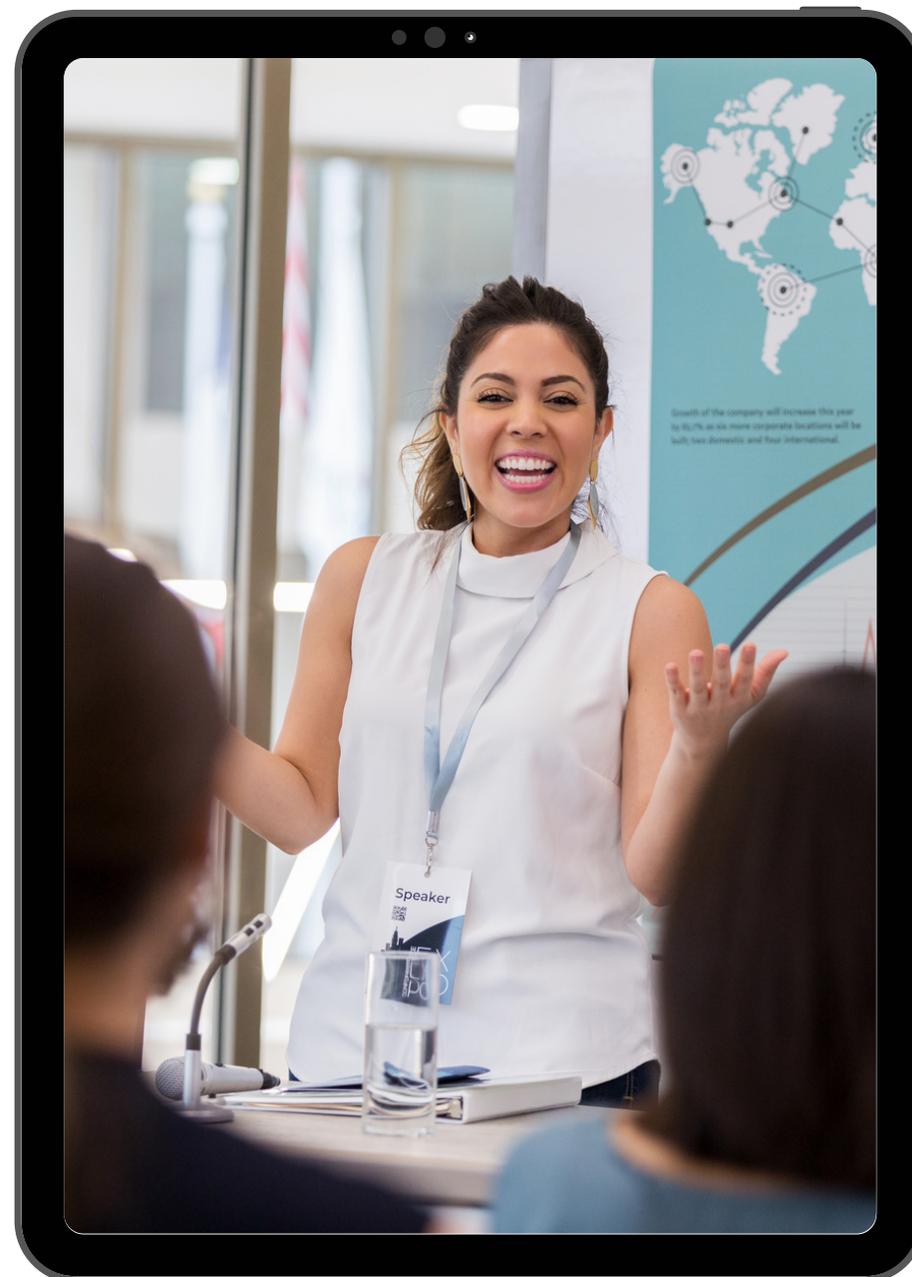




**THE EFFECTIVE
STATISTICIAN
SPONSORSHIP**

**The Effective Statistician
Sponsorship Opportunities 2023**

Please contact Alexander Schacht at alexander@sanevidence.com to discuss the sponsorship opportunities further.



What is The Effective Statistician?

The Effective Statistician was created by Alexander Schacht in 2018. The brand is now owned by the company Sanevidence GmbH, which was founded in 2022 and is owned by Alexander Schacht.

The goals of The Effective Statistician is to help statisticians and data scientist in the healthcare area to reach their potential and serve patients without becoming overwhelmed at work.

The different activities of the brand cover areas such as:

- Learning about ongoing methodological discussions
- Applying better statistical methods
- Building competency
- Becoming a leader (with or without an administrative title)
- Building your brand
- Getting the right things done effectively
- Collaborating effectively within and across companies/organizations



The Effective Statistician combines the following different activities together under one brand:

1. The Effective Statistician Podcast.

2. The podcast is run in association with PSI. Episodes are released weekly with additional bonus episodes from time to time. The figure shows the monthly downloads (up to November 2022). The audience largely consists of statisticians in the pharma industry. Most listeners are based in Europe and the US. The podcast is available on all relevant platforms including iTunes, Spotify, and Youtube.

