



# NATIONAL ALOPECIA AREATA FOUNDATION 2021

## INDUSTRY PARTNER PROGRAM



**T**he National Alopecia Areata Foundation's Industry Partner Program (IPP) drives efficiency and improves research by connecting biopharmaceutical companies with patients, clinicians, researchers, healthcare payors, and government agencies to accelerate the discovery and development of safe and effective treatments. NAAF's Industry Partners and Sponsors include a diverse group of engaged, committed allies interested in developing or repurposing effective therapies for alopecia areata. Together we engage the patient community, test treatments, shepherd them through regulatory review, and bring them to market.

## 2021 INDUSTRY PARTNERS PROGRAM

**N**AAF's Industry Partner Program (IPP) fosters innovation and collaboration across multiple stakeholder groups through a series of key events and activities that provide a range of access and exposure to the NAAF patient, research, and advocacy communities. Events in 2021 include the Annual NAAF Patient Conference in Denver, CO (June 24-27), Alopecia Areata Awareness Month (September), Joint Alopecia Areata & Atopic Dermatitis Symposium at the 2021 Inflammatory Skin Disease Summit in New York, NY (November 3), and two IPP roundtable meetings tentatively scheduled to coincide with the Annual NAAF Patient Conference and the Joint Alopecia Areata & Atopic Dermatitis Symposium. These events provide industry partners opportunities to exchange open dialogue and information with patients and caregivers, leading experts in the field, healthcare payors and government representatives on a wide variety of topics related to clinical development, regulatory approval and market access of treatments for alopecia areata. A primary focus of the 2021 IPP roundtable meetings will be patient access to treatments and will include qualifying, quantifying and clearly articulating the burdens of alopecia areata to educate healthcare providers and inform value models that drive insurance coverage decisions.

The Industry Partner Program emphasizes the inclusion of patients through the participation of NAAF's Health and Research Ambassadors (HARAs) to ensure an open exchange of ideas and information between research questions and patient desired outcomes. NAAF's Health and Research Ambassadors are individuals living with alopecia areata, caregivers or family members, often with a background in medicine or psychology, who have been trained in Patient-Centered Outcomes Research and are engaged in our efforts to build bridges of understanding between patients with alopecia areata, researchers who study the disease, and the biopharmaceutical companies and clinicians who design and deliver treatments.

As advancements in research rapidly progress, we are working diligently to expand our patient-centered research community to prioritize our research agenda and direct treatment efforts toward the most desired patient-centered outcomes. We are also working with policymakers and healthcare payors to ensure patients have access to these treatments. The Industry Partner Program provides innovative and timely opportunities to meaningfully engage with a diverse group of stakeholders to help bring safe and effective therapeutics for alopecia areata from discovery to market.

NAAF's Industry Partner Program enables you to engage patients, healthcare payors and policymakers, provides opportunities to exchange information and insights with researchers, maximize brand awareness, and show your significant support of the alopecia areata community. Over the course of each year, the extent to which you participate in NAAF's partnership opportunities determines your annual placement in one of the program's four levels.



NAAF INDUSTRY PARTNER PROGRAM

THIS PROPOSAL AND OUR WORK WITH INDUSTRY IS SUBJECT TO AND IS GOVERNED BY THE NAAF CORPORATE RELATIONS POLICY

## INDUSTRY PARTNERSHIP OPPORTUNITIES

**F**our levels of partnership are available through annual sponsorship commitments to support the Annual NAAF Patient Conference, Alopecia Areata Awareness Month, and the Joint Alopecia Areata & Atopic Dermatitis Symposium. All Partners will be invited to participate in, attend or be recognized in accordance with the annual partnership levels and associated benefits provided here.

**All partners will receive the following benefits:**



**Recognition**  
in each issue of the Alopecia Areata Newsletter



**Signage** at NAAF's Annual Patient Conference and on Alopecia Areata Awareness Month Campaign Materials



**Participation in Industry Partner Roundtable Meetings**

**Your company will also receive the following based on your level:**

<b>PARTNERSHIP LEVELS &amp; BENEFITS</b>	<b>PLATINUM \$150,000+ ANNUALLY</b>	<b>GOLD \$100,000+ ANNUALLY</b>	<b>SILVER \$50,000+ ANNUALLY</b>	<b>BRONZE \$25,000+ ANNUALLY</b>
<b>Joint Alopecia Areata &amp; Atopic Dermatitis Symposium • November 3, 2021 • New York, NY</b>				
Recognition during opening address	✓			
Recognition on NAAF event emails	✓			
<b>Annual NAAF Patient Conference • June 24-27, 2021 • Denver, CO</b>				
Invitation for up to (4) attendees	✓	✓		
Invitation for up to (2) attendees			✓	✓
Opportunity to organize a patient focus group	✓			
Logo and recognition on event t-shirts	✓	✓		
Recognition during opening address	✓	✓		
Opportunity to provide approved inserts for event mailings	✓	✓		
Panel presentation opportunity	✓	✓	✓	
Logo and recognition on event signage	✓	✓	✓	✓
Logo and recognition on break slides	✓	✓	✓	✓
Logo and recognition on event collateral (print and electronic)	✓	✓	✓	✓
<b>Alopecia Areata Awareness Month Campaign • September, 2021</b>				
Recognition on Campaign emails	✓	✓		
Logo and recognition on Awareness Campaign Homepage	✓	✓	✓	✓
<b>IPP Roundtable Meetings • June and November, 2021</b>				
Opportunity to recommend meeting discussion topics	✓	✓		
Invitation for up to (4) attendees	✓	✓		
Invitation for up to (2) attendees			✓	✓
<b>NAAF Communication Channels</b>				
Feature story in (1) print Alopecia Areata Newsletter	✓			
Logo and link on Partners page of the NAAF website	✓	✓	✓	✓
Logo on Partners page of print Alopecia Areata Newsletter	✓	✓	✓	✓

