

**SPONSORSHIP OPPORTUNITIES**  
**THE MAN'S GUIDE TO PREVENTING UTIs**  
*Educating Men. Improving Outcomes. Supporting Women's Health.*

**MISSION**

Help educate men. Train men. Reduce the incidence and impact of UTIs in women through clear, practical, product-aligned guidance delivered at the moment it matters most.

**THE OPPORTUNITY**

Men are increasingly responsible for purchasing and using women's health products—but most are unprepared.

This leads to:

- Confusion at the point of purchase
- Incorrect product selection and usage
- Lower confidence and weaker outcomes

This guide closes that gap by serving as a **decision-support tool**, directly aligned with real product use and real caregiving scenarios.

**SPONSORSHIP TIERS**

**FOUNDING SPONSOR (LEAD PARTNER)**

**Position:** Exclusive or limited availability

**Includes:**

- Prominent brand placement throughout the guide
- Product integration within core educational sections
- Early input into content development and positioning
- Priority placement in all distribution formats (digital + companion use)
- Co-branded opportunities (select sections or editions)
- Strategic alignment as a lead partner in men's health education

**Best for:** Brands seeking category leadership and long-term positioning

💰 Investment: \$25,000+ (custom structured based on scope and exclusivity)

**CONTENT SPONSOR (PRODUCT INTEGRATION)**

**Position:** Limited availability

**Includes:**

- Product-specific inclusion within relevant sections
- Educational alignment with real use cases (when and how to use)
- Brand mention within instructional flow (not advertising—guided use)
- Credible positioning as a solution within the care process

**Best for:** Brands focused on correct usage, education, and trust-building

💰 Investment: \$10,000–\$25,000

### **DISTRIBUTION SPONSOR (ACTIVATION PARTNER)**

**Position:** Scalable

#### **Includes:**

- Rights to deploy the guide as a product companion (QR code, post-purchase link, packaging insert, or download)
- Association with consumer education initiative
- Ability to place guidance directly in the hands of male buyers

**Best for:** Brands focused on conversion, usage, and customer experience

💰 Investment: \$2,500–\$10,000

### **WHAT SPONSORS GAIN**

- Improved product selection and correct usage at the point of need
- Higher consumer confidence leading to stronger purchase decisions
- Reduced misuse, confusion, and product hesitation
- Increased trust through practical, product-aligned education
- Direct alignment with real-world caregiving and purchasing behavior

### **WHY THIS WORKS**

This is not traditional marketing.

This is **guided decision support at the exact moment of need**—bridging the gap between product availability and product understanding.

### **NEXT STEP**

We are currently speaking with a small group of potential sponsors for the next edition.

A brief 15–20 minute call will allow us to:

- Determine the right level of involvement
- Align on product integration approach
- Confirm timing and next steps

### **CONTACT**

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