



EMPOWERMENT Through Education

Dialysis Patient Citizens (DPC) Education Center

2025 Sponsorship Brochure



On behalf of our members, volunteers, and staff it is my pleasure to submit the DPC Education Center 2025 Sponsorship Package for your consideration.

With help and input from our sponsors we have expanded our sponsorship package to offer more options for your marketing and outreach plans for 2025. At each sponsorship level you may avail yourself of myriad opportunities that may be deployed as a stand-alone or in combination with other sponsorship/outreach mechanisms. We engage our supporters at all levels to ensure that their message and our mission work in concert in the best interests of the thousands of Americans living with kidney disease. Our

hand-tailored approach to acknowledging the support of our sponsors will ensure your message will reach and be seen by your desired audience.

Please take a moment to familiarize yourself with each of the following sponsorship levels and options so that we may initiate productive dialogue on how the DPC Education Center may reinforce your marketing plans for 2025. Thank you.

Sincerely,



Merida Bourjolly

Sponsor Opportunities and Benefits

All DPC Education Center sponsors are invited to participate in the planning, development, and implementation of our main projects and activities. For their support, sponsors will have their name and logo prominently displayed on our website and related outreach and marketing materials. All sponsoring benefits are extended for a period of one year.

DPC Education Center Programs and Services

The DPC Education Center website (www.dpcedcenter.org) is a growing, valuable educational resource for all members of the renal community. Articles and stories of specific interest to the renal community are contributed by patients, caregivers, dietitians, and healthcare professionals and all content is provided in English and Spanish and archived for extended viewing. In 2023, the DPC Education Center website doubled its visitors from the previous year and continues to expand its constituency with 355,000 active users from 2023 to 2024, to date (October 2024). At all times, sponsors are welcome to suggest topics of interest for our website.

The Kidney Citizen is the DPC Education Center newsmagazine. It has a total circulation of 55,000 through our communications networks and is distributed to patients, caregivers, healthcare professionals, and dialysis treatment sites across the country. Each issue provides relevant information and updates submitted by patients, caregivers, and healthcare professionals on topics of interest to all members of the renal community. Past issues are archived for extended viewing on our webpage (www.dpcedcenter.org) and are available in both English and Spanish. Sponsors may suggest topics and content materials for newsletters.

Support Group Sessions are conducted by trained, professional facilitators throughout the year. Sessions empower kidney patients, caregivers, healthcare professionals to learn new information and share their personal experiences with peers while receiving emotional support and guidance. Sponsors are requested to suggest topics for discussion for group sessions.

Instagram & Facebook LIVE Events are an opportunity for experts in their respective fields to provide timely, relevant information on topics of interest to the renal community. Each LIVE event is approximately 30 to 45 minutes in length and allows for Q&A from the participants. All LIVE Events are recorded and archived for extended viewing on our webpage and sponsors are invited to suggest a theme or topic of their choice, per event.

New Publications include hard-copy booklets, brochures, and electronic medias and are an easy accessed reference to new information for patients, caregivers, and healthcare professionals. Sponsors are invited to propose topics for new publications.

Speakers Bureau: A network of trained, dedicated kidney-disease patient speakers are on call to conduct presentations from the patient perspective. Our speakers are available across the country and sponsors are invited to suggest topics for the presentations they support.

The DPC Communication Network: Throughout the year, the DPC Education Center employs multiple communication / outreach delivery mechanisms, both hard copy and electronic, to distribute educational materials and advocacy-related communications to more than 55,000 recipients (members, partners in-care, friends, social media followers, etc.,). The focus of these communications work to keep recipients informed of and engaged in our work supporting and improving the qualities of life for dialysis patients, persons with kidney disease, and family member-caregivers. Sponsors for communication network items will discuss and plan their outreach and marketing needs with Education Center staff to ensure that their message is reaching their targeted audience through one or more of our most appropriate outreach and/or social media mechanisms.

DPC Education Center Board of Directors

E-mail Address

info@dpcedcenter.org

Toll-Free Numbers

Phone: 1-855-291-3725

Local Numbers

Phone: 202-800-5050

DPC Education Center

www.dpcedcenter.org

1001 Connecticut Avenue, NW,
Suite 1230, Washington DC, 20036



Constituent Demographics

Member Patient Statistics

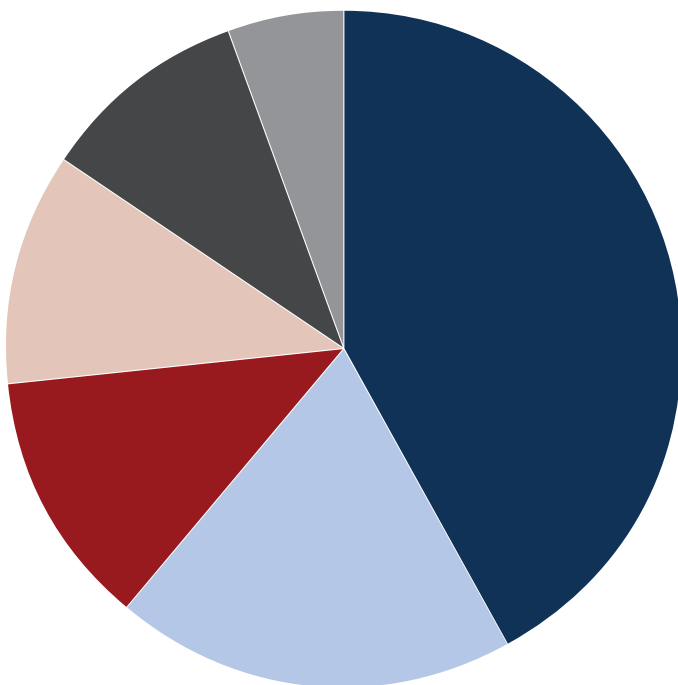
Average age: 61 years old

Patients have been on dialysis 5 years or less on average.

Ethnicity

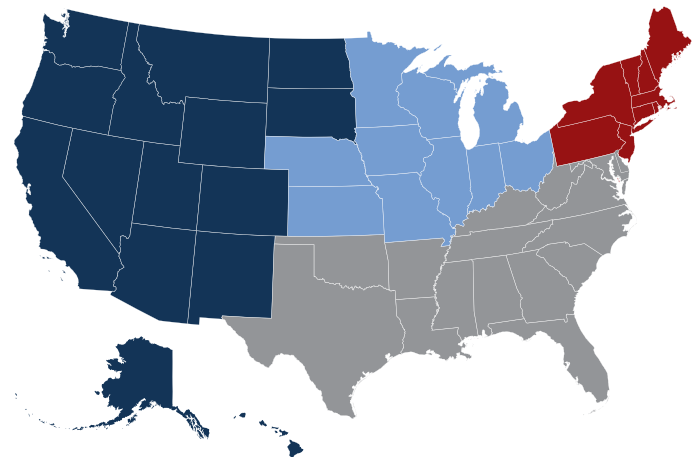
- 62% Caucasian
- 21% African American
- 6% Hispanic or Latino
- 3% Asian
- 1% American Indian or Alaskan Native
- 1% Native Hawaiian or Pacific Islander

50,000+ Members and Activists



- 42% In-center Hemodialysis
- 19% Transplant
- 12% Friends and Family
- 11% Pre-dialysis
- 10% Peritoneal Dialysis
- 6% Home Hemodialysis

Regional Distribution



- 29% West
- 20% Midwest

- 33% South
- 18% Northeast

52% of our constituents are female



48% of our constituents are male

