



IIPW WEEK 2025

OCTOBER 19 - 25, 2025
STAND UPPP FOR IP

Become a Sponsor

Since 1986, International Infection Prevention Week (IIPW) has helped patients, families, and healthcare professionals better understand their role in preventing infections.

This year's theme, "**STAND UPPP FOR IP**," isn't just a campaign - it's a rallying cry. Infection preventionists are the invisible defenders of public health.

For IIPW Week 2025, let's recognize, uplift, and unite in their mission to **Unite. Prevent. Protect. Prevail.**

Throughout the week, we'll focus on daily themes:

Monday: Unite	Uniting the multidisciplinary team
Tuesday: Prevent	Taking action today to protect health
Wednesday: Protect	Protecting patients, staff, and communities
Thursday: Prevail	Overcoming challenges together
Friday: Stand UPPP	Standing united for infection prevention

Sponsorship Opportunities

Gold Level \$8500
Platinum Level \$10000

Benefits Include

- Sponsor logo on various APIC platforms
- Social media recognition
- Industry Perspectives content pieces
- Thank you ads and announcements

To sponsor IIPW, please contact sponsorships@apic.org.

SPONSORSHIP LEVELS

IIPW WEEK 2025

WEBSITE ASSETS

GOLD PLATINUM

Logo inclusion on newly renovated IIPW homepage banner (1)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Industry Perspectives Leaderboard Ad & Content Inclusion (1)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo & URL Inclusion in IIPW Sponsor page (1)	<input type="checkbox"/>	<input checked="" type="checkbox"/>

SOCIAL MEDIA ASSETS

Logo inclusion on APIC Facebook & LinkedIn pages (1)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Facebook & LinkedIn post amplification on APIC social platforms - No product promos (1)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
IIPW daily social tiles (templates for sponsor to add logo to) & social copy (1/day)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Instagram story amplification with custom graphic & link (1)	ADD ON	<input checked="" type="checkbox"/>

SPONSORSHIP LEVEL

Check the box

Gold Level: **\$8500**

Platinum Level: **\$10000**

DIGITAL ASSETS

IIPW badge	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
eNews announcement & 'Thank You' inclusions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Banner graphic, advertorial copy, and URL in IIPW eBlast (2)	ADD ON	<input checked="" type="checkbox"/>
Inclusion in 'Thank You' ad in Winter issue of <i>Prevention Strategist</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Press release template	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

ADD ONS

Check the box if applicable

Instagram Story Amplification: **\$1000**

IIPW eBlast Inclusions: **\$1000**

Instagram Reel Package: **\$1000** (sponsor to provide approved content)

SPONSORSHIP AGREEMENT

To sponsor IIPW, please contact sponsorships@apic.org.

*APIC accepts links to sponsor's homepage or other sponsor website pages, but we reserve the right to review and reject landing pages that do not conform to APIC's advertising rules.

BILLING INFORMATION

Company: _____
 Contact (name): _____
 Street Address: _____
 City, State, Zip: _____
 Phone: _____
 Email: _____
 Social Media Handles: _____

AUTHORIZATION

Sign and return by August 22, 2025

Total Sponsorship Amount: _____

Signature: _____

Title: _____

Date: _____