



The 22 Club is a dedicated group of businesses and business professionals committed to our mission of building better futures by driving research, accelerating awareness, and saving lives.

## Why the '22 Club'?

The number 22 and name '22 Club' relates specifically to the importance of accelerating awareness of encephalitis.

- 22% - this is approximately the number of people who have heard of encephalitis according to a 2021 YouGov poll of 5 countries.
- 22nd February - perhaps the most important date in our calendar, each year marking our award-winning global campaign, World Encephalitis Day aimed at raising global awareness of encephalitis.

We hope through being part of the 22 Club, you and your colleagues are proud to be part of the 22% of people who have heard about encephalitis, and understand that the funds generated by the 22 Club will go towards our global awareness campaigns like World Encephalitis Day where we continue our mission to significantly increase that number.



# How can I get involved & what's in it for us?



The 22 Club is an exclusive group of businesses and business professionals with only 22 business places available, as detailed in the packages available below.

As a member of the 22 Club your organisation will receive a range of benefits, including tickets to our bi-annual 22 club networking lunch, quarterly marketing on our social media channels and access to resources surrounding World Encephalitis Day that will align your organisation with our award-winning campaign.

BENEFITS	Visionary Membership £1500 (5 available)	Impact Membership £1000 (10 available)	Club Membership £500 (7 available)	Individual Membership £250
Logo, weblink and description on 22 Club marketplace webpage on our website	✓	✓	✓	Option to display name & link
Tickets to our bi-annual networking lunch	4	2	1	1
Framed 22 Club certificate for you to display within the company	✓	✓	✓	
Written support testimony and branded marketing materials for your use	✓	✓	✓	
Quarterly social media marketing with other 22 Club members	✓	✓	✓	
Exclusive access to our VIP events - including our Changemakers Collaboration events	✓	✓	✓	✓
Access to World Encephalitis Day marketing materials	✓	✓	✓	
Opportunity to receive an informational session from a member of the Encephalitis Society team about encephalitis for all company staff	✓	✓		
Tickets to either our annual Encephalitis Conference or one of our support events (e.g My Brain: My Story)	4	2		
Organisation profile spotlight (logo and short description) in one member newsletter (sent to our global database of 14,000 members)	✓	✓		
Opportunity to provide 1x promotional insert at an Encephalitis Society event	✓			
Opportunity to be speakers at one of the bi-annual networking lunches	✓			
Participation with other 22 Club Visionary members in short promotional podcast with CEO, Dr Ava Easton, about the 22 Club and World Encephalitis Day	✓			

Join Encephalitis International's 22 Club today and enjoy exclusive benefits – all whilst supporting the global encephalitis community.

For more information please contact Calum Goodwin,  
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