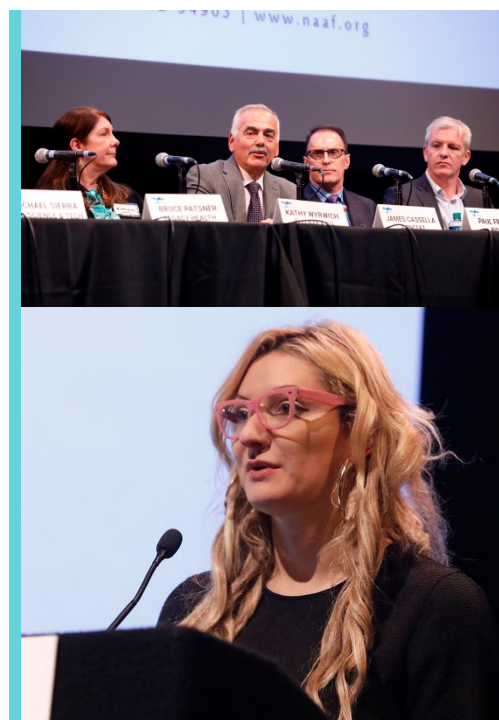
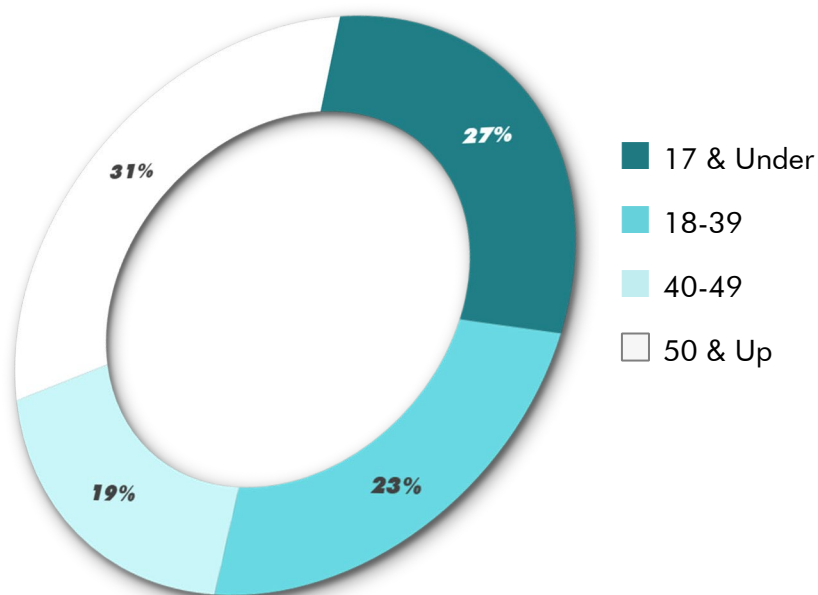
## BRAND EXPOSURE

TYPE	REACH	AUDIENCE
<b>Database</b>	105,000 records	Patients, caregivers, researchers, clinicians, government officials, industry, vendors
<b>Registry</b>	11,404 participants   4,196 biospecimens	82% AA, AT, AU patients   37% biospecimens
<b>Website</b>	Annual Users: 459K   New: 359K	64% Women   57% Age 25-44   63% U.S.
<b>Newsletter</b>	Per Issue Readership: 26K   Circulation: 5K	Patients, caregivers, researchers, clinicians, government officials, industry, vendors
<b>Emails</b>	Subscribers: 60K   Opens: 29%   Clicks: 11%	86% U.S.   3% Canada   2% U.K.
<b>Facebook</b>	Followers: 24K   Reach: 19K per month   Engagements: 8K per month	81% Women   57% Age 25-44   73% U.S.
<b>Twitter</b>	Followers: 5K   Impressions: 22K per month	69% Women   59% U.S.   15% U.K.

## ANNUAL PATIENT CONFERENCE AUDIENCE PROFILE

### AUDIENCE PROFILE (BY AGE)

616 participants representing 38 states and 5 foreign countries



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