



SOCIETY FOR IMPLEMENTATION  
RESEARCH COLLABORATION

**SEPT 12-14, 2019**

**SEATTLE, WASHINGTON, USA**

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**5TH BIENNIAL SOCIETY  
FOR IMPLEMENTATION  
RESEARCH  
COLLABORATION  
CONFERENCE**

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**SPONSORSHIP PROSPECTUS**



# WHERE THE RUBBER MEETS THE ROAD

## THE INTERSECTION OF RESEARCH, POLICY, & PRACTICE

SIRC's 2019 conference will provide the opportunity for implementation researchers, intermediaries, practitioners, policy makers and students to convene, share innovations and ideas, and learn from one another. Support this vision to create a space where interactive dialogue can enable us to better understand each other's perspectives and advance our field.

We are the Society for Implementation Research Collaboration. We honor the fact that accelerating the implementation of evidence and evidence-based programs requires collaboration across several key stakeholders:

- **Researchers** bring generalizable knowledge, evaluation approaches, and methodological advances
- **Policy Makers** offer a perspective of the competing priorities, what is possible, and the promise of informing and aligning policies with evidence
- **Intermediaries** bring expertise in evidence and evidence-based programs, as well as practical implementation strategies
- **Administrators** offer a window into the local inner and outer context and the ability to embrace and shape both research and practical implementation efforts
- **Practitioners** bring deep and rich first-hand experience with the target population and the current realities that may help or hurt evidence implementation
- **Consumers** arguably offer the most valuable perspective for selecting which evidence or evidence-based program to implement

On behalf of SIRC, we invite you to partner with us for the 5th biennial 2019 SIRC conference. This conference is, for the first time, being organized by conference co-chairs (one researcher and one intermediary) with the goal to enhance the relevance, representation, and involvement of all relevant stakeholders. This conference will kindle new collaborations across stakeholders, sectors, and systems to accelerate the implementation and evaluation of evidence and evidence-based programs locally, domestically, and internationally.

SIRC's mission is to promote rigorous and relevant evaluation of implementation efforts through the development of measures and methods and meaningful collaborations. SIRC is growing rapidly, and we anticipate unprecedented numbers of presenters and attendees, across stakeholder roles and from around the world, at our 2019 conference.

For the first time, SIRC will convene an international Mechanisms Network of Expertise to develop and disseminate a research agenda for Accelerating Sustainable Evidence-Based Practice Integration. Advancing work in this area means SIRC will be at the cutting edge of understanding how and under what conditions implementation efforts succeed.

We invite you to partner with us to make this unique event a great success. As a partner, you will have countless occasions to share your organization's work with others at SIRC 2019. What's more, you will be contributing to building more efficient and effective ways to care for our communities by growing the science and practice of evidence implementation.

Sincerely,

**Sara J. Landes**

President, Society for Implementation Research Collaboration





# ABOUT THE EVENT

The 5th biennial SIRC 2019 conference will bring together world leaders in the science and practice of implementation of evidence and evidence-based programs. SIRC's 2019 program will grapple with issues that sit at the intersection of research, policy, and practice, and will foster dialogue across stakeholders and sectors to generate new lines of inquiry, practical solutions, and opportunities for ongoing collaboration. In 2017, we capped our attendance at 400, but with an immediate waitlist, we anticipate welcoming 600 attendees from 16 countries to share the latest evidence and innovations for improving the lives of individuals, families, and communities around the world.

SIRC began in 2010 with \$150,000 of funding for 3 conferences to occur over the course of 5 years. In addition to these three conferences, SIRC developed a mentoring program for researchers, a methodology for developing grant proposals and implementation projects, stakeholder workgroups, and a repository of measures to guide implementation evaluation. SIRC was so successful in its first 5 years that we held our 4th conference in 2017 with no external funding. SIRC is now positioned to grow and we need your help to make the 2019 conference one that will not be forgotten.

SIRC's 2019 conference will work to better integrate science, policy, and practice. Some example questions presenters will attempt to address include:

- How can we adapt lessons learned from implementation science in ways that are culturally and contextually appropriate?
- What are the mechanisms, or processes for change, that are used by researchers, practitioners/intermediaries, and policy makers?
- What are examples of researchers and practitioners/intermediaries working together to advance the field of implementation science and overcome barriers and challenges?
- What systemic changes are required to better foster collaboration between research, policy and practice?
- How have policy makers been influenced by implementation science?

