Informational Guide for Sponsoring Partnership

We thank you for supporting children around the world through your tax-deductible donation.

Contact: Amy Ohmer, Director, iCAN Research
Email: AmyOhmer@iCANResearch.org
Cell: 734-545-2831
iCAN, the INTERNATIONAL CHILDREN’S ADVISORY NETWORK, is the PREMIER GLOBAL PEDIATRIC PLATFORM to advocate for the patient voice in healthcare, driven by youth for youth. As a worldwide consortium of 27 children’s advisory groups spanning four continents, iCAN’s dedicated youth member groups work in unison around the world to provide a voice for children and families in medicine, research, and innovation, with a goal of fostering greater global understanding about the importance of the pediatric patient and caregiver voice in healthcare, clinical trials, and research.

On average, our youth are ages 8-18 years old, most of whom are living with chronic, rare, and complicated diagnoses, though a few of our kids have no medical diagnoses or previous medical conditions. iCAN values and understands that all patients, even the youngest, often have ideas that can help improve their healthcare experiences.

iCAN has recently incorporated with its independent 501(c)3 status. We continue to be a collaboration between the American Academy of Pediatrics (AAP) Section on Advances in Therapeutics and Technology (SOATT), Georgia Institute of Technology (Pediatrics@GT), local AAP Chapters, children’s hospitals, local academia, and other non-profits.

Our goal is to get our kids where they need to be to have their voice heard. Our amazing youth make a difference in pediatric healthcare, through interactions with industry, by presenting original research at conferences, by innovating new solutions, by advocating for the pediatric patient voice in healthcare world-wide, and by telling their stories at conferences and to organizations like the FDA, NIH, NORD, CDC, and AAP.

With your donation*, you make it possible for iCAN kids to travel where they need to be for presentations and conferences, including our Annual iCAN Summit where we bring our kids together with medical professionals, relevant industry and agencies, and each other. There are also sponsorship opportunities for specific Summit events and family travel to our Summit. In return, depending on sponsorship level, iCAN offers your company advisory opportunities with our kids, social media acknowledgement, logo placement on our website and other materials, presentation and table options at our iCAN Summit, and more.

At iCAN, everything we do is for our kids.

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Leanne West, iCAN President

Visit our website at: www.iCANResearch.org

Director: Amy Ohmer
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Empowering Pediatric Patients Worldwide
#ICANMakeADifference
At the heart of every successful organization lies an amazing group of dedicated, caring, and valued volunteers. The strength of iCAN comes from the support and willingness to help our young people as they learn to share their voices and expertise locally, regionally, nationally, and globally.

We actively partner with a diverse group of community organizations to help share the voice of young people and to encourage better access to treatments, research, technology, science, and innovation. iCAN supports pediatric hospital advisory groups and works with child life, doctors, researchers, medical students, and educational professionals to help identify projects that need community support and solutions.

Our Community Partners are those organizations that are also dedicated to the health and well-being of pediatric patients around the world. Collectively, our community partners are other non-profits that share our goals of amplifying our reach and helping us provide more opportunities for our kids to be heard.

As a sponsoring partner of iCAN Research, you will be connected throughout our global consortium of youth, families, caregivers, providers, hospitals, and pediatric support organizations. Our unique approach brings together stakeholders from around the world in an effort to provide a greater global reach for the pediatric patient voice.

Current iCAN Community Partners

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Email: amyohmer@icanresearch.org
As a sponsoring partner* of iCAN Research, you will be connected throughout our global consortium of youth, families, caregivers, providers, hospitals, community partners, and pediatric support organizations.

iCAN has recently incorporated and is a registered 501(c)3. Here are the 2020 iCAN Sponsoring Partners. We hope you can join us in helping our kids!

