



Phoenix World Burn Congress

Sponsorship and Exhibitor Packet

October 4-7, 2023
National Harbor, Maryland



Phoenix Society for Burn Survivors Reimagines World Burn Congress

About the Event

Phoenix World Burn Congress (WBC) began in 1985, developed by burn survivors, for burn survivors, to identify and understand the issues that impact the daily lives of those associated with burn trauma. The event is hosted by Phoenix Society for Burn Survivors, the leading national nonprofit supporting burn survivors. This event is the world's largest gathering of burn survivors, their families, burn care professionals, and the fire service industry.

This **life-changing biennial event** connects attendees with support resources, educational programming, workshops, and, most importantly, each other. It is through these shared experiences that healing begins, because we have learned that nothing heals survivors like connection with other survivors.

Since its inception, the event was held in more than 20 different locations before being changed to a virtual format in 2020 due to the COVID-19 pandemic (the event has not been held in-person since that time).

EVENT DETAILS

- October 4-7, 2023
- National Harbor, Maryland

BY THE NUMBERS

- 900 expected participants
- Event audiences:
 - Burn survivors & families
 - Burn care professionals: doctors, nurses, and Firefighters
- 100 organizations invested in burn care come together

CONFERENCE HOTEL

Gaylord National Resort & Convention Center
201 Waterfront Street, National Harbor, Maryland, USA, 20745

[Book Now](#)

For many burn survivors, Phoenix WBC is their first opportunity to connect with others on the journey of burn recovery. We bring hope and healing to survivors and loved ones—anytime, anywhere.

A Reimagined Phoenix World Burn Congress

In 2020, Phoenix Society for Burn Survivors surveyed the community to understand the most important elements of Phoenix WBC. Phoenix Society's survey of more than **500 respondents** found that burn survivors and families, healthcare providers, foundations, and corporate partners overwhelmingly prefer a four-day national event over any other option (e.g., national, regional, virtual). Survey results revealed that the primary motivators behind having a longer nationwide event are connecting with a broader group of survivors and building long-lasting relationships. In our findings, we also learned about the most important elements of our event to make the gathering both impactful and sustainable.

Sponsorships for Phoenix World Burn Congress

Phoenix WBC sponsorships are a necessity to underwrite program costs for attendees. Sponsoring the event provides valuable support to the burn community while placing your organization front and center for an audience of medical professionals, survivors, and other industry leaders. Our sponsorship program is adaptable to meet the needs of your organization, and when you partner in our mission, we are happy to customize a sponsorship package that meets your goals and the needs of your organization.

The logo for the Phoenix World Burn Congress, featuring a stylized circular emblem with a flame-like shape in the center, rendered in light teal and white.

**Keeping
registration
fees low makes
Phoenix World
Burn Congress
accessible to
hundreds
of people
each year.**

To learn more about the event, visit our website at worldburncongress.org.

OUR REACH



11 countries



80+ certified
PhoenixSOAR hospitals
out of 120 burn centers
in the U.S. and Canada



40+ local burn and fire
service organizations



20,000 Monthly
Website sessions

18k

monthly
newsletter
subscribers

2,500+

active burn survivors
in our network

11,500+

followers
on social

20,000+

annual social
interactions

**“You immediately
feel like you have
this family, that
you never knew
you had.”**

Rebekah Johnson,
Phoenix WBC Attendee + Speaker

Event Sponsorships

Sponsorship Opportunities



Phoenix Presenting Sponsor

\$200,000

Phoenix Society offers the opportunity for one sponsor to be the exclusive supporter and co-presenter of the Phoenix World Burn Congress event. Your support as a Presenting Sponsor places you center-stage at this major event of innovation, community, and healing for burn survivors.

- Opportunity for naming of 2023 Phoenix World Burn Congress Presented By: NAME
- Presentation of keynote speaker at mainstage event
- (12) Complimentary event registrations
- (1) Complimentary exhibit booth
- Introduction of speaker during mainstage event
- (1) Sponsored email to Phoenix Society email distribution list
- On-stage recognition in main auditorium
- Company logo printed on swag bags
- Company branded swag item or product sample in attendee swag bag
- Invitation to the annual donor reception
- Company logo printed on conference program, half page provided

- Company recognition in marketing materials
- Company logo and link on event website
- Company logo on sponsor signage and on-screen scrolling during breaks
- Logo included on vendor passport for Wellness & Vendor Fair
- Customized learning session open to all event attendees
- Customizable naming opportunity of choice from any of the opportunities available in below sponsorships
- Customizable sponsorship package with exclusive opportunities



Phoenix Diamond

\$100,000

- (8) Complimentary event registrations
- (1) Complimentary exhibit booth
- Introduction of speaker during mainstage event
- (1) Sponsored email to Phoenix Society email distribution list
- On-stage recognition in main auditorium
- Company branded swag item or product sample in attendee swag bag
- Invitation to the annual donor reception
- Company logo printed on conference program
- Company recognition in marketing materials
- Company logo and link on event website
- Company logo on sponsor signage and on-screen scrolling during breaks
- Logo included on vendor passport for Wellness & Vendor Fair
- Customizable naming opportunity for (1) keynote address, kick-off reception, community closing celebration, or event attendee T-shirts
- Customizable sponsorship package with exclusive opportunities

