

# CORPORATE SPONSORSHIP OPPORTUNITIES

Reach Practicing Urologists and Urology  
Teams Who Matter Most to Your Business



## ABOUT AACU

The American Association of Clinical Urology (AACU) is the premier professional society dedicated to developing and advancing health policy education as it affects urologic practice and supporting the highest quality of care for patients. Membership encompasses board-certified urologists, advanced practice providers, nurses, and other urology professionals.

## OUR SPONSORSHIP ECOSYSTEM

### After-Hours Webinar Series

Collaborate with AACU or sponsor your expert-led webinar both live and archived in the member on-demand library

One of AACU's highest-engagement touchpoints, the After-Hours Webinar Series delivers timely, expert-led webinars on evenings that work with clinical schedules.

#### WHY IT WORKS

- Short format followed by moderated panel discussion
- Evening scheduling reaches clinicians outside of practice hours
- Free registration removes all barriers to participation
- Sessions are available for members in the After-Hours Archive, generating views long after live events

### DocMatter Case-Based Discussion Engagement

AACU's peer-to-peer member community

DocMatter serves as a peer-to-peer engagement platform where AACU members can discuss clinical cases, health policy and advocacy efforts, Career Pathways topics, workflow issues and more. Sponsorship opportunities are customized to fit your budget and initiatives.

#### WHY IT WORKS

- Private community adds clinical credibility
- Programs can be available to the entire membership or targeted to special interest groups such as Residents, APP's, or Practice Managers
- Post-program demographics can be shared

### Career Pathways Programs

Programming for our Young Urology Members via live and online formats to include keynotes, roundtables, mentoring, and networking

Career Pathways is an initiative that provides valuable, practical information to early career urology professionals.

#### WHY IT WORKS

- Covers important practical topics not covered in Residency
- Programming developed by industry experts and seasoned urology professionals in conjunction with the AACU Young Urology Committee
- Content provided in live and online formats

### AACU Networking

AACU collaborates with other organizations to host programming and receptions for networking and promoting advocacy

AACU recognizes the importance of connecting in person, therefore, we hold programming and receptions in a variety of locations around the country to bring together urology professionals with an interest in advocacy.

#### WHY IT WORKS

- We support and collaborate with other state, regional, and national organizations
- We bring advocacy opportunities to new audiences
- Your team networks and has real conversations with engaged urology professionals

Let's discuss synergies! AACU corporate sponsorship opportunities are available on a first-come, first-served basis, to discuss sponsorship options and co-development opportunities, a call with AACU leadership is the best start. Whether it is our Executive Director, Government Relations Director, Business Development committee or one of our urology content matter experts, Tyler will be happy to pull in the appropriate contacts for a productive exploratory conversation.

## THE AMERICAN ASSOCIATION OF CLINICAL UROLOGY

*Advocating for Urologists Since 1968*

### ABOUT THE AACU INDUSTRY ADVISORY BOARD

Aligns clinicians, policy experts, and innovators on practical advocacy that protects patient access and supports sustainable urology care. Participants gain early policy insights, a direct forum with AACU leaders, and the ability to shape positions on reimbursement, utilization management, coverage, and coding.

### OUR REACH & INFLUENCE

- Active Federal Advocacy Network for Congress and Regulators
- 4 Seats to the AMA House of Delegates
- Representatives on the RUC and CPT Advisory Councils
- Positions on the American Board of Urology and ACS Council for Urology
- Active state advocacy network across all 50 states

### How the IAB Partners

#### Capitol Hill Advocacy

Direct legislator engagement on urology policy

#### State Advocacy Network

Grassroots campaigns across all 50 states

#### After-Hours Webinars

Expert-led webinars with moderated panel discussions

#### AACU Career Pathways

Delivering valuable, practical information to early career urology professionals

#### AACU Networking

Programming and receptions for networking and real conversations with engaged urology professionals

### Industry Advisory Board Levels

The AACU is proud to partner with leading pharmaceutical, medical device, and other organizations committed to advancing urologic care.

#### PRESIDENTIAL \$60,000

- 4 Corporate Advisory Board seats
- Co-develop 2 After-Hours webinars
- 2 articles in *AACU Sentinel*
- 2 priority calls with AACU Leadership
- Health Policy Industry Roundtable
- Full-page *Sentinel* advertisement
- Monthly advocacy calls

#### CONGRESSIONAL \$40,000

- 2 Corporate Advisory Board seats
- Co-develop 1 After-Hours webinar
- 1 priority call with AACU Leadership
- Health Policy Industry Roundtable
- Policy & action alert emails
- Logo on AACU website

#### GUBERNATORIAL \$20,000

- 1 Corporate Advisory Board seat
- Health Policy Industry Roundtable
- Calls with AACU staff
- *AACU Policy Playbook* & *AACU Sentinel* newsletter access
- Action & policy alert emails
- Logo on AACU website

#### CAUCUS < \$5,000

- Introductory call with AACU staff
- Complementary *AACU Policy Playbook* access
- Complementary *AACU Sentinel* subscription
- Action & policy alert emails
- Logo on AACU website

### Why Partner with the AACU?

#### Direct Access to Urology Professionals

Priority access to AACU leadership and membership — the prescribers, adopters, and champions your teams need to reach.

#### Policy Influence

Shape the legislative and regulatory environment affecting your products through a trusted, credible urology voice.

#### Multi-Channel Visibility

From Capitol Hill to After-Hours webinars to the *AACU Policy Playbook* — your brand reaches urology across every touchpoint.