The VALUE of iCAN from a few of our current sponsors

“Lilly highly values the insights and advice that we receive from children and parents through working with iCAN and its chapters. What we have learned goes far beyond making assent documents more child-friendly. Who better to tell us about the acceptability of new methods of pediatric research and the best ways to use them than the kids who are participants in the pediatric trials? We almost always gain new understanding from children and parents that improves the research and makes it more responsive to the needs of pediatric patients.” Albert J Allen, Sr Medical Fellow, Pediatric Capabilities, Eli Lilly and Company

“Having the opportunity to watch youth and their parents, learn and grow in their knowledge of clinical research and how they can impact outcomes was an amazing experience. The passion that they have to improve clinical care for children is inspiring and I believe our future is in great hands.” Phyllis Kennel, Pediatric Trials Network

“Giving children and child advocacy groups a voice in pediatric drug development leads to better pediatric clinical trials, with enhanced recruitment and retention. Lessons I’ve learned and shared from iCAN have led Synteract to bring improved pediatric clinical trials to life. Thank you iCAN!”
Dr. Martine Dehlinger-Kremer, Former Vice President Pediatric Development, Synteract

“To me, iCAN has been incredibly powerful, inspiring, and humbling. It gave me the ability to speak to the smart, engaged kids who are battling various illnesses. I can think of no better way to truly be patient centric and centered.” Antoniou Fantana, Advisor-GPS Analytics, Epidemiology-GPS, Eli Lilly and Company

* Name as a sponsor on website will start with registration announcement if sponsorship has been deposited by then. If the donation comes later, but before the conference, the logo will be added at that time (usually mid-March). All donations received after the conference will be considered a donation for the next year and will go up with registration for the next conference.
With Your Donation
You Are Supporting Our Future Leaders

Sponsorship funding goes toward getting our youth where they need to be to share their stories at conferences, with industry, and with federal organizations. With your help, we are able to empower young people to play a more productive and satisfying role in their own health, the health of other youth, and those that come after. Our kids are our future and they are committed to bettering our world. Your support helps to create the next generation of leaders, doctors, researchers, innovators, advocates, and, even your future colleagues. Please follow us throughout social media using #ICANMakeADifference

Check out our website to learn more about our youth members as they improve pediatric healthcare.

https://www.icanresearch.org/copy-of-our-youth  #ICANMakeADifference
With Your Donation
You Are Supporting Projects and Activities

Spotlight
April 2020

Partnered with UCB and Mindspot to create and implement a focus group session designed around understanding youth perception within pediatric healthcare, clinical research, and medical improvements. iCAN youth universally shared that they “feel empowered to provide expertise”

Sample iCAN Activities

- December 2018—2020 (ongoing), Partnered with FDA to send to youth members to share perspectives on Pediatric Technology Development, AI, Medicine Development and Clinical Research through open forum discussion as delegates of iCAN.

- November 2018, "Perceptions of Transition from Pediatric to Adult Care for Youth with Chronic and Rare Diseases: A Participatory Health Research Project", was presented by youth members through a scientific poster sessions at the American Association of Pediatrics, AAP-NCE, in Orlando, Florida.

- October 2018, Partnered with Eli Lilly to survey network on an exciting and fun research project that engages our ‘Youth Members’ for feedback and participation in a video and survey designed around the concept of "Continuomics – what do YOU think”.

- August 2016 iCAN Youth Council members helped review documents from the EMA to help influence the development of new laws and regulations for clinical trials in Europe. They reviewed the documents, created a survey for the iCAN network to provide feedback on the different aspects and goals of the project, then summarized the overall feelings of the new protocol. This will have a major impact on the designs and protocol for clinical trials and research studies in Europe in the future once it becomes law.

- June 2016 iCAN members surveyed to give feedback on a study plan for a Cystic Fibrosis Enzyme clinical trial. The survey was also sent through Cystic Fibrosis networks with the secondary objective of comparing responses from the iCAN network with responses from children with CF. This will help us understand if children from a cross-therapeutic group like ours give similar feedback as children with the disease being studied.

- June 2016 iCAN members between age 8-13 surveyed to get feedback on their experience using Stresslr, a free, interactive resource online to help kids learn how to deal with stress. This tool was developed by researchers from the BC Children’s Hospital in Vancouver, Canada.