3. The Effective Statistician email list

The email list covers over 1900 addresses (as of December 6th, 2022). The engagement rate is very high with 79% of recipients having engaged with the content in the last 30 days. The average open rate across all email shots is 31%.

The LinkedIn accounts

Content is distributed via both a professional page of The Effective Statistician and Alexander Schachts personal page.

The personal profile has 5170 followers and the brand profile has 840 followers (as of December 6th, 2022).

4. The Effective Statistician homepage

The homepage covers all the content of the podcast and the other activities. Each podcast episode has its own page with the transcription of the episode, a short blog post, references, and bio and photo of guests.

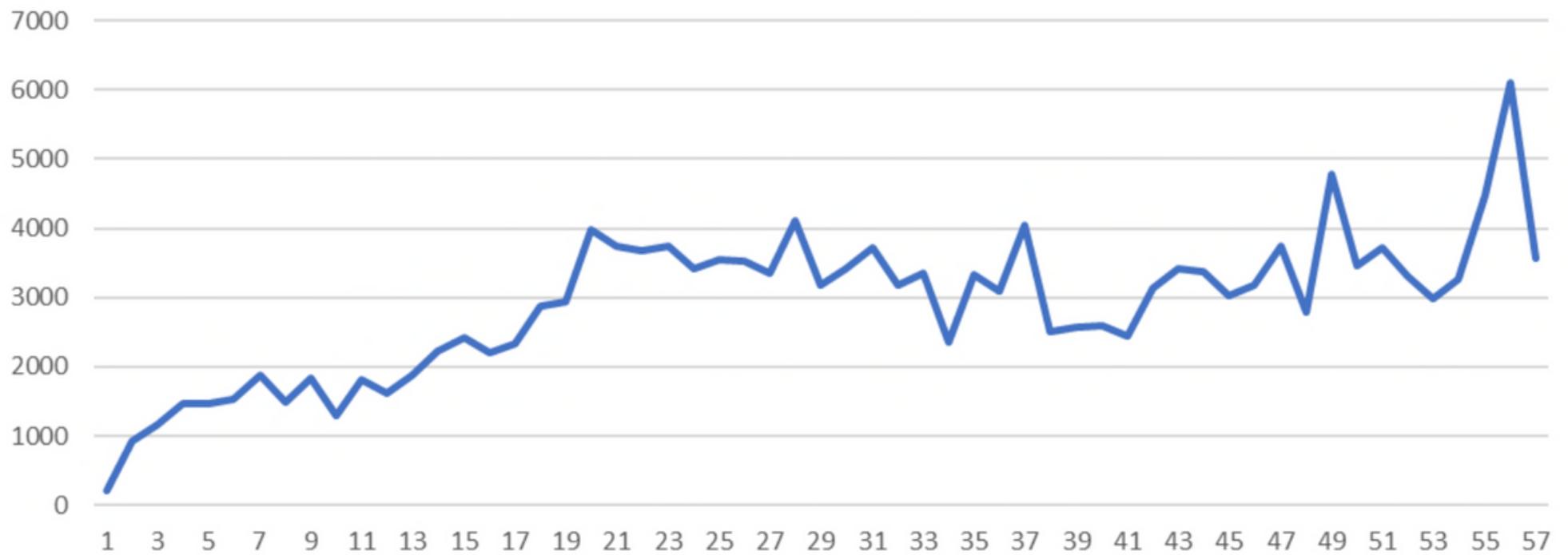
5. The Effective Statistician Academy

The academy combines the courses created in the past (e.g. The Effective Statistician Leadership Program) and newly created courses under one umbrella. In 2023 the academy also runs 2 large conferences (one in April and one in September). Each conference will cover presentations and discussions over 4+ hours and will be online or hybrid.

6. Webinars

Additional webinars on specific topics are organized on demand.

Downloads per months since start in March 2018



Overview of sponsorship opportunities

Format	Emails	LinkedIn	Homepage and event	Podcast	Price (excluding VAT)
Podcast episode	1 email shot corresponding to the episode	3 posts professional page 2 posts personal page	Branding and additional wording on the podcast blog page	Being mentioned in the intro and outro and optionally as guest in one episode	799€
The Effective Statistician Academy Conference	Included at the bottom of each email around the conference (10+ emails) 1 specific email about the sponsor (content to be provided by sponsor)	12 posts professional page 6 posts personal page	Branding and additional wording on the Academy Conference page and the Academy page (the overview of all courses) Included in the Welcome/Breaks/Q&A slides during the conference Mentioned at the start and the end of the conference	Being mentioned in the intro and outro and optionally as guest in one episode	3.999€
Webinar (all webinars will be also published as a podcast episode)	Included at the bottom of each email around the webinar (5+ emails) 1 specific email about the sponsor (content to be provided by sponsor) 1 email shot corresponding to the podcast episode	For the webinar 5 posts professional page 2 posts personal page For the podcast episode 3 posts professional page 2 posts personal page	Branding and additional wording on the webinar page Included in the Welcome and Q&A slides during the webinar Mentioned at the start and the end of the webinar Branding and additional wording on the podcast blog page	Webinar recording will be converted into podcast episodes including the promotions.	1.999€