"EPILEPSY AWARENESS: Maximizing Collaboration, Eliminating Stigma"

The following weekly themes are meant to support the overarching theme and to encourage greater collaboration:

Week 1: Epilepsy in Everyday Life

Week 2: Epilepsy and Family: Awareness Matters

Week 3: Tech and Innovation in Epilepsy

Week 4: Creativity and Epilepsy

Epilepsy Blog Relay™

Contact: Jessica Keenan Smith
 Founder, Living Well With Epilepsy
 E: info@livingwellwiththeepilepsy.com P: 856-308-5377

Sponsorship Levels

Sponsor Level	Benefits	Themes	Cost
Founder 1 Exclusive Opportunity	<ul style="list-style-type: none"> - Recognition as the Founding Sponsor of the Living Well With Epilepsy Blog Relay Series. - Sponsor logo given prominent recognition on homepage - 200 word profile, logo and link on Sponsors page - Option to submit patient stories (branded or unbranded) to be featured on the Living Well With Epilepsy site as sponsored content . (Total: 4 posts/relay=12 sponsored posts) - Sponsor logo in e-newsletter during the relay - Social media mentions (Twitter, Facebook, LinkedIn) 	Aligned with overarching theme for month long campaign: EPILEPSY AWARENESS: Maximizing Collaboration, Eliminating Stigma	\$30,000 limit one sponsor to run through three blog relays Available November 2017
Champion 1 Exclusive Opportunity	<ul style="list-style-type: none"> - Recognition as the Champion Sponsor of the Living Well With Epilepsy Blog Relay. - Sponsor logo given prominent recognition on homepage - 150 word profile, logo and link on Sponsors page - Option to submit patient stories (branded or unbranded) to be featured on the Living Well With Epilepsy site (Total: 4 posts) - Sponsor logo in e-newsletter during the relay - Social media mentions (Twitter, Facebook, LinkedIn) 	Aligned with overarching theme for month long campaign: EPILEPSY AWARENESS: Maximizing Collaboration, Eliminating Stigma	\$20,000 limit one sponsor per month-long campaign Available March 2017
Leader 4 Opportunities	<ul style="list-style-type: none"> - Recognition throughout Epilepsy Awareness Month as a Leadership Sponsor - Sponsor logo given prominent recognition on homepage - 100 word profile, logo and link on Sponsors page - Option to submit patient stories (branded or unbranded) to be featured on the Living Well With Epilepsy site (Total: 2 posts) - Sponsor logo in e-newsletter during the relay - Social media mentions (Twitter, Facebook, LinkedIn) 	Week 1: Epilepsy in Everyday Life Week 2: Epilepsy and Family: Awareness Matters Week 3: Tech and Innovation in Epilepsy Week 4: Creativity and Epilepsy	\$10,000 limit 4 sponsors per month Available March 2017
Partner Multiple Opportunities	<ul style="list-style-type: none"> - Recognition as a Partnership Sponsor throughout Epilepsy Awareness Month - 50 word profile, logo and link on Sponsors page - Option to submit patient stories (branded or unbranded) to be featured on the Living Well With Epilepsy site (Total: 1 posts) - Sponsor logo in e-newsletter during the relay - Social media mentions (Twitter, Facebook, LinkedIn) 	Week 1: Epilepsy in Everyday Life Week 2: Epilepsy and Family: Awareness Matters Week 3: Tech and Innovation in Epilepsy Week 4: Creativity and Epilepsy	\$5000 multiple opportunities Available March 2017



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**Epilepsy Awareness Blog Relay
Sponsorship Reservation Form**

Sponsoring Organization/Corporation Information (Company name as it should appear in promotional material)

Company Name

Address

City

State

Zip

Website

Contact Information (All future information about this sponsorship will be sent to the contact listed below)

Contact Name

Title

Address (if different)

City

State

Zip

Phone

Contact Email

Sponsorship Level (Company name as it should appear in promotional material)

_____ Founding Sponsor (\$30,000) 1 available

_____ Champion Sponsor (\$20,000) 1 available

_____ Leadership Sponsor (\$10,000) 4 available

_____ Week 1: Epilepsy in Everyday Life

_____ Week 2: Epilepsy and Family: Awareness Matters

_____ Week 3: Tech and Innovation in Epilepsy

_____ Week 4: Creativity and Epilepsy

_____ Partnership Sponsor (\$5,000) multiple available

Method of Payment (preferred method is paypal)

_____ Paypal

_____ Check

Paypal Email

Name on Card/Check

Check number(if applicable)

Please submit form and payment details via email to: info@livingwellwithpilepsy.com to reserve your sponsorship.