- March 2016 Kansas City chapter met with a medical IT company to do user testing on an electronic assent program and provide feedback from pediatric patients’ and families’ perspectives. Members are teaming up from Kansas City, Vancouver, and Michigan chapters to help develop a second phase of this project as well as write up a report to share at the 2016 iCAN Summit.

Check out our website to learn more

https://www.icanresearch.org/archived-projects

Visit our website at:
www.iCANResearch.org

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Examples of What We Can Do for You With Your Donation

- Share surveys with our youth
- Conduct focus groups with our youth
- Give feedback for pre-clinical trial research development from the start to more easily recruit patients for the trial & to have them stay in the trial longer
- Provide Language Review for age-appropriateness and understanding
- Provide expert testimonials about their conditions from expert pediatric youth advisers
- Share projects throughout social media platforms to garner interest/enthusiasm
- Give expert youth perspective presentations to you or with you
- Write, research, and publish scientific publications
- Provide advocacy and understanding of their condition or the healthcare children as a whole
- Support industry efforts through multiple media channels
- Synergize within greater global medical community
- Create world-wide networking ability through the iCAN Annual Summit
- Educate the next generation of researchers in pediatric health
- Collaborate with youth ideas for innovation, science, research, and technology
- Spotlight patient-centered care through the voice of the youth/family

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Every summer, iCAN brings members from all of our chapters together for the innovative and exciting iCAN Research & Advocacy Summit. iCAN aims to continue to expand the global network and opportunities for our youth members, as well as increase the success of the Summit each year.

This annual event provides our youth members with an invaluable opportunity to learn from one another and to network with leading professionals in healthcare from around the globe. In turn, the iCAN Summit offers the scientific community an opportunity to engage with directly with children and parents, so that they may learn about the value and the importance of the pediatric patient voice in research, medicine, and innovation.

For the last five years, iCAN has hosted the iCAN Summit, alternating between the US and EU*. The Summit provides young people from around the world the unique and inspiring opportunity of working with industry and researchers in medicine, health, and technology to improve the health of children who are medically complex, have chronic medical conditions, and/or rare diseases.

Who attends?

On average, the week-long Summit attendance is around 150 participants, with half being patients and family and half being medical professionals and relevant industry representatives. More specifically,

- Youth members, ranging from 8-18 years of age. *Please note: Parents and legal guardians/caregivers must attend with youth members under age 18.*
- Young adult leaders, interested in pursuing degrees in healthcare, science, pharma, business, and advocacy
- iCAN Chapter leaders and youth advisers
- Representatives of government agencies (the FDA, Senate, Congress, Health Canada, National Institutes of Health, and many other national and international regulating entities)
- Medical professionals (pediatricians, nurses, child life specialists, researchers)
- Industry (pharmaceutical, biotech, device, and clinical research organizations)
- Patient advocacy groups
- Community partners
- Sponsoring Partners
- Investigator groups
- Academic institution faculty & researchers

*European or other non-US location*
Sponsorship Levels and Benefits

By supporting iCAN, you are empowering the youth of today to make a difference in the healthcare of the youth of tomorrow. Your sponsorship enables iCAN to provide the support needed to have our kids present their stories and their research and interact with agencies and industry that can make the needed change happen. Most of our youth will tell you they know that sharing their voices may not create change in time to help them, but they hope their voices can create change for the kids who come after them.

Below you will find our sponsorship levels. We understand that not all companies can donate at the highest level, so we offer a range of sponsorship levels with varying benefits commensurate with the level of funding. Please know that we appreciate any level of support and can work with you to customize your giving and benefits to meet your needs.

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Champion</td>
<td>$100,000 +</td>
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<tr>
<td>Warrior</td>
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<td>Guardian</td>
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<td>Defender</td>
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<td>Protector</td>
<td>$10,000</td>
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<tr>
<td>Patron</td>
<td>&lt; $10,000</td>
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Donations made during this time period will be in support of activities between now and the 2021 Summit. You will be recognized for your donation at the 2020 Summit.