Phoenix Luminary

\$50,000

- (5) Complimentary event registrations
- (1) Complimentary exhibit booth
- Introduction of speaker during learning session
- Invitation to the annual donor reception
- Company logo printed on conference program
- Company recognition in marketing materials
- Company logo and link on event website
- Company logo on sponsor signage and on-screen scrolling during breaks
- Logo included on vendor passport for Wellness & Vendor Fair
- Customizable naming opportunity for (1) first-time attendee gathering, open mic, talent show, Wellness & Vendor Fair, walk of solidarity, or volunteer T-shirts



Phoenix Visionary

\$25,000

- (3) Complimentary event registrations
- Invitation to the annual donor reception
- Company logo printed on conference program
- Company logo on sponsor signage and on-screen scrolling during breaks
- Company recognition in marketing materials
- Company logo and link on event website
- Logo included on vendor passport for Wellness & Vendor Fair
- Customizable naming opportunity for (1) learning session, attendee lanyards, support groups, lunch or breakfast, registration or information table, or on-demand sessions

Phoenix Innovator

\$10,000

- (2) Complimentary event registrations
- Invitation to the annual donor reception
- Company name on sponsor signage and on-screen scrolling during breaks
- Company logo and link on event website
- Logo included on vendor passport for Wellness & Vendor Fair
- Customizable naming opportunity for (1) coffee break, meet-up, or water station

Phoenix Influencer

\$5,000

- (2) Complimentary event registrations
- Company name on sponsor signage and on-screen scrolling during breaks
- Company logo and link on event website
- Name printed in select attendee materials

Booth Exhibitor

\$2,500

- (1) Complimentary exhibit booth
- (2) Complimentary event registrations
- Logo included on vendor passport for Wellness & Vendor Fair
- Name printed in select attendee materials
- Name and website link featured on Phoenix Society's website

For many burn survivors, Phoenix WBC is their first opportunity to connect with others on the journey of burn recovery.



Sponsorship Comparison Chart

Sponsorship Benefits	\$200k	\$100k	\$50k	\$25k	\$10k	\$5k	\$2.5k
Naming opportunity for PWBC Presented by: NAME	●						
Present keynote speaker at mainstage event	●						
Customized learning session for event attendees	●						
1/2 page in conference program	●						
Company on swag bags	●						
Branded swag item or product in bags	●	●					
Customizable sponsorship package with exclusive opportunities	●	●					
On-stage recognition in main auditorium	●	●					
Sponsor email to Phoenix Society audience	●	●					
Speaker Presentation Opportunity	Keynote & Mainstage Presentation	Mainstage Presentation	Learning Session Presentation				
Complimentary exhibit booth	●	●	●				●
Recognition in marketing materials	●	●	●	●			
Company logo in conference program	●	●	●	●			
Company logo on sponsorship signage & on-screen scrolling	●	●	●	●	NAME ONLY	NAME ONLY	
Invitation to Donor Reception	●	●	●	●	●		
Company logo and link on event website	●	●	●	●	●	●	NAME ONLY
Complimentary registrations	12	8	5	3	2	2	2
Logo included on vendor passport for Wellness & Vendor Fair	●	●	●	●	●	●	●
Exclusive recognition choice from one of the lists in the sidebar to the right*	ALL	A	B	C	D	N/A	N/A

* A

- Keynote Address
- Kick-Off Reception
- Community Closing Celebration
- Event Attendee T-Shirts

B

- First Time Attendee Gathering
- Open Mic (2)
- Talent Show

C

- Wellness & Vendor Fair
- Walk for Solidarity (NFPA)
- Volunteer T-Shirts

D

- Learning Session (8)
- Attendee Lanyards (Smith & Nephew)
- Support Groups (6)
- Lunch or Breakfast

E

- Registration/ Information Table
- On-Demand Sessions

F

- Coffee Break
- Meet-Ups
- Water

PARTNERSHIP FORM



CONTACT INFORMATION

NAME:

PHONE: EMAIL:

COMPANY NAME:

WEBSITE URL:

ADDRESS:

CITY: STATE: ZIP:

PARTNERSHIP LEVEL

- PRESENTING (\$200,000)
- DIAMOND (\$100,000)
- LUMINARY (\$50,000)
- VISIONARY (\$25,000)
- INNOVATOR (\$10,000)
- INFLUENCER (\$5,000)
- PWBC EXHIBITOR (\$2,500)
- OTHER DONATION

EXHIBITOR CONTACT INFORMATION

Applicable for Presenting, Diamond, Luminary or Exhibitor Levels Only

NAME:

PHONE: CAN WE TEXT THIS NUMBER? YES NO

EMAIL:

AMOUNT DUE

PARTNERSHIP	\$	<input type="text"/>
DONATION	\$	<input type="text"/>
TOTAL DUE	\$	<input type="text"/>

PAYMENT SELECTION

- CHECK (MADE PAYABLE TO PHOENIX SOCIETY, INC) INVOICE CREDIT CARD

NAME ON CARD

CARD NUMBER

EXPIRATION / CARD TYPE VISA AMEX MASTERCARD

Partner Agreement: To secure your partnership level, a 50% deposit of the amount must be received by Phoenix Society along with this completed form. Final payments must be received by August 1, 2023. Due to the nature of the benefits received, cancellations are not accepted.

SIGNATURE DATE

QUESTIONS? Contact us at 800.888.2876 or development@phoenix-society.org.