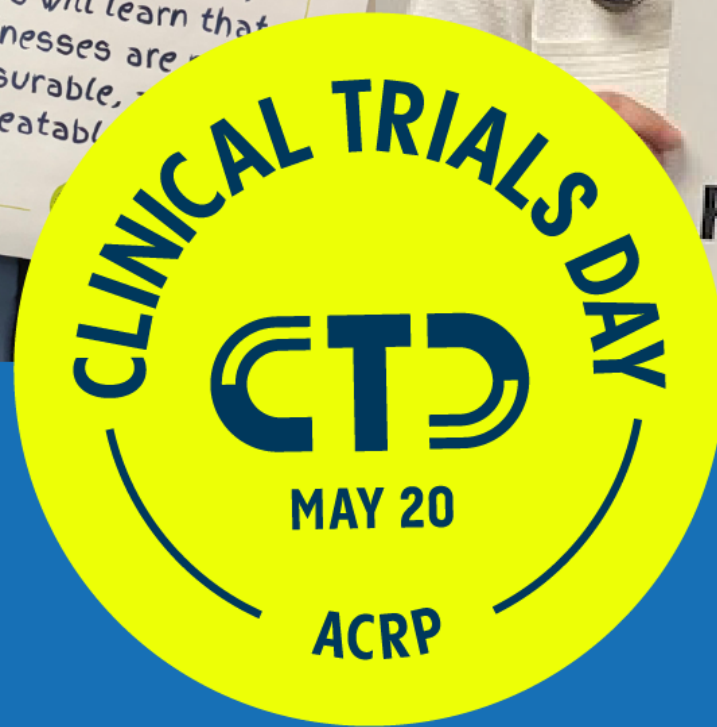




ACRP CLINICAL TRIALS DAY SPONSORSHIP PROPOSAL

*Join the Only Global Campaign that Champions the Professionals
Who Make Clinical Research Possible*

ACRP 

About Clinical Trials Day

Organized and promoted by ACRP since 2014, Clinical Trials Day serves as a global rallying point for recognizing the extraordinary contributions of clinical research professionals. Each May 20, organizations and individuals across the research ecosystem come together to celebrate the people whose work advances innovation, improves patient outcomes, and strengthens public health.

As a Clinical Trials Day Sponsor, your organization will be recognized for its support of the clinical research profession and the dedicated professionals who drive it forward.

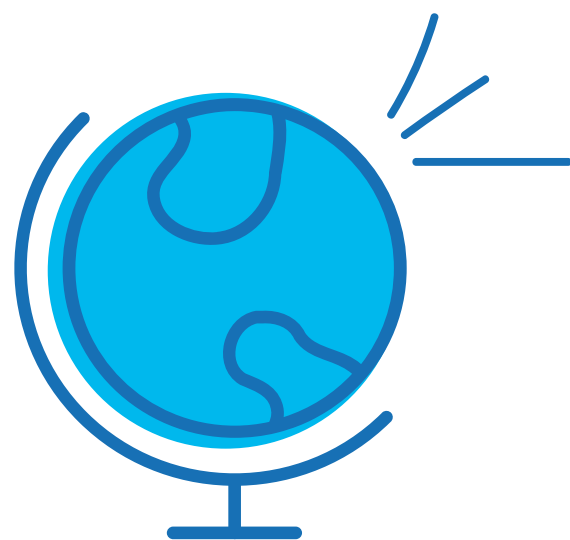
We invite your organization to be part of this important campaign.

“As we celebrate Clinical Trials Day, I’m proud to contribute to research that turns science, statistics, and collaboration into meaningful healthcare outcomes.”

2026 Campaign Impact

Clinical Trials Day delivers measurable reach, meaningful engagement, and growing recognition across the global clinical research community.

