



# Sponsorship opportunities

2021

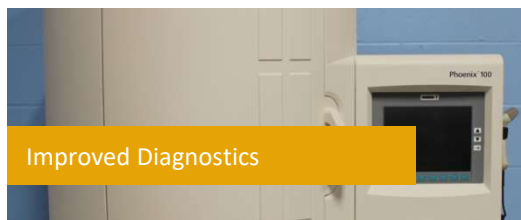
AMR INSIGHTS:

INFORMING • EDUCATING • CONNECTING

## ANTIMICROBIAL RESISTANCE

Antimicrobial resistance (AMR) is considered the biggest global threat of Health and Food Safety<sup>1</sup>. AMR develops when bacteria, fungi or viruses are exposed to antibiotics, antifungals or antivirals. As a result, the antimicrobials become ineffective and infections may persist. In addition, medical interventions including surgery, caesarian sections, chemotherapy and stem cell therapy may become impossible. It is estimated that AMR causes 700,000 casualties per year with the low- and middle income countries (LMIC) bearing the harshest burdens. More recent recalculations even indicate substantially higher numbers. According to the 'Review on Antimicrobial Resistance' by Jim O'Neill we may face some 10,000,000 casualties per year in 2050 with cumulative GDP loss of \$ 100 trillion<sup>2</sup>. "Planet earth faces the very real threat of having to survive in a 'post-antibiotic' era in which there are few, if any, antibiotics which effectively and affordably cure infections."<sup>3</sup>

## GLOBAL SOLUTIONS TO AMR:



1) <https://www.who.int/en/news-room/fact-sheets/detail/antimicrobial-resistance>

2) <https://amr-review.org/>

3) <https://www.daghammarskjold.se/publication/antimicrobial-resistance-and-sustainable-development-a-planetary-threat-but-a-financing-orphan/>

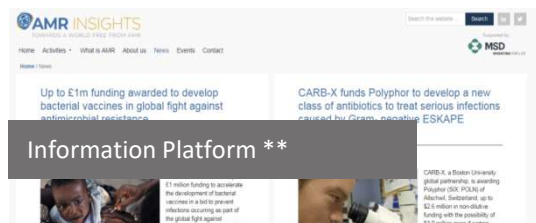
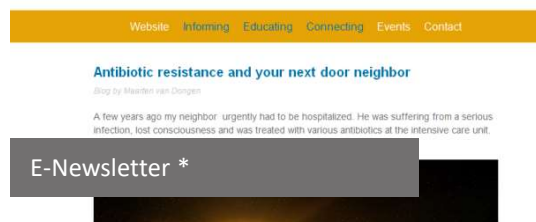
## AMR INSIGHTS INFORMS, EDUCATES AND CONNECTS PROFESSIONALS

AMR Insights is committed to eliminating antimicrobial resistance because it does not accept that millions of innocent people need to die as a result of resistant bacteria and other microorganisms.

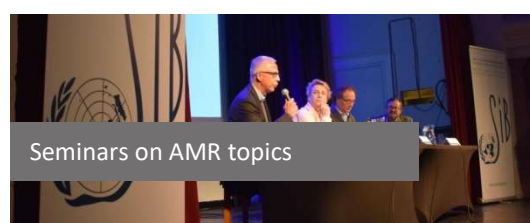
The mission of AMR Insights is to save lives by Informing, Educating and Connecting professionals involved in Antimicrobial resistance.

AMR Insights achieves its mission by:

### INFORMING:



### EDUCATING:



### CONNECTING:



\* Ca 20 Newsletters in 2021; sent to 6,450 professionals in EU, USA, Asia & ROW

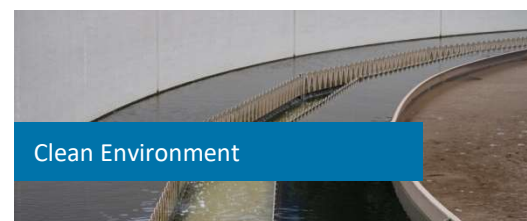
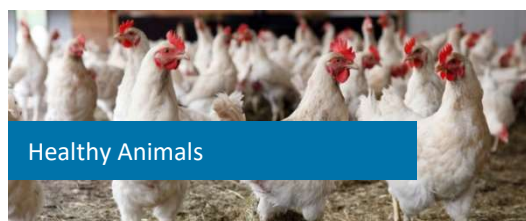
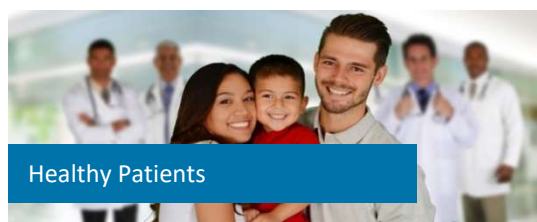
\*\* Ca 40,000 visits per year; visitors from USA, EU, Asia & ROW

## AMR INSIGHTS TARGETS 6 FOCAL AREAS

AMR Insights supports professionals in Public, Private and Non-Governmental Organizations worldwide. These include Healthcare Institutes, Authorities, Academia, Industry and NGO's. AMR Insights is active at all management layers and in all areas where AMR deserves attention.