(updated 5/26/2020) Checks should be made payable to:
International Children’s Advisory Network, Inc.
317 Faw Ln
Marietta, GA 30060

iCAN recently incorporated and is an independent 501(c)3. Please email our iCAN Treasurer, Jon Haygood (jonhaygood@icanresearch.org), for our Taxpayer ID number or information on electronic payments.

*updated 5/12/2020 For FY 2020, we are extending the due date to June 30th, 2020 as we reset our donations to align with our Annual Summit. For planning purposes, the FY 2021 due date will be July 1st to July 1st.

We thank you for supporting children around the world through your tax-deductible donation.
iCAN is unique to the industry as a youth member organization devoted to the improvement of pediatric healthcare. Beyond supporting iCAN’s mission and goals, the iCAN Annual Summit, educating the next generation of researchers in pediatric health, and helping get our kids to the places they need to be to tell their stories and to present their research, being an iCAN Champion sponsor provides direct benefits to your company as well. You can expect that we are here for you with our Champion level of service.

iCAN Champion Sponsor Benefits

**During the Year (summit to summit):**

- **Prominent Recognition of Sponsor** as “The Annual iCAN Summit Brought To You By [your company name]”
- **(1) seat on the iCAN External Advisory Board** to help guide the future of iCAN for one year, beginning mid-July, from summit to summit, during the year of your sponsorship. This seat ends at the end of the summit but is renewable each year with sponsorship.
- **Recognition as the highest level sponsorship— “A Champion sponsor of iCAN”** through iCAN research media channels, our quarterly newsletter, and on our newly re-designed iCAN Website (iCANresearch.org). Media channels include:
  - Multiple iCAN Facebook Pages
  - Instagram
  - Twitter
  - YouTube
  - Linked-In
- **Up to four (4) direct and focused input activities** from expert pediatric youth advisers to improve clinical research during the year. (refer to Page 7, Examples of What We Can Do For You)
- **Leveraging of the greater global medical community**
- **Input into the constantly-growing iCAN educational program and materials**
- **End of year thank you** shared to our greater network of sponsoring and community partners identifying your logo and participation as a Champion Sponsor of iCAN

**Annual Global iCAN Summit Benefits**

- **(2) 1 Hour iCAN Summit Sessions** designed for your needs
- **(5) Free conference registrations** at our annual global Summit (up to a $5,000 value)
- **(1) Conference Table ($5,000 value)**
- Knowing you have made it possible for 25 children & their parent/caregiver(s) to attend the Summit
- Your company logo shared at iCAN Summit
- Your company logo shared on www.icanresearch.org summit page and through social media sites
- Global networking through our partners and the Annual Summit

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**iCAN Warrior Sponsor Benefits**

**During the Year (summit to summit):**

- **Naming of a day at the conference** such as “Rare Disease Day is brought to you by [your company name].” Rare Disease Day is an example, but we can work with you on a topic that might be of interest to you and iCAN alike.
- **(1) seat on the iCAN External Advisory Board** to help guide the future of iCAN for one year, beginning mid-July, from summit to summit, during the year of your sponsorship. This seat ends at the end of the summit but is renewable each year with sponsorship.
- **Recognition as a Warrior sponsor** of iCAN through iCAN research media channels, our quarterly newsletter, and on our newly re-designed iCAN Website (iCANresearch.org). Media channels include:
  - Multiple iCAN Facebook Pages
  - Instagram
  - Twitter
  - YouTube
  - Linked-In
- **Up to three (3) direct and focused input activities** from expert pediatric youth advisers to improve clinical research during the year. (refer to Page 7, Examples of What We Can Do For You)
- **Leveraging of the greater global medical community**
- **Input into the constantly-growing iCAN educational program and materials**
- **End of year thank you** shared to our greater network of sponsoring and community partners identifying your logo and participation as a Champion Sponsor of iCAN

**Annual Global Summit Benefits:**

- **(2) 1 Hour iCAN Summit Sessions** designed for your needs
- **(5) Free conference registrations** at our annual global Summit (up to a $5,000 value)
- **(1) Conference Table** ($5,000 value)
- **Knowing you have made it possible for 10 children & their parent/caregiver(s) to attend the Summit**
- **Your company logo shared at iCAN Summit**
- **Your company logo shared on www.icanresearch.org summit page and through social media sites**
- **Global networking through our partners and the Annual Summit**

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**iCAN Guardian Sponsor Benefits**

**During the Year (summit to summit):**

- **(1) seat on the iCAN External Advisory Board** to help guide the future of iCAN for one year, beginning mid-July, from summit to summit, during the year of your sponsorship. This seat ends at the end of the summit but is renewable each year with sponsorship.

