

PiCC United – Sponsorship Board



Sponsorship Board



Entry via trust - Participation without influence.

Sponsorship Board is **not a sales product**.

It is **the highest level** in PiCC United's partner flow – for organisations that want **long-term, ethical access** to patient knowledge and reflection.

Recognition



The organisation encounters PiCC United through:

- Conferences and presentations
- White papers, guidelines, policy work
- EU projects and international networks
- Recommendations from existing partners



Relevance

"This is also about us"

The organisation reflects on:

- compliance and reputation risks
- unstructured patient involvement
- fear of tokenism

PiCC United is here:

- knowledge reference
- space for reflection
- sparring partner

Trust



From interest to dialogue

- The organisation itself initiates contact and asks:
- *How do we do it properly?*
- *How do others work responsibly with patients?*

PiCC United contributes with:

- principles
- frameworks
- cases
- governance



Partnership clarification

Match or no match

The following is clarified:

- purpose
- roles and responsibilities
- boundaries and independence
- expectations

Possible outcomes:

- Knowledge Partner
- Sponsorship Board
- Project/advisory collaboration

Conscious no

No is also a professional outcome.



Partnership

Access – not influence

When an organisation joins the Sponsorship Board, it means:

You will gain access to:

- strategic sparring on patient involvement
- knowledge, reflection and perspectives
- dialogue in a confidential, professional space
- understanding of patients' reality – without filtering

You will not gain:

- access to control PiCC United
- access to shape patient statements
- the right to branding, claims or endorsement
- the opportunity to use PiCC United to legitimise its own decisions

👉 **The Sponsorship Board provides access to learning – not control.**

Economics of the Sponsorship Board



Financial contributions relate exclusively to:

- structure and facilitation
- quality assurance and governance
- protection of the patient voice
- independent operation of PiCC United

No payments are made for:

- patients
- stories
- influence
- speaking time

This makes the Sponsorship Board:

- ethically robust
- regulatorily sound
- attractive to serious players



Long-term relationship

Sponsorship Board as continuity – not a campaign

- Success in Sponsorship Board is measured by:
- repeat year after year
- trust and openness in dialogue
- early involvement in reflections (not decisions)
- recommendation to other relevant organisations

👉 Sponsorship Board is a **relational platform**, not an annual service.

Sponsorship Board

...is for organisations that want access to honest patient knowledge and strategic reflection – without influencing the patient voice.

