Contact

For further information, or to discuss customizing your package please contact:

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Business Director
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e-mail: suzanne@bladderhealthuk.org

Bladder Health UK
Kings Court, 17 School Road, Hall Green, Birmingham B28 8JG
www.bladderhealthuk.org

A Charity Limited by Guarantee - Registered Charity No. 1149973

*Statistics and data based on 2021-22
Bladder Health UK is a charity organisation that has been offering sufferers help and advice for the past twenty five years, and at present support over 10,000 people with bladder conditions, as well as their families and carers.

A promotional opportunity and a partnership
For marketers wishing to promote medications, products and services you could not be more targeted than with Bladder Health UK. As we are non-profit, you are also helping to ensure that our work can continue and by becoming a partner you help to support people with bladder conditions who really need your services and products.

Multiple ways to promote your product
This is a very specific audience of people suffering with bladder illness and related problems. Online, Bladder Health UK has 59,266 users with 26% being returning users, our newsletter and magazine ‘Your Bladder Health’ goes out three times a year and is filled with useful information which is distributed to all our members and healthcare professionals.

In addition, our corporate packages incorporate social media campaigns on Twitter, Facebook and Instagram as well as opportunities at member events, webinars, exhibitions and more.

To that end, we have carefully put together a set of flexible sponsorship packages that are designed to give you the most favourable return on your advertising spend.

Who we are
Bladder Health UK is the largest bladder patient support charity in the UK. We exist to support people suffering from cystitis, painful bladder syndrome/interstitial cystitis, overactive bladder and continence issues, and ensure that they, their families and carers are also better informed about these conditions.

We have developed a range of resources based on our extensive experience working with sufferers that can really help improve life.

Our Mission statement
To help people live positively with bladder illness through the provision of personalised support and care.

Magazine & Newsletter
A distribution of over 2000 including 1500 members as well as Health Care Professionals. Produced three times a year.

Specialist Advisors
Our helpline staff include an expert patient, a retired uro-gynaeology nurse and a specialist continence nurse. In addition we have access to our medical panel of urologists and GP’s for additional clinical advice.

Regional Support Groups
For face to face support members have access to local support groups where they can share experiences. Opportunities to present to these groups are available.

New membership
New members will receive a comprehensive information pack plus a ‘Can’t Wait Card’ and free product samples.

www.bladderhealthuk.org
## Corporate Packages

### Platinum Package
This is a customised package built to the value shown to suit your particular needs. Please call to arrange your bespoke package.

To discuss the Platinum package or customising one of the standard packages, call Suzanne on **0121 702 0821.**

### Standard
<table>
<thead>
<tr>
<th>Platinum £10,000+</th>
<th>Gold £7,000</th>
<th>Silver £5,000</th>
<th>Bronze £3,000</th>
<th>Standard £1,200</th>
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<tbody>
<tr>
<td>Logo on website home page in Sponsors Box</td>
<td>✔</td>
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<tr>
<td>Information and links on website corporate page</td>
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<td>Logo on Back Page of YBH Magazine - in Sponsored Box</td>
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<td>1x Advert on Website Home Page - 12 months</td>
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<td>1 x Advert on Website Bladder Condition Page 12 months</td>
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### Education

#### Patient Education and Raising Awareness

**Support Member Events**
- Delegates, Speakers, Presentations, Exhib Stands: ✔
- Exhibition stand only: ✔
- Advertorial articles - Website/Magazine (1500 words plus logo): ✔ ✔ ✔
- Webinars - single package: ✔
- double package: ✔
- treble package: ✔
- Can’t Wait Cards - Corporate Logo: ✔
- Product Samples in Member Packs: ✔

#### Health Care Professional Education and Raising Awareness

**Support Corporate Education Days**
- Delegates, Speakers, Presentations, Exhib Stands: ✔
- Exhibition stand only: ✔
- DL Leaflets for Clinics, Conferences etc: ✔ ✔
- Information Notes (added to BHUK Library and sent to members as and when required): ✔ ✔ ✔
- BHUK Staff Training on product/treatment etc: ✔ ✔ ✔

### Digital Media

**Platinum £10,000+** | Gold £7,000 | Silver £5,000 | Bronze £3,000 | Standard £1,000
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<td>Facebook Campaigns</td>
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<tr>
<td>Twitter Campaigns Regular - 2 weeks in any 1 month</td>
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<td>Instagram Campaigns</td>
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<td>Twitter Corporate Promotion 1 month</td>
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<td>Blogs</td>
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<td>Re-Tweet Product Info</td>
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### Customised Campaigns

**Additional opportunities can be included as part of overall package**
- e.g.
  - Campaign Advertising
  - Videoed 121 Interviews promoted via website, you tube etc (i.e. Patient /GP, Patient /Consultant)
  - Member Surveys
  - Utilise Survey Data - i.e. Facebook Campaign
  - Continence Nurse Surveys
  - Support for new products (NICE stakeholder reports, patient surveys, patient expertise)

The ticks above are illustrative of the options available in each price band. However, we can be flexible and build a package to suit you to the same value.

www.bladderhealthuk.org
BHUK: The Numbers

Website

79,314
sessions p.a.
59,266 users
(with 26% return users
197,138 page views
2 minutes +
time on website

Website numbers based on the last 12 months

Twitter

3% increase in followers 5,324
37% increase in profile visits 1,784
Stats proved popular and created conversations. Also using relevant hashtags has shown to work effectively and helped the page to become more ‘searchable’.

Facebook

9% increase in page likes 3,216
251% increase in reach 11,784
213% increase in post engagement 3,432
Tips/advice provided with engaging images are most popular.

Instagram

9% increase in followers 2,147
315% increase in impressions 5,877
313% increase in reach 5,548
398% increase in likes 284
Relatable posts and again the tips/advice are the most popular posts.

Magazine - Your Bladder Health

Circulation : 2500 incl. medical professionals
Frequency : 3 x p.a.
Format : A5 (40 - 50 pg publication)

Distributed to named individuals as well as through various associations and healthcare outlets including continence clinics and hospital urology departments.
Electronic publication is sent abroad to various individuals and associated organisations.

Exhibitions

Attend BAUN and ACA every year as well as other relevant exhibitions. Will support your event with a stand plus resource materials.

Webinars

Provision of on-line education and training via sponsored topics i.e. Overactive Bladder, Chronic Cystitis, Fowlers Syndrome.

Member events

We hold member events annually and invite corporate supporters to have exhibition stands to inform and support delegates.