In order to serve professionals in the best possible way AMR Insights targets 6 different Focal Areas. Within each Focal Area, professionals deal with AMR in a multitude of ways but with the same overall goal. This overall goal is expressed in the name of the Focal Area.

### THE 6 AMR INSIGHTS FOCAL AREAS:





## FUNDING OPPORTUNITY I: GENERAL SPONSORSHIPS

AMR Insights encourages you to contribute to the global fight against AMR. To this end AMR Insights offers attractive sponsorship packages.

### SPONSORSHIP PACKAGES

There are several exhibition and sponsorship packages

	PLATINUM package: € 20,000 + VAT	GOLD package (I): € 15,000 + VAT	GOLD package (II): € 15,000 + VAT	SILVER package: € 10,000 + VAT	BRONZE package: € 5,000 + VAT
Logo on AMR Insights website (2021)	✓	✓	✓	✓	✓
Logo on AMR Insights E-Newsletter (20 x in 2021)	✓	✓	✓	✓	
Symposium package for 'Advancing Data Technologies to corner AMR 2020' in June, 2021 (Symposium I)	✓	✓			
Symposium package for 'Emerging Antimicrobials and Diagnostics in AMR 2021' in November, 2021 (Symposium II)	✓		✓		

### Symposium packages include:

Logo on Symposium website	✓
Entrance passes: includes entrance to lectures, refreshments, lunch and network reception for 2 persons	✓
Exhibition space	✓
Placement of flyer in the delegate packs	✓
Co-sponsor network reception	✓
Sponsor Round table session	✓
Sponsor Matchmaking session	✓
Logo on pre-symposium mailings and social media posts	✓

### Individual prices

€ 1,000 + VAT
€ 300 + VAT ( <i>per person</i> )
€ 2,500 + VAT ( <i>per space</i> )
€ 500 + VAT
€ 500 + VAT
€ 1,000 + VAT
€ 2,500 + VAT
€ 2,500 + VAT

### SME discount sponsorship packages:

Medium-sized	51 - 250 fte	10%
Small	11 - 50 fte	25%
Micro	< 10 fte	40%

Please contact us for further information. Let us know if you consider other ideas for sponsorship opportunities such as competitions, hackathons or bursaries for symposium participants from LMIC's. We are happy to provide the most effective opportunities to your organization.

## **FUNDING OPPORTUNITY II: AMR INSIGHTS EMERGING TECHNOLOGIES DATABASE**

AMR Insights has set up a globally accessible database structure of emerging technologies to combat AMR. The database comprises information on upcoming antimicrobials, alternative antimicrobial strategies, preventatives, diagnostics and their technology platforms. The database provides a growing, up-to-date overview of emerging technologies and their anticipated use in humans, animals and plants. Newly developed filters allow technologies to be easily selected and compared. The relational database supports knowledge institutions, companies and authorities in developing, testing and commercializing emerging technologies with the aim to effectively combat AMR worldwide.

### **DATABASE PART OF THE CDC AMR CHALLENGE**



AMR Insights is participating in the U.S. Government's Antimicrobial Resistance (AMR) Challenge. The AMR challenge is a yearlong effort to accelerate the fight against antimicrobial resistance across the globe. The AMR Challenge was launched at the United Nations (UN) General Assembly in September 2018.

### **FUNDING OPPORTUNITY**

Organizations, companies and governments can contribute to the further development and implementation. In return their logos will be included on the Technologies Database Webpage:

- € 2,500 + VAT : 6 months exposure
- € 5,000 + VAT : 12 months exposure
- € 10,000 + VAT : 24 months exposure
- Other amounts : to be agreed upon
- SME discounts (see page 5) apply

### **FUNDING OPPORTUNITY III: AMR INSIGHTS GLOBAL AMBASSADOR NETWORK & PROGRAM**

AMR Insights develops a global network of professional stakeholders involved in the curbing of AMR. The network is transnational, cross-sectoral and above all inspiring. The professionals originate from NGOs, Public and Private organizations. Participation is voluntary but not without obligation. We expect the Ambassadors to take an active role to prevent and control AMR. To this end the network will develop its own AMR Program early 2020. The network was launched in September 2019 and currently counts over 60 members from some 30 countries. We plan to further grow the network in 2020 to at least one Ambassador in each of the 196 countries. Info: <https://www.amr-insights.eu/about-us/ambassadors/>

#### **AMR INSIGHTS AMBASSADORS JANUARY 2020**



The AMR Insights Ambassadors Program is being implemented in 2021. The Program is designed to support and strengthen existing collaborative structures and programs such as those of WHO, FAO, OIE, CDC and ECDC.

