As part of our national *Script Your Future* campaign to increase awareness about the importance of medication adherence, the National Consumers League (NCL) is organizing activities in six target markets (Baltimore, Birmingham, Cincinnati, Providence, Raleigh/Durham, Sacramento) and beyond in interested communities.

There are sponsorship opportunities for stakeholders to sponsor and support local coalition activities. Engagement in these local coalitions can range from participation in local health fairs, to organizing community events with pharmacy students, to helping develop and disseminate co-branded adherence toolkits and other resources.

**How You Can Help**

Here are some of the many ways you can lend your financial and in-kind support to the local coalition activities. We also welcome your ideas for additional support opportunities, including in-kind contributions.

**Advertising Sponsor**: Paid advertising is an effective way to reach targeted audiences with campaign messaging. Sponsors can underwrite print, television, radio and online advertising in local markets.

**Coalition Organizer Sponsor:** There is the opportunity to support the coalition organizer to coordinate all on-the-ground activities, including bringing together local representatives to form a local coalition; conducting media outreach; planning and executing a launch event as well as coordinating with local organizations to participate in other events taking place in the area. Sponsors can underwrite an organizer’s salary.

**Event Sponsor:** The coalition launch will feature a media event to focus attention on the local activities. Sponsors can fund event costs such as site rental, staging and audio equipment, materials and signage, and speaker expenses.

**Research and Interventions Sponsor:** There are numerous opportunities to work with adherence researchers, or other partners to pilot interventions aimed at increasing medication adherence.

**Administrative Sponsor:** The day-to-day coalition operations require office space for organizers, meeting space for coalition meetings, and printing and copying for materials. Administrative sponsorship through in-kind donations from local organizations will help defray these costs.

**How We Say Thanks**

Sponsors will receive recognition for their support in the following ways:

* Recognition for their contribution at the events and on materials
* Featured placement on the coalition website homepage
* Expanded description in monthly coalition newsletter