PeDRA Pearls

Pediatric Dermatology Research Alliance

Sponsorship Prospectus

Last Updated January 21, 2026

The Pediatric Dermatology Research Alliance (PeDRA) is nonprofit organization with the mission to create, inspire, and sustain research to prevent, treat, and cure childhood skin disease. PeDRA provides a robust lineup of mission-focused education including weekly podcasts and special programs and series through the PeDRA Pearls Podcast Channel and PeDRA Education Catalog Webpage. With over 7,500 views and downloads annually, a growing audience of clinicians, researchers, patients, advocates, and industry partners, and distribution across all major platforms, PeDRA offers unmatched educational content with constantly expanding visibility. Companies and patient advocacy organizations are invited to explore educational sponsorship offerings to raise awareness for their brand, achieve mission-aligned goals, and improve the lives of children with skin diseases and conditions.

PeDRA Pearls Podcast Presenting Sponsor (one sponsor per quarter[1,2,3]) - $15,000, may be prorated

- Partner recognized verbally as "presented by" at the beginning of each weekly PeDRA Pearls Podcast episode
- 60-second custom host read at the beginning of each episode[4]
- Partner to be recognized in show notes for each episode with option to include one call to action link
- Partner to be recognized on monthly Education Report e-newsletter and each podcast episode webpage during the quarter being sponsored
- One approved blurb in one Education Report e-newsletter during the quarter being sponsored
- Partner logo to be included on PeDRA Education Catalog Webpage for one year
- Monthly podcast engagement reports including participant metrics during the quarter being sponsored
- Minimum of one dedicated social media post during the quarter being sponsored
- *Special discount for Sponsored Webinar run during a quarter as Presenting Sponsor (see below)*

PeDRA Pearls Podcast Episode Sponsor (maximum of two per episode) - $2,500 for industry / $1,250 for patient advocacy

- Partner recognized verbally at the beginning of one weekly PeDRA Pearls Podcast episode after recognition of the presenting sponsor (if applicable)[5]
- 30-second custom host read at the end of one episode
- Partner to be recognized in show notes for one episode with one call to action link
- Partner logo to be included on PeDRA Education Catalog Webpage for one year
- Episode-specific engagement report including participant metrics
- One social media mention (may be bundled with other partners)

Sponsored Webinar - $15,000 for industry / $7,500 for patient advocacy

- PeDRA-hosted, one-hour educational webinar on behalf of the sponsor on a topic of the sponsor's choice
- To be recorded with a live audience and may include a presentation from one or more speakers of sponsor's choice with Q&A moderation by PeDRA's Director of Educational Programs
- To be shared on the PeDRA website, PeDRA YouTube channel, and as audio-only podcast on the PeDRA Pearls Podcast channel
- Marketing through one dedicated email to the full PeDRA listserv, one blurb in the monthly Education Report e-newsletter, and one dedicated post on each of PeDRA's social media platforms
- One focused email message to be sent by PeDRA on sponsor's behalf to webinar registrants to assess specific outcomes of interest or to solicit participation in programs or initiatives
- *Sponsored Webinars run during a quarter as Presenting Sponsor are offered at the special rate of $10,000*

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[1] Presenting sponsorship only available to industry. Does not preclude episode sponsors during the quarter being sponsored.

[2] PeDRA reserves the right to re-release content at a future date. In such cases, the presenting sponsor at the time of each release will receive presenting sponsor benefits.

[3] Sponsorship does not apply to bonus episodes or special series run by PeDRA during the quarter being sponsored. Such programs may be supported by independent medical education grants or separate sponsorships.

[4] Custom host reads will be constant across all episodes during the quarter being sponsored.

[5] If more than one episode sponsor, then sponsors will be recognized in the order that sponsorships were confirmed by invoice.