

Advocacy  
Education  
Global Health  
Professional  
Development  
Exchange

International  
Pharmaceutical  
Students' Federation



# IPSF Partnership prospectus

Offering you pharmacy leaders of the future

**This prospectus provides you with an overview of the exciting opportunities for collaboration with our most significant network of pharmacy students and young professionals worldwide within and beyond healthcare.**

IPSF is a global organisation of pharmacy and pharmaceutical science students and recent graduates. Since its foundation in 1949 in London, United Kingdom, it has grown to represent over 350,000 individuals from 6 continents of the world, possessing a yet unmatched position in the area with its cross-cultural and cross-disciplinary unique identity.

#### Find out more:

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## Students today, Pharmacists tomorrow

#### Welcome message

Dear Prospective Partners,

It is with great pleasure that I introduce you to the International Pharmaceutical Students' Federation (IPSF) – the most significant, global network of 350,000 individuals who will determine the future of the pharmacy profession. Over 65 years, the Federation's history has repeatedly made its mark on shaping the 20th century. Today, we continue our mission to professionally develop students and recent graduates in pharmacy and pharmaceutical sciences for the future of healthcare.

Our Members maintain an extremely close relationship to the Federation. Despite the enormous diversity, they identify themselves with core values of respect for human dignity and tolerance to the highest importance. Our World Congress ignites our Members with enthusiasm to reunite annually and build on our heritage. This spirit further spreads when thousands of them exchange through our global practice placements or partake in our numerous initiatives. The Federation's presence in the everyday lives of our Members happens through innovative and stimulating use of online platforms which also secure desired transparency and accessibility.

This prospectus provides an overview of how you can share this passion. We have adopted an ever-flexible approach with our partners to ensure that a mutually beneficial collaborative relationship is formed. Whether you seek a collaborative, cutting-edge initiative, or have a particular idea that would benefit from the leverage of our well-established networks or channels, the prospectus presents all those valuable opportunities and more. I would like to extend my invitation for you to browse through this brochure, and envision yourself in a partnership with IPSF.

We remain available at your convenience should you have any further queries. The International Pharmaceutical Students' Federation takes this opportunity to renew its current and prospective partners with the assurance of our highest appreciation for your time to consider the Federation as your valuable partner.

Yours sincerely,

Radoslaw Mitura  
President 2012-14  
International Pharmaceutical Students' Federation

#### Essential facts

1. One of the oldest international student volunteer organisations in the world, having been established in 1949!
2. The biggest, only global and unique network of future pharmacists and recent graduates representing 350,000 individuals worldwide!
3. Cross-cultural entity based in the Hague, the Netherlands where its headquarters is supported and hosted by the International Pharmaceutical Federation (FIP)!
4. Solid value of professionalism and expertise in work conduct and addressing global health matters through its official relations with the World Health Organisation, United Nations and United Nations Educational, Scientific and Cultural Organisation!
5. Working with an expanding network of over 20 institutional and cross-disciplinary stakeholders including the International Pharmaceutical Federation and International Federation of Medical Students' Associations at the forefront!

#### In partnership with IPSF, your company will reach the leading future healthcare workforce that improves your health globally.

The majority of our members possess common features that IPSF develops through realising its organisational mandate. On a continuous basis, the Federation attracts ambitious, open-minded students that throughout their education journey must be challenged and given progressive opportunities for further personal and professional development.

As recent graduates, the majority of them hold promising leadership potential and interests in policy and decision-making. Our alumni are more experienced as compared to their counterparts, having showcased their remarkable commitment to all the challenges they have faced while working for IPSF to achieve our objectives. Majority of our alumni have translated their experience in IPSF to their own working career and have achieved many successes. Subsequently, they proactively change and positively influence their communities, regardless of the setting.

#### Variety of our communication channels generate enormous engagement reaching hundreds of thousands individuals annually.

Unquestionably serving as the main media tool, our Facebook page connects nearly 50,000 followers directly with each other!

Our events across the world, with the biggest being the World Congress that gathers 700 participants, provide an amazing opportunity for direct interaction between our members, stakeholders as well as leaders of the profession, science and healthcare sector.

**With a network of general, project and event-related websites, social media, mailing lists, direct subscriptions and publications, IPSF is a global leader in connecting you with the future workforce.**

# Partnership Packages

# Partnership Packages

## Our purpose, values and beliefs

The Federation primarily exists to equip its members for professional life in local and international settings. Through our abilities, we envision an increased member involvement in global health that will remain for years to come. We hope as representatives of the pharmacy profession to strengthen interprofessional commitment in healthcare and positively impact patient care worldwide.

As the global, collective voice of students and recent graduates in pharmacy and pharmaceutical sciences, the Federation aims to respond to global challenges in health, health education and

workforce strategies while advancing pharmacy practice and pharmaceutical sciences.