REACH



28,000

WEBSITE VISITORS
FROM 100 COUNTRIES

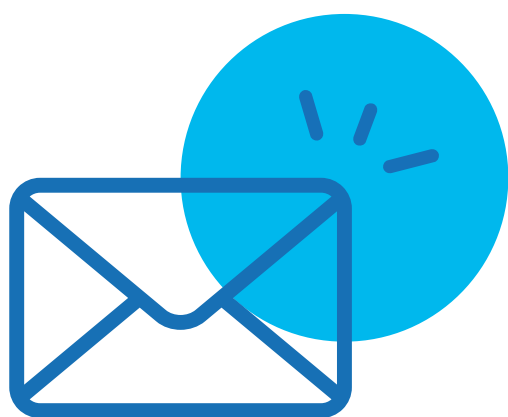
60% U.S.
40% International



435,625

CAMPAIGN IMPRESSIONS

Website, Social Media, and
Email Impressions

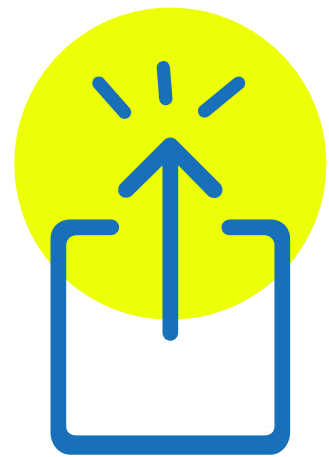


93,920

EMAIL SUBSCRIBERS REACHED

30.5% Unique Opens
8.8% Unique Clicks
21% Unique Forwards

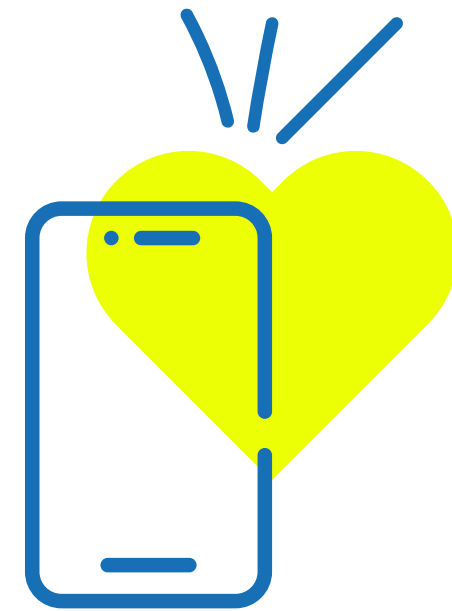
ENGAGEMENT



23,425

CAMPAIGN SHARES

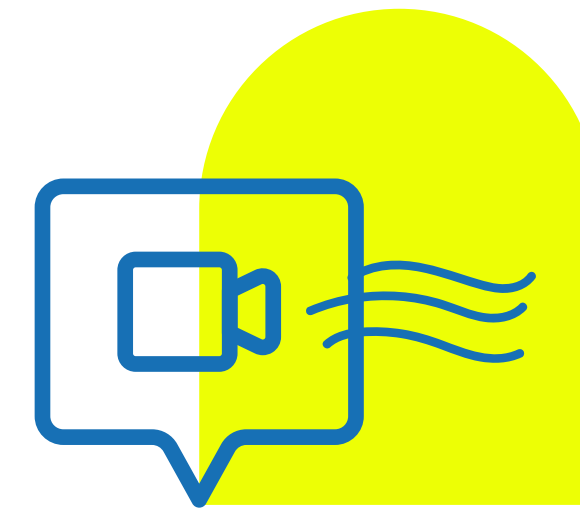
Social Media Shares and
Unique Email Forwards



8.2%

SOCIAL MEDIA ENGAGEMENT RATE

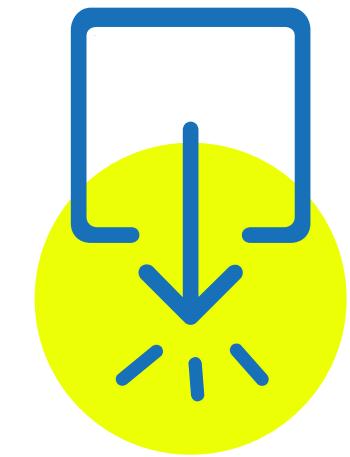
7,920 Total Engagements
with 80% from LinkedIn



23,590

SOCIAL VIDEO VIEWS

Including 10,950 Sponsor Video Views



6,439

TOOLKIT DOWNLOADS

Campaign Resources for
Workplace Celebrations

3:35

AVERAGE ENGAGEMENT
TIME ON SPONSOR
WEBPAGES

RECOGNITION



**CITY AND STATE
PROCLAMATIONS
RECOGNIZING MAY 20 AS
CLINICAL TRIALS DAY**

16 States and the District of Columbia
4 In-Person Proclamation Signings



14,721

PRESS RELEASE VIEWS

640 Newswire Placements
4.1% Click-Through Rate



1,910

MEDIA MENTIONS

90.5% Increase over
Clinical Trials Day 2025

Clinical Trials Day Sponsorship Levels

DIGITAL	OFFICIAL SPONSOR \$30,000 / Limit 6	SUPPORTING SPONSOR \$17,000 / Limit 10	COMMUNITY SUPPORTER \$3,500 / Open
Sponsor Quote and Headshot in Campaign Launch Announcement on March 8. Distributed via the Newswire, ACRP and CTD Websites, Email, and Social Media*	✓	Listed in Announcement	_____
1-Month Run-of-Site Advertisement (300 x 250) on ACRP Website (Between April - June)	✓	_____	_____
Hyperlinked Logo throughout Clinical Trials Day Website	✓	✓	✓
Sponsor Recognition Across Social Media (LinkedIn, Instagram, Facebook, and X)	6 Unique Posts	3 Unique Posts	1 Shared Post
Social Media Graphics and Selfie Sign Files Provided to Sponsor	Co-Branded	✓	✓
CTD Supporter Badge Provided for Sponsor's Own Use	✓	✓	✓
Hyperlinked Logo in Four Marketing Emails (90,000+ Subscribers)**	✓	✓	Logo Listing Only
Promotion of Sponsors in The Beat Newsletter with Link to CTD Website (90,000+ Subscribers)	✓	✓	✓