#### **FUNDING OPPORTUNITY**

Participation in the network is without costs. This prevents professionals from being excluded for financial reasons. Organizations, governments and companies can financially contribute to the development and implementation of the Ambassador Program. In return their logo will be included on the Ambassadors webpage:

- € 250 + VAT                      1 month exposure
- € 2,500 + VAT :                12 months exposure
- € 25,000 + VAT :              120 months exposure
- Other amounts :                to be agreed upon
- SME discounts (see page 5) apply







## AMR INSIGHTS ANTICIPATED PROGRAM 2021

2021		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>INFORMING:</b>													
Newsletters (20 x 6,500)		2	2	2	2	2	1	1	1	2	2	2	1
Infoplatform (ca 40,000 visitors pa)													
<b>EDUCATING:</b>													
Masterclass AMR													
Seminars	Masterclass AMR for professionals									Online			
	TBD												
<b>CONNECTING:</b>													
International Matchmaking Symposia													
	Advancing Data Technologies to corner AMR 2021						Online						
	Emerging Antimicrobials and Diagnostics in AMR 2021											Amsterdam	
AMR Innovation Mission													
	AMR Innovation Mission UK 2021					Virtual Mission					Physical mission		
<b>AMBASSADOR NETWORK:</b>													
	Meet the Ambassador webinars	online			online			online			online		
	Ambassador Consultations		online			online			online			online	
<b>DUTCH CONSORTIUM ANTIBIOTICS FROM WATER:</b>													
	Consortium updates		online			online				online			online



**Contact:**

AMR INSIGHTS

Dr Maarten B.M. van Dongen

Keizersgracht 482

31017 EG Amsterdam, The Netherlands

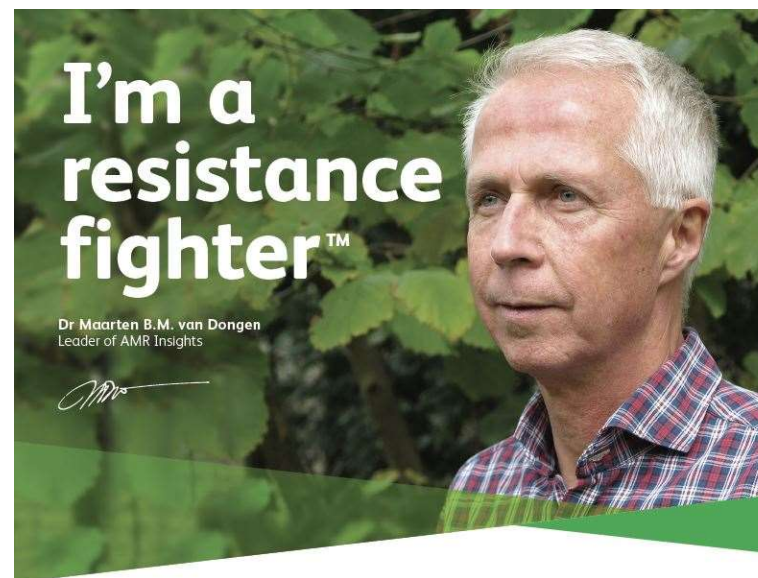
W: [www.amr-insights.eu](http://www.amr-insights.eu)

E: [info@amr-insights.eu](mailto:info@amr-insights.eu)

T: +31651558068 | +3120214 6068

VAT NL001114537B10

Netherlands Chamber of Commerce 57963177



**Combating antimicrobial resistance (AMR)**

**AMR is one of the greatest threats to health and food safety.** Each year, hundreds of thousands of people worldwide die as a consequence of resistant microorganisms. If we continue in this way, we could see many millions of casualties each year. I am committed to eliminating antimicrobial resistance, because I do not accept that millions of innocent people need to die as a result of resistant bacteria and other microorganisms. My mission is to save lives by increasing awareness, informing and connecting people. **Because all of us need to be resistance fighters.**

Learn more at [AntimicrobialResistanceFighters.org](http://AntimicrobialResistanceFighters.org)



**ANTIMICROBIAL  
RESISTANCE  
FIGHTER  
COALITION**

The BD Foundation is a sponsor of AMR Insights