

The Sanjay Gupta, M.D., Innovation in Medical Communication Hackathon

Ann Arbor, Michigan — March 23-25



MICHIGAN MEDICINE
UNIVERSITY OF MICHIGAN

2018 PRESENTING SPONSORSHIP OPPORTUNITY



MICHIGAN MEDICINE
UNIVERSITY OF MICHIGAN

The Sanjay Gupta, M.D., Innovation in Medical Communication Hackathon

When people seek information about their health **they need accurate, understandable information they can trust.** Unfortunately, many **people often don't find reputable informations sources** and even when they do, they may not be able to understand what experts are saying.

Michigan alumnus and CNN chief medical correspondent, **Dr. Sanjay Gupta** has been generous enough to sponsor an initiative in The University of Michigan Medical School. The fellowship will focus on **training medical experts to communicate effectively with the media and lay populations.** To kick off the initiative, **Michigan Medicine** will host a Healthcare Hackathon exploring avenues for improvement in public health communication and especially during times of public health crises.

MThe Hackathon will serve to generate interest in and around the initiative founded by Dr. Sanjay Gupta. The presenting sponsor for this Hackathon **is not only putting their face on the event, but aligning their brand's image with the first media attention and energy surrounding the entire initiative.** Any sponsor funds that exceed the costs of the Hackathon event will contribute directly to the ***Sanjay Gupta Academy, Fellowships and Initiatives in Medical Communications.***

THE SANJAY GUPTA HEALTH HACKATHON PRESENTING SPONSORSHIP OPPORTUNITY

In partnership with the Institute for Healthcare Policy and Innovation (IHPI) and A2 Health Hacks, Michigan Medicine is offering one presenting sponsorship opportunity. The presenting sponsorship opportunity provides the rare chance for companies to align their brand with the University of Michigan through its various paid and organic social channels.



Hosted in the Biomedical Science Research Building, the experience will be memorable and make a positive impression on everyone involved. Put your name in front of an amazing group of 200-250 individuals made up of:



- Dr. Sanjay Gupta himself and his own personal network
- The University of Michigan Hospital and Medical School faculty
- The Institute for Healthcare Policy and Innovation
- Students in and outside of The University of Michigan from disciplines such as:
 - Computer Science
 - Business
 - Information Science
 - User experience and Human Computer Interaction
- Emory Hospital and Medical School Faculty
- Experts in the Medical Communication field
- Individuals from the CDC, WHO and APHA

The Sanjay Gupta, M.D., Innovation in Medical Communication Hackathon

PRESENTING SPONSORSHIP: \$50,000

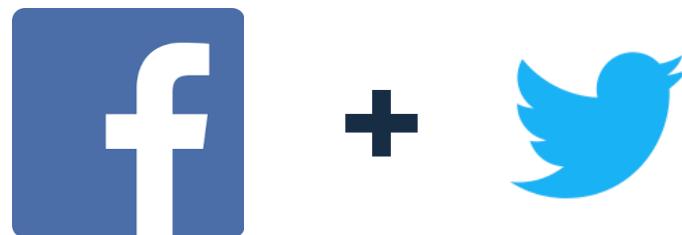
PRESENTING SPONSORSHIP BENEFITS:

- Inclusion in Michigan Medicine's **paid media campaign**
 - Sponsor tagging on paid media posts on Facebook and twitter
 - **Custom Video** featuring sponsor representative and sponsor branding for paid media posts
 - Sponsor mentions in non paid organic posts on Michigan Medicine and IHPI's social media channels:
 - Michigan Medicine Facebook: **55,000 followers**
 - Michigan Medicine Twitter: **24,100 followers**
 - Michigan Medicine Instagram: **2400+ followers**
 - IHPI Twitter: **2,900 followers**
 - ◆ **Send a judge to join panel with Dr. Sanjay Gupta and 4 - 5 others**
 - ◆ **Choose a Google prize to be awarded by Dr. Sanjay Gupta**
 - ◆ **Every participant takes home a Google branded sling bag pictured here**
- M** + All benefits given to general sponsors



The Sanjay Gupta, M.D., Innovation in Medical Communication Hackathon

Who will see the presenting sponsor's paid media?



Hosting a successful Hackathon is priority number one. With the help of an esteemed and Ann Arbor rooted company like Google, we will be able to go above and beyond. We've identified target audiences who will make a valuable talent pool for both the event and Google as a presenting sponsor.

The following audiences give us an opportunity to deliver interest and behavior specific content through Michigan Medicine and the Institute for Healthcare Policy and Innovation's Facebook and twitter.

The Sanjay Gupta, M.D., Innovation in Medical Communication Hackathon

Defining The Target Audiences:

Computer Science Students:

- 18+ years of age
- Attended hackathons in the past
- Actively recruiting in technology sector
- Previous projects or DevPost profile

Pre-med or Medical Students:

- 18+ years of age
- Attended hackathons or tech meet ups in the past
- Interested in the intersection of health and news media
- Takes entrepreneurial or business courses

Professionals with healthcare background:

- 30+ years of age
- Graduated with Phd related to medicine or health
- Interested in healthcare and innovation
- Indicates interested in technology and innovation

Faculty of medical school or hospital:

- 25+ years of age
- Research related to health and medical communication
- Research related to public health and health education
- Interested in social media and public health

Look-a-like Audience

"Look-a-likes" - Using Facebook, we will take email lists from various UM campus student organizations focused on computer science as well as donor lists from The Institute for Healthcare Policy and Innovation and create audiences of other individuals whose interests, behaviors, age, profession etc. match those of our current list.

This will allow U-M and the sponsor to reach new people that are likely to be interested in the initiative because they're similar to people already behind the cause.



The Sanjay Gupta, M.D., Innovation in Medical Communication Hackathon

For more information, please contact:

Gene Skidmore

Assistant Director – Corporate Partnerships

Michigan Medicine Office of Development, University of Michigan

1000 Oakbrook Drive, Suite 100 | Ann Arbor, MI | 48104-6815

office: 734-764-6154 | cell: 734-904-5434 | gskidz@umich.edu