# WHY PARTNER WITH SIRC?

- **Benefit from the knowledge exchange.** SIRC aims to advance both the science and practice of implementation through collaboration with an emphasis on producing practical tools, measures, and methods for completing this work. As a SIRC partner and attendee you will take home invaluable tools that may benefit your organization (if you are an intermediary, for instance), or pressing challenges that your organization can help to address (if you are a funder or product developer, for instance).
- **Shape the research agenda.** The most important research agendas are those that are informed by representative stakeholders. In addition to publishing the proceedings of the SIRC conference, in 2019, we are charged with developing a research agenda to advance the study of implementation mechanisms. By partnering with SIRC, you will be in a position to directly shape the research agenda.
- **Improve the SIRC experience.** Many of our partnerships will support travel and scholarships for stakeholders who could otherwise not afford to attend (e.g., clinicians, administrators, policy makers). By supporting the diversification of our attendees and ensure stakeholder representation, you will make the conference better for everyone.
- **Attract national and international interest to your organization.** SIRC 2019 will be attended by over 400 delegates from around the world. SIRC members represent 16 countries. Thus, you will gain international exposure over the course of just three days. In addition to the direct impact your organization will have on attendees through your live presence, you will undoubtedly experience exponential reach through SIRC's very active social media exchanges.



# SPONSORSHIP PACKAGES

SIRC 2019 offers you national and international exposure. Will be attended by over 400 delegates from around the world. SIRC members represent 16 countries. Our team will work with you to facilitate innovative ways to engage with this audience and showcase your services throughout the three-day event. We will assist with communication in the lead up to the conference and actively promote reference materials to attendees and wider networks.

## PREMIUM PACKAGES

Premium sponsorship packages designed to provide the highest level of visibility of your brand during pre-conference communications and throughout the conference. Further, this package ensures you are associated with a highly attended keynote session or plenary session that is at the core of your product.

### **Platinum (\$33,000; 2 only)**

- Complimentary conference registration for up to three delegates
- Verbal acknowledgement of Platinum sponsor from SIRC president during opening sessions and by conference chairs at appropriate times during SIRC 2019
- Platinum sponsor acknowledgement in the program handbook
- Host a keynote or plenary session (logo placed by session in conference program; first and last slide of the session; announced by session chair)
- Organization name recognized to the relevant session in any pre-conference releases on the Conference program content
- Opportunity to display promotional material (e.g., video or hard copy) during conference (e.g., immediately prior to keynote address)
- Brand acknowledgement on e-communications, including social media and email announcements.
- Company logo, including link, displayed on the SIRC 2019 conference website
- Logo placement on signage throughout the venue.
- One piece of promotional literature to be inserted in all delegate satchels (provided by sponsor)
- Full-page of advertising in the program handbook

## **Gold (\$22,000; 6 only)**

- Complimentary conference registration for up to two delegates
- Verbal acknowledgement of Gold sponsor from SIRC president during sponsored sessions and by conference chairs at appropriate times during SIRC 2019.
- Gold sponsor acknowledgement in the program handbook
- Host three concurrent sessions (logo placed by session in conference program; first and last slide of the session; announced by session chair)
- Organization name recognized to the relevant session in any pre-conference releases on the Conference program content
- Opportunity to display advertising and signage at SIRC 2019 in allocated session (Sponsor to provide).
- Company logo, including link, displayed on the SIRC 2019 conference website (<https://societyforimplementationresearchcollaboration.org/5th-biennial-society-for-implementation-research-conference-september-12-14-2019/>)
- Logo placement on signage throughout the venue.
- One piece of promotional literature to be inserted in all delegate satchels
- Half-page of advertising in the program handbook

## **Silver (\$11,000; 10 only)**

- Complimentary registration for one delegate.
- Acknowledgement of Silver sponsor from SIRC president during opening sessions and by conference chairs at appropriate times during SIRC 2019.
- Host two concurrent sessions (logo placed by session in conference program; first and last slide of the session; announced by session chair)
- Opportunity to display advertising and signage at SIRC 2019 in allocated session (Sponsor to provide)
- Logo placement on official SIRC 2019 signage throughout the venue
- One piece of promotional literature to be inserted in all delegate satchels
- Quarter-page advertisement in the program handbook
- Company logo, including link, displayed on the SIRC 2019 website (<https://societyforimplementationresearchcollaboration.org/5th-biennial-society-for-implementation-research-conference-september-12-14-2019/>)

# **GIVE-AWAY PACKAGES**

## **Giveaway item sponsor (\$10,000; 1 only)**

- All attendees and speakers upon check-in at the SIRC 2019 registration desk will be provided with a delegate pack including a nametag and a giveaway item (i.e., reusable water bottle). The giveaway item will be co-branded in conjunction with the sponsors and SIRC 2019 logo and utilized by all attendees and speakers in attendance at SIRC 2019.
- Recognition of organization logo on the delegate giveaway item
- Acknowledgement from SIRC president during closing sessions and by conference chairs at appropriate times during SIRC 2019
- Company logo displayed on the SIRC 2019 website (<https://societyforimplementationresearchcollaboration.org/5th-biennial-society-for-implementation-research-conference-september-12-14-2019/>)

## **Satchel sponsor (\$10,000; 4 only)**

- Logo placed on the Conference Satchel provided to all attendees and speakers (SIRC reserves the right to select the bag)
- Verbal acknowledgement from SIRC president during closing sessions and by conference chairs at appropriate times during SIRC 2019
- Logo placement on official SIRC 2019 signage throughout the venue
- Company logo displayed on the SIRC 2019 website (<https://societyforimplementationresearchcollaboration.org/5th-biennial-society-for-implementation-research-conference-september-12-14-2019/>)

## **Satchel insert (\$1,500; unlimited)**

- Organizations will reach all attendees and speakers directly by providing inserts in the SIRC 2019 satchels. Inserts may take the form of a brochure/flyer that promotes your product or service. This insert is limited in size to 1 x A4 8 page flyer. Alternatively, promotional goods are invited for inclusion (e.g., note pads, pens, post-it notes, USB sticks). Sponsor will provide promotional materials to include in satchel.

# **FOOD & DRINK PACKAGES**

These packages allow advertising during specific experiences that provide participants with food and drinks. These are highly popular services provided throughout the conferences and give you an opportunity to represent your brand at highly trafficked areas and/or events during the conference.

## **Coffee station energy break sponsor (\$4,000; 8 only)**

- Announcement of your organization's sponsorship of the energy break refreshments
- Branding of the energy breaks by way of signage on the serving stations in the conference venue (signage/banners to be supplied by the sponsor)
- Logo placement on official SIRC 2019 signage throughout the venue
- One piece of promotional literature to be inserted in all delegate satchels
- Acknowledgement (some with logo) in SIRC 2019-related marketing material
- Company logo displayed on the SIRC 2019 website (<https://societyforimplementationresearchcollaboration.org/5th-biennial-society-for-implementation-research-conference-september-12-14-2019/>)



## **Breakfast sponsor (\$6,000; 4 only)**

This sponsorship package has been created to provide you with maximum exposure during the highly attended morning plenaries. This sponsorship provides all attendees with breakfast for one day of the main conference.

- Verbal acknowledgement at SIRC 2019 morning plenaries.
- Organization name recognized for the relevant breakfast session in any pre-conference releases regarding the Conference program
- Opportunity to display advertising and signage at SIRC 2019 in allocated session (sponsor to provide)
- Company logo displayed on the SIRC 2019 website (<https://societyforimplementationresearchcollaboration.org/5th-biennial-society-for-implementation-research-conference-september-12-14-2019/>)

## **Lunch sponsor (\$10,000; 6 only)**

This sponsorship package has been created to provide you with maximum exposure during the highly attended lunch plenaries. This sponsorship provides all attendees with lunch one day of the main conference.

- Verbal acknowledgement at SIRC 2019 lunch plenaries
- Organization name recognized for the relevant lunch session in any pre-conference releases regarding the Conference program
- Opportunity to display advertising and signage at SIRC 2019 in allocated session (sponsor to provide)
- Company logo displayed on the SIRC 2019 website (<https://societyforimplementationresearchcollaboration.org/5th-biennial-society-for-implementation-research-conference-september-12-14-2019/>)

## **Cocktail reception sponsor (\$3,500; 6 only)**

This sponsorship package has been created to provide you with maximum exposure during the highly attended and highly successful evening cocktail reception during one of the two poster sessions. The cocktail reception supplies attendees with one free drink ticket and hors d'oeuvres throughout allocated time for networking and poster presentations.

- Verbal acknowledgement at SIRC 2019 cocktail reception
- Organization name recognized for the relevant breakfast session in any pre-conference releases regarding the Conference program
- Opportunity to display advertising and signage at SIRC 2019 at cocktail reception (sponsor to provide)
- Company logo displayed on the SIRC 2019 website (<https://societyforimplementationresearchcollaboration.org/5th-biennial-society-for-implementation-research-conference-september-12-14-2019/>)



# SESSION PACKAGES

These packages allow you to display your brand during sessions that are at the core of your product, brand, or organization.

## **Practitioner-focused pre-conference workshop sponsor (see below for contribution amount; unlimited)**

This sponsorship package has been designed to a high level of exposure to those attending the practice-group, preconference workshop to ensure you are associated with a highly attended practitioner-focused, pre-conference workshop session that is at the core of your product. To increase diversity of contributions, we have allowed for the special packaging of contributions based on the level of exposure you hope to receive for your product or brand.