- **(2) direct and focused input activities** from expert pediatric youth advisers to improve clinical research during the year. (refer to Page 7, Examples of What We Can Do For You)

- **Leveraging of the greater global medical community**

- **Input into the constantly-growing iCAN educational program and materials**

- **Recognition as a Guardian sponsor** of iCAN through iCAN research media channels, our quarterly newsletter, and on our globally recognized iCAN Website (iCANresearch.org). Media channels include:
  - Multiple iCAN Facebook Pages
  - Instagram
  - Twitter
  - YouTube
  - Linked-In

**Annual Global iCAN Summit Benefits:**

- **(1) 1 Hour iCAN Summit Sessions designed for your needs**
- **(3) Free conference registrations at our annual global Summit (up to a $2,500 value)**
- **(1) Conference Table ($5,000 value)**
- Knowing you have made it possible for 10 children & their parent/caregiver(s) to attend the Summit
- Your company logo shared at iCAN Summit
- Your company logo shared on www.icanresearch.org summit page and through social media sites
- Global networking through our partners and the Annual Summit
- Knowing you have made it possible for four (4) children & their parent/caregiver to attend the Summit

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iCAN Defender Sponsor Benefits

Yearly benefits (summit to summit):

- Recognition as a Defender sponsor of iCAN through iCAN research media channels, our quarterly newsletter, and on our newly re-designed iCAN Website (iCANresearch.org). Media channels include:
  - Multiple iCAN Facebook Pages
  - Instagram
  - Twitter
  - YouTube
  - Linked-In
- Up to one (1) direct and focused input activities from expert pediatric youth advisers to improve clinical research during the year. (refer to Page 7, Examples of What We Can Do For You)
- Leveraging of the greater global medical community
- End of year thank you shared to our greater network of sponsoring and community partners identifying your logo and participation as a Champion Sponsor of iCAN

Annual Global Summit Benefits

- Branded iCAN and sponsoring partner merchandise and apparel for youth members and community
- Global networking through our partners and the Annual Summit
- Free conference registration at our annual global Summit for one (1) attendees (up to a $1,000 value)
- Conference Table ($5,000 value)
- Knowing you have made it possible for two (2) children & their parent/caregiver to attend the Summit

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### iCAN Protector Sponsor Benefits

**Yearly Benefits (summit to summit):**

- Recognition as a Protector sponsor of iCAN through iCAN research media channels, our quarterly newsletter, and on our newly re-designed iCAN Website (iCANresearch.org). Media channels include:
  - Multiple iCAN Facebook Pages
  - Instagram
  - Twitter
  - YouTube
  - Linked-In

- Leveraging of the greater global medical community
- End of year thank you shared to our greater network of sponsoring and community partners identifying your logo and participation as a Champion Sponsor of iCAN

**Annual Global Summit Benefits:**

- Branded iCAN and sponsoring partner merchandise and apparel for youth members and community
- Global networking through our partners and the Annual Summit
- Free conference registration at our annual global Summit for one (1) attendees (up to a $1,000 value)
- Conference Table ($5,000 value)

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**iCAN Patron Sponsor Benefits**

- Recognition as a Patron sponsor of iCAN through iCAN research media channels, our quarterly newsletter, and on our newly re-designed iCAN Website (iCANresearch.org). Media channels include:
  - Multiple iCAN Facebook Pages
  - Instagram
  - Twitter
  - YouTube
  - LinkedIn
- Leveraging of the greater global medical community
- End of year thank you shared to our greater network of sponsoring and community partners identifying your logo and participation as a Champion Sponsor of iCAN