By its nature, the Federation highly values cultural diversity and respect for human dignity from all backgrounds. Working collaboratively, we support effective teamwork that encourages initiative and the greatest potential impact be voiced to the table. In our approaches we make sure that our unified commitment is the delivery of quality-driven outcomes. These key beliefs guarantee success in all efforts we undertake!

IPSF is delighted to adopt an ever-flexible approach to partnership packages and we are more than happy to be approached with new innovative ideas from our partners in order to deliver their individual business objectives.

We welcome the opportunity to create tailored packages ideal to individual partners, so do not hesitate to ask what we can do to better suit your company needs and long-term strategy. We will be happy to facilitate connections between the Federation and the business community that support our mission.

Though not limited to, you can find some unconventional ideas below:

**1. Thought-leadership messaging** – run your comprehensive, tailored marketing strategy to get your message across through our communication channels throughout the year.

**2. Impact digital campaigns** – take advantage of one-week social media customised messaging to highlight your business's philanthropic achievements.

**3. Meetings/conferences set** – plan an educational programme to frame your issue around our main events (pre and post-event webinars and incorporated workshops) with a built-in strategic campaign around your added value event participation.

**4. Live-streamed content and video initiatives** – interactive broadcasting of keynote discussions and talks on global issues and career opportunities between your brand and students' audience.

**5. e-News campaigning** – plan your email strategy to reach our diverse and broad audience on a regular basis.

**6. QR code scavenger hunts** – design a complex game of engagement to serve the audience with interactive content and give away a prize to a winner!

## Creative Partnerships for maximum leverage

The following packages contain comprehensive lists of our offerings that also include the above opportunities. Please kindly note they are only a guide and that we would tailor every partnership opportunity.

Partnership packages are limited, available on a first-come-first-serve basis and valid for a period of one year.

**Principle Partnership** €25,000 – the most prestigious level of partnership, ensuring maximum exposure throughout the year, being an exclusive opportunity for only one company.

**Gold Partnership** €13,000 – offers significant promotional coverage with participation opportunities and collaborative commitment to leverage support.

**Silver Partnership** €9,000 – moderate package with your presence in many areas of IPSF's daily life.

**Basic Partnership** €4,000 – perfect entry level package offering recognition of your brand on our global platform.

Striving for excellence in all efforts

Partnership Packages		Principal €25,000	Gold €13,000	Silver €9,000	Basic €4,000
Number of opportunities		1	3	6	unlimited
Collaboration	Extra leverage support*	3 projects	1 project	€2,500 per project	
	Existing/new IPSF Project Exclusive Supporter** (co-branding, a total of 3 available)	•	€4,000 per project		
	Survey among members or focus groups	2 per year	1 per year		
	Online poll for 2-4 weeks at a chosen website (a total of 8 available)	2	2	1	€300 per poll
Publications/Brand awareness	Recognition as Partner in Annual Bulletin and official IPSF Presentation	Principal Partner	Gold Partner	Silver Partner	Strategic Partner
	Advertisement space in printed publications (Annual Bulletin, Magazine, Phuture)	Back cover (all 4 issues)	Full page (3 issues)	Half page (3 issues)	Half page (2 issues)
	Article in Magazine	•	•		
	Advertisement space in e-publications (Newsletter, PEN, PH Spot)	Back cover (all issues)	Full page (6 issues)	Full page (4 issues)	Half page (4 issues)
	Hyperlinked banner on www.ipsf.org, sep.ipsf.org, event and regional websites	•	Select 4 websites	Select 2 websites	only main website
	Announcement of partnership and introduction of your company at www.ipsf.org and major e-lists	•	•	•	•
	Your company article at www.ipsf.org or our blog (a total of 20 available)	4 articles	2 articles	2 articles	€300 per article
	Forwarded promotional e-mails on major e-mail lists (digest e-mails)	6	4	2	
Events	Insertion of company material to registration bags at selected IPSF events	a small item and A4	a small item or A4	pamphlet	
	Booth at World Congress Exhibition	Large booth	Regular booth	Regular booth	50% discount
	Complimentary invitation to attend and speaking opportunity (5 min) at selected IPSF events	•	•**	invitation only**	invitation only**
	World Congress Sponsorship Packages	30% discount	20% discount	10% discount	
Transparency	End-of-term Fulfilment Report	•	•	•	•
	Copy of all official printed publications	•	•	•	•
	Copy of Annual Report & external auditor's report	•	•	•	•

\* Choose from the ideas presented on the previous page or a new one, includes developing a work plan.

\*\* Pending approval of IPSF Executive Committee.

Please kindly note that the above packages are only samples as there are several diverse items not listed here. IPSF welcomes and encourages any inquiries.

## Interested? Let us follow up:

Company Name:

Contact Person:

E-mail:

Postal address:

Position:

Tel./Fax: