

BUILD YOUR BRAND WITH NAFC



Become a Trusted Partner with America's leading incontinence resource.

Looking to reach more consumers than ever, right when and where they're most interested in what you have to offer? Look no further than the National Association for Continence.

Our Gold & Silver Trusted Partner programs offer you the opportunity to directly engage with the 3.5 million consumers who visit NAFC.org every year for solutions to their bladder and bowel conditions. It's why we created the Trusted Partner program in the first place, to help our visitors discover reliable, trustworthy incontinence product providers just like you.

We've come a long way since we first launched the program in 2018 — today's options are the most flexible we've ever offered, giving you an unprecedented degree of freedom with messaging, delivery and pricing:

Customizable - You control the content that consumers see, with tons of options available to make the program truly your own.

Affordable - We offer two participation levels to best fit your budget and expectations, but no matter which you choose, you'll receive remarkable savings and value. And if neither is a perfect fit, we can even work with you to develop a tailor-made program that meets your specific requirements.

Rewarding - As a Trusted Partner, you'll be doing more than growing awareness and generating sales; you'll also be contributing directly to NAFC, ensuring that we continue delivering the content, the care and the community that patients need to get dry and stay dry.



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Reason after reason to participate

Benefits for you...

A Trusted Partnership with NAFC is anything but a typical advertising campaign — it's a partnership in the truest sense of the word; a coordinated effort that aligns your commitment to quality with NAFC's reputation as America's most reliable resource for incontinence support and education. Consider just some of the benefits that this relationship makes possible:

Unbiased Third-Party Partnership: Associate your organization with a highly respected, non-biased, non-profit association dedicated solely to the critical health and wellness interests of patients and caregivers.

Proven Commitment: Your participation is a tangible demonstration of your commitment to the well-being of those living with incontinence and contribute to a cause that matters.

Brand Building: Collaborating with NAFC can enhance your visibility and credibility within the incontinence community, not only among patients but among physicians and healthcare professionals, too.

Supporting a Worthy Cause: Becoming a Trusted Partner does more than help patients; it provides essential funding to ensure that NAFC has the means to continue serving and supporting all those who need it.

Advocating for Quality: As a Trusted Partner, you can help drive our advocacy initiatives to ensure that quality service remains paramount when it comes to incontinence products and services.

Access to Your Primary Audience: Partnering with NAFC grants you access to a community of more than 3.5 million patients actively seeking solutions to their incontinence conditions.

Patient Assistance: Your participation enables patients to discover your high-quality products in a crowded market.

...Benefits for NAFC

Just as important as the return that your participation produces for your organization is the return that it produces for the National Association for Continence — and for the enormous population of patients we serve.

Extend Our Reach: By showcasing our partnership, you help us reach a wider audience, providing them with more vital, valuable information and resources to help them manage — and overcome — their conditions.

Support Our Cause: NAFC depends on funding from our partners to sustain our mission. Our partnership not only bolsters the Trusted Partner program but also ensures that we remain a free resource for those who rely on us.

Expand Our Education: We rely on experts in a range of fields to assist us in the creation of educational materials for incontinence patients. Your expertise allows us to share valuable knowledge with all those impacted by bladder and bowel disorders.

Grow Stronger Together: We can't eliminate the stigma of incontinence on our own. By partnering with organizations like yours, we can amplify our efforts to educate and support those affected by incontinence, ensuring that no one has to face this condition alone.

Secure your partnership today!

Reach out to us today to learn more about qualification criteria and full details on what a Trusted Partnership can do for your business. **Contact Holly Kupetis today at hkupetis@nafc.org or call 773-230-5420.**



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Not just any partner will do

Patients count on us for honest, accurate guidance on all matters related to bladder and bowel disorders. That includes the products and providers we present to them — our reputation and their satisfaction depend on it.

In particular, the Trusted Partnership program is focused on service excellence; we have developed specific criteria for participation that are built around our partners' ability to meet customers' expectations when it comes to responsiveness, timely delivery, problem resolution, informational support and related metrics.

Our goal is to ensure that the companies we partner with live up to the same high standards our visitors expect from us. To qualify as a Trusted Partner, all companies must exhibit the following attributes:

- **Customer Support:** Trusted Partners will ensure rapid and timely responsiveness, attention and resolution to customer inquiries or requests by well-trained, knowledgeable staff.
- **Professionalism and Courtesy:** Responses must be polite, professional and emphasize personalized interactions, such as using customer names, referencing past interactions and displaying attentiveness to unique customer needs.
- **Accessibility:** Trusted Partners will provide multiple, easy-to-access communication channels (e.g., email, chat, social media), accommodate customers who are hearing and speech impaired and offer support in multiple languages.
- **Problem Resolution:** Trusted Partners will take customer complaints seriously, aiming for efficient problem resolution.
- **Transparency:** Trusted Partners will maintain the utmost transparency with respect to policies, pricing and product details. This includes clear and easy-to-locate return, refund and/or exchange policies.
- **Proactiveness and Engagement:** Trusted Partners will regularly update customers with relevant information (e.g., order confirmations, shipping details), as well conduct follow-up customer satisfaction assurance outreach.
- **Feedback and Improvement:** Trusted Partners will encourage and utilize customer feedback for continuous improvement and ensure consistent service across all channels and customer service experiences.

Full details on qualification requirements available upon request.



Enhancements that drive performance

Every year, we make updates to our offering to increase visibility and engagement for our partners. This year we've gone further than ever, with a host of new features designed to give you greater value and positioning than any previous Trusted Partner program:

- Campaign-style programs that help your story resonate more fully with your audience
- A giant package of promotional materials to support your efforts
- Gold level benefits including full-month exclusivity, plus all of the following:
 - An Ask The Expert blog post
 - A highlighted ad on all Life Without Leaks podcast episodes
 - A dedicated Life Without Leaks podcast episode featuring your company, product or service
 - A social media campaign built around your offering featured across our social platforms



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Two levels... countless options

NAFC makes it easy for you to get exactly what you want out of your Trusted Partner program, with Silver- and Gold-level options to suit your offerings, your budget and your activity level.

No matter what you choose, you'll reach millions of potential customers while supporting us in our effort to remove the stigma associated with incontinence, promote greater understanding of conditions and treatments, and create a world where there's no shame in being human.

Silver level features & benefits



Each month in 2025, we will run a **maximum** of 2 Silver Level campaigns, each available on a first-come, first-served basis. And keep in mind that since Gold Level partners receive exclusivity for each month they participate, availability may be limited. Partnership includes the following:

- Your own dedicated page on NAFC.org for the full year (a \$2,500 value)
- A detailed listing on Trusted Partner page (a \$1,000 value)
- Ads in our monthly newsletters during your partnership period (a \$1,000 value)
- A custom, permanent BHealth Blog post based on your priorities (a \$2,000 value)
- Your ad placed in our rotating promotional banner on nearly every NAFC.org web page throughout your month (a \$1,500 value)
- Participation in NAFC's Yearly Black Friday Deals Roundup campaign (featured in a blog post, newsletter and social media) (a \$1,500 value)
- A dedicated page in NAFC's new Digital Coupon Book that will be offered to every visitor to NAFC.org (a \$2,000 value)
- An NAFC media kit including customized Trusted Partner logos; content for placement on your website; social media graphics and text; customized e-brochures, posters and trackers; plus additional materials to help you promote your partnership (a \$500 value)
- End-of-year reporting to help you quantify and evaluate your participation



Total Value: \$12,000

Actual Partnership Cost: \$4,500



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Gold level features & benefits



Gold Level partnerships come with exclusivity - when you participate at this level, your campaign will be **the only one** run during your selected month. Your partnership includes the following:

- Your own dedicated page on NAFC.org for the full year (a \$2,500 value)
- A detailed listing on Trusted Partner page (a \$1,000 value)
- Ads in our monthly newsletters during your partnership period (a \$1,000 value)
- A custom, permanent BHealth Blog post based on your priorities (a \$2,000 value)
- An Ask The Expert blog post built around your area of interest (a \$2,000 value)
- Exclusive advertising banner placement on nearly every NAFC.org web page throughout your month (a \$1,500 value)
- Participation in NAFC's Yearly Black Friday Deals Roundup campaign (featured in a blog post, newsletter and social media) (a \$1,500 value)
- A dedicated page in NAFC's new Digital Coupon Book that will be offered to every visitor to NAFC.org (a \$2,000 value)
- An informational ad featured on all episodes of the Life Without Leaks podcast during your participation month (a \$500 value)
- One guest episode of the Life Without Leaks podcast featuring an interview with one of your key people (a physician, an executive, a founder or anyone else of relevance) along with a profile of your product or service offering (a \$2,000 value)
- NAFC-driven social media postings in support of your campaign featuring 3 custom reels or image posts across all our social media channels (a \$1,000 value)
- Ad placement on NAFC's Find A Doctor website, giving you direct exposure through one of our most widely used online resources (a \$1,500 value)
- An NAFC media kit including customized Trusted Partner logos; content for placement on your website; social media graphics and text; customized e-brochures, posters and trackers; plus additional materials to help you promote your partnership (a \$500 value)
- End-of-year reporting to help you quantify and evaluate your participation



Total Value: \$19,000

Actual Partnership Cost: \$7,500



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Add-ons available

Looking for even more ways to supercharge your Trusted Partner program? NAFC has a number of add-on initiatives available specifically for participating businesses:

DEDICATED EMAILS

Individual Emails: NAFC will send one email dedicated solely to your company, product or service to our audience of more than 10,000 patients. Content may be provided by you, or you can choose to have our team provide imagery and copywriting.

► \$2,500 per email

Email Packages: If you're interested in an email campaign, 4-email packages are available. Emails may be sent once per month over the course of the year and a maximum of 2 packages may be purchased per partner. Emails may be sent over consecutive months, quarterly, or in another configuration of your choosing.

► \$7,500 for 4 emails

NEWSLETTER ADS

You may purchase individual ads in On-The Go, NAFC's consumer newsletter for up to 6 months total.

► \$500 per ad or 6 for \$2,500

BLOG POSTS

Provide a post for NAFC's Bhealth blog, the single-most-visited section of our website with more than 200,000 viewers per year. Content may be furnished by you or you can request that our copywriters produce the text at your direction; in either case, we will coordinate with you to ensure the suitability of your post.

► \$1,500 per post

PODCAST ADS

Your ad will run once per episode of NAFC's hit podcast *Life Without Leaks* (with 5,000+ downloads and counting!). Ads will appear across all episodes during your chosen month.

► \$500 per ad or 6 for \$1,500

PODCAST GUEST EPISODE

Why just sponsor *Life Without Leaks* when you can be a guest and have an entire episode built around a topic of your choosing? Once it airs, your episode will be available in perpetuity, too!

► \$2,000 per episode

LICENSING OPPORTUNITIES

Trusted Partners may license content from NAFC.org, including blog articles, videos and other elements for use on their own website and in their own outreach efforts.

► Costs vary based on content and length of licensing term; call for details.



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