- \$100 - 500: Company/brand logo on a slide + verbally acknowledged + sponsor slide for main conference
- \$5,000 & up = Company/brand logo on a slide + verbally acknowledged + sponsor slide for main conference + list of attendee name and contact info for sponsor + signage at the workshop + company logo displayed on the SIRC 2019 website (<https://societyforimplementationresearchcollaboration.org/5th-biennial-society-for-implementation-research-conference-september-12-14-2019/>)

## **Pre-conference workshop sponsor (\$5,000; 5 only)**

This sponsorship package has been designed to a high level of exposure throughout the Pre-conference and to ensure you are associated with a highly attended pre-conference workshop session that is at the core of your product.

- Complimentary registration for one delegate to attend pre-conference workshop
- Organization name recognized to the relevant session in any pre-conference releases on the Conference program content
- Opportunity to display advertising and signage at SIRC 2019 in allocated session (sponsor to provide)
- Acknowledgement (some with logo) in SIRC 2019-related marketing material
- One piece of promotional literature to be inserted in all delegate satchels
- Company logo displayed on the SIRC 2019 website (<https://societyforimplementationresearchcollaboration.org/5th-biennial-society-for-implementation-research-conference-september-12-14-2019/>)



# SOCIAL EVENT PACKAGES

## **Networking cruise sponsor (\$6,000; 8 only)**

This sponsorship package has been designed to provide a high level of exposure during an invitation-only networking cruise.

- Invitation and free attendance for one delegate to attend the networking cruise
- Free meal and two drink tickets on the cruise for delegate
- Opportunity to display advertising and signage at SIRC 2019 networking cruise (sponsor to provide)
- Company logo displayed on the SIRC 2019 website (<https://societyforimplementationresearchcollaboration.org/5th-biennial-society-for-implementation-research-conference-september-12-14-2019/>)

# TRAVEL PACKAGES

## **Attendees in Financial Hardship (\$500; unlimited)**

Travel scholarships for students or attendees with financial hardship will help offset costs of traveling to SIRC 2019.

- Acknowledgement (some with logo) in SIRC 2019-related marketing materials for SIRC travel scholarships for attendees with financial hardships (students and/or others)
- Company logo displayed on the SIRC 2019 website (<https://societyforimplementationresearchcollaboration.org/5th-biennial-society-for-implementation-research-conference-september-12-14-2019/>)



# SIRC 2019

## SPONSORSHIP APPLICATION FORM

Please complete this form and return to: the Society for Implementation Research Collaboration; E: sirc@uw.edu

Sponsor/exhibitor details

Surname: ..... First name: .....

Organization: ..... Position: .....

Address: .....

.....

State: ..... Postcode: ..... Country: .....

Phone: ..... Fax: .....

Mobile: ..... Email: .....

### SPONSORSHIP PACKAGES

All prices listed below are in United States Dollars (USD). Please tick appropriate boxes to indicate your preferred package:

Platinum sponsor - \$33,000

Gold sponsor - \$22,000

Silver sponsor - \$11,000

Giveaway item sponsor - \$10,000

Satchel sponsor - \$10,000

Satchel insert sponsor - \$1,500

Coffee station energy break sponsor - \$4,000

Breakfast sponsor - \$6,000

Lunch sponsor - \$10,000

Cocktail reception sponsor - \$3,500

Practitioner-focused pre-conference workshop sponsor:

\$100-500 (specify amount): \$.....

\$5,000 & up (specify amount): \$.....

Pre-conference workshop sponsor - \$5,000

Networking cruise sponsor - \$6,000

Attendees with financial hardship sponsor - \$500

**Sponsorship subtotal: \$ .....**

### PAYMENT DETAILS

Please forward a tax invoice to facilitate payment or

Please charge this amount to the following credit card:      Visa      Mastercard      AMEx

Card number: ..... / ..... / ..... / ..... Expiry date: ..... / .....

Credit card holder's name /Account name: .....

Signature: .....

Please note: confirmation of sponsorship is conditional upon this form being completed and payment received in full. Upon confirmation this contract is binding on the signature below. I/we agree to comply with terms and conditions or provisions relating to sponsors by the SIRC19 venue providers, the 2019 SIRC organizing committee, the SIRC or its agents. I/we acknowledge and understand that this represents an 'agreement in principle', and final details will be determined in conjunction with SIRC once this agreement is received.

Surname: ..... First name: .....

Organization: ..... Position: .....

Signed: .....

Date: .....