* Sponsorship must be secured by March 5 for inclusion

** Sponsorship must be secured by March 5 to receive recognition in four emails

CONTENT & VIDEO

	OFFICIAL SPONSOR \$30,000 / Limit 6	SUPPORTING SPONSOR \$17,000 / Limit 10	COMMUNITY SUPPORTER \$3,500 / Open
60-Second Testimonial Video (Recorded Virtually by Sponsor). Promoted across ACRP's Social Media Channels, Email, and Website.	✓	_____	_____
Guest Blog Opportunity (Authored by Sponsor). Promoted across ACRP's Social Media Channels, Email, and Website.	✓	_____	_____
Sponsor Recognition at End of ACRP's May 20 Video. Distributed via Email and Across Social Media Channels	✓	✓	_____

“Clinical Trials Day is a reminder that every advancement in clinical research starts with collaboration, trust, and shared commitment to improving patients’ lives.”



ACRP ANNUAL CONFERENCE (IN-PERSON)	OFFICIAL SPONSOR \$30,000 / Limit 6	SUPPORTING SPONSOR \$17,000 / Limit 10	COMMUNITY SUPPORTER \$3,500 / Open
Logo on Celebration Kits Distributed to All Conference Attendees (Est. 1,300)	✓	_____	_____
Recognition from Stage by ACRP Leadership During Opening Night Celebration	✓	_____	_____
Logo Recognition Alongside CTD Promotional Giveaway Station	✓	✓	_____
Recognition via Conference Mobile App Notification	✓	_____	_____
Co-Branded CTD Sponsor Recognition Vertical Banner (Placed in Expo Hall Booth or Shipped Directly to Office)	✓	✓	_____
Professional Photo Opportunity for Your Team at Sponsor's Expo Hall Booth	✓	✓	_____
Logo on CTD Print and Digital Signage Throughout Conference Space	✓	✓	✓
Logo on Flyer Distributed to All Conference Attendees	✓	✓	✓
Logo on Table Tent Cards Throughout Conference Dining Areas	✓	✓	✓

PHYSICAL DISTRIBUTION	OFFICIAL SPONSOR \$30,000 / Limit 6	SUPPORTING SPONSOR \$17,000 / Limit 10	COMMUNITY SUPPORTER \$3,500 / Open
Logo on Postcard Mailed to ACRP Members in the United States (April)	✓	_____	_____
Office Celebration Kit (Custom 5' Banner, Pins, Stickers, Balloons) Mailed to Sponsor's Office	✓	_____	_____

POST-CAMPAIGN	OFFICIAL SPONSOR \$30,000 / Limit 6	SUPPORTING SPONSOR \$17,000 / Limit 10	COMMUNITY SUPPORTER \$3,500 / Open
Impact Report with Campaign Metrics (June)	✓	✓	✓

Expanding the Impact of Clinical Trials Day in 2027

ADVANCING PROCLAMATION EFFORTS NATIONWIDE

ACRP aims to secure 32 city and state proclamations recognizing May 20 as Clinical Trials Day and participate in six in-person signing events, a 50% increase over 2026. To amplify local visibility, ACRP will develop a comprehensive public relations toolkit to support media outreach and awareness.

ENHANCING GLOBAL REACH THROUGH MULTILINGUAL RESOURCES

To better engage the international clinical research community, ACRP will develop a suite of Clinical Trials Day graphics in multiple languages, expanding access to campaign resources and increasing global participation.

GROWING NONPROFIT PARTNERSHIP ENGAGEMENT

ACRP will launch targeted outreach to healthcare, patient advocacy, and research-focused nonprofit organizations, creating new opportunities for collaboration. Participating organizations will receive an engagement toolkit to increase awareness and participation within their communities.

Ready to Participate?

Position your organization alongside a global campaign celebrating the people, partnerships, and progress that make clinical research possible.

To discuss sponsorship opportunities, please contact:

Bruce Bassin
Senior Sponsorship Sales Manager
+1.702.600.4651
bbassin@showcare.com