**Annual Global Summit Benefits**

- Branded iCAN and sponsoring partner merchandise and apparel for youth members and community
- Global networking through our partners and the Annual Summit
- Free conference registration at our annual global Summit for one (1) attendees (up to a $1,000 value)

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## Other Sponsorship Opportunities

### Full-ride scholarship for one child & their parent/guardian to attend the Summit

**$3,000**

Attending the Summit is not always possible for our families who often experience financial hardships due to the medical condition of the child. By sending a family to the Summit, you are making it possible for that child to share their voice and interact with medical professionals and other kids like them. We will acknowledge your company as the sponsor of the scholarship.

Details: $3,000 will cover 2 people for 6 nights hotel, Summit registration fees, and $1000 stipend towards airfare.

### Table at Summit

**$5,000**

Want something more than just attending the Annual Summit? Get a table for the week where you can interact with our members, parents, and other professionals in the pediatric healthcare space. You can have giveaways or take polls or surveys at your table, or just have materials to hand out about what you do. One Summit registration fee is included with the table purchase.

### Summit Meal

**$5,000**

If you would like to sponsor a meal—breakfast, lunch, or dinner—we are happy to recognize you at the Summit as the sponsor of the meal. One Summit registration fee is included.

### Play for a Day Activity at the Summit

**$7,500**

Each year, we have fun and exciting things to do at the Summit, to augment the learning environment, after all, they are kids! All work and no play makes a really conference. Sponsoring a day of play allows you to cover the costs of a fun activity for all of the kids at the Summit. The activity can be anything from a tour of the city to a ghost walk to a museum visit or meeting a professional sports team. Our planning teams can tell you what we are planning for the Summit. If have other suggestions, we are happy to work with you when possible. You will be recognized at the Summit and on the website as the sponsor of the event. One Summit registration fee is included with the Play for a Day purchase.

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iCAN is seeking sponsorship for marketing, programming, and educational experiences throughout the organization. As part of the iCAN commitment to advocacy, leadership, and supporting youth members during the year, our goal is to provide opportunities for iCAN to have a presence at conferences, seminars, educational opportunities in which youth members, parents, and iCAN leadership are able to share their voice.

2019 Special Projects included:

- iCAN Youth members presenting at Food and Drug Administration (FDA) Pediatric Technology Development
- iCAN Youth Members presenting at Pediatric Academies Society (PAS) with Pediatric Trials Network (PTN)
- iCAN hosting an educational booth with iCAN Youth Member survey at American Academy of Pediatrics (AAP) National Convention and Exhibits
- Jumo Health, Eli Lilly, and iCAN Youth Members partnered to review written content of comic books aimed at pediatric healthcare
- iCAN Chapters created unique scientific posters to share unique quality improvements and youth member participation at local sites.
- iCAN partnered with partners such as PRA Sciences, Eli Lilly, and Pfizer to gather feedback from youth members on a variety of topics
- iCAN Youth member hosted a booth and presented as a panel speaker at the Food and Drug Administration (FDA) Centers for Diseases and Radiological Health (CDRH)

iCAN Special Projects Sponsorship

- Recognition as a sponsor of iCAN through iCAN research media channels, our quarterly newsletter, and on our newly re-designed iCAN Website (iCANResearch.org).
  Media channels include:
  - Multiple iCAN Facebook Pages
  - Instagram
  - Twitter
  - YouTube
  - Linked-In

- Recognition at conferences and speaking engagements:
  - Branded iCAN and sponsoring partner logo placement on table at conferences
  - Recognition at speaking engagements
  - Free conference registration at our annual global Summit for three (3) attendees (up to a $2,500 value)
  - Up to 2 direct input activities from youth members
  - Knowing you have made it possible for children & their parent/caregiver to attend speaking and educational opportunities. *(Each youth/parent travel expense is valued at $2,500 and we can only send kids through the generous support of our sponsors)*

- Networking and leveraging of the greater global medical community
- End of year thank you shared to our greater network of sponsoring and community partners identifying your logo and participation as a Special Projects Sponsor of iCAN

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