



# The Concussion Database

Sponsorship  
opportunities

  
THE DRAKE  
FOUNDATION



CONCUSSION  
DATABASE

Launching  
2016

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Teaming up  
to tackle the  
impact of  
concussion

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# Introducing The Concussion Database

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In late 2016, the Drake Foundation will launch The Concussion Database. Curating complex scientific information in a way never attempted before, The Concussion Database will accelerate discovery of the evidence that informs decisions on athlete wellbeing.

Join us as we prepare for the launch of this groundbreaking resource.

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## About The Drake Foundation

Founded in 2014, The Drake Foundation is a not-for-profit organization committed to improving evidence-based measures for the understanding of concussion injuries in sport, based on scientific research and insight. We are passionate about sport and our team is dedicated to improving participant safety, so that contact sports can be enjoyed freely.

The Drake Foundation does not endorse any specific product, opinion or scientific approach.

## What We Do

The Drake Foundation funds scientific and scholarly initiatives that improve the understanding of concussion, with a particular emphasis on sport-related injury. In addition to The Concussion Database, these currently include research partnerships and *Concussion*, an Open Access peer-reviewed journal.

More detail on these initiatives can be found at:  
[www.drakefoundation.org](http://www.drakefoundation.org)

## Current Research Partners

- University College London
- Queen Mary University of London
- London School of Hygiene and Tropical Medicine
- Institute of Occupational Medicine
- Rugby Football Union
- Saracens Rugby Football Club

Over

50%

The potential percentage of concussions (mTBI) that are misdiagnosed or missed.

Accuracy of Mild Traumatic Brain Injury  
Diagnosis, Powell et al, 2006

# Mission

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## Committed to understanding concussion

The mission of The Concussion Database is to drive forward understanding of concussion, with the end goal of improving athlete safety. It will achieve this by creating a freely available educational resource for researchers and practitioners, giving unprecedented visibility and context to concussion-related research.

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## Core Objectives for 2017

### Ensure the sustainability of The Concussion Database

By January 2017, secure \$525,000. This will ensure the viability of The Concussion Database for a period of three years.

### Drive usage of The Concussion Database

By June 2017, secure \$300,000 to develop 10% market awareness (69,000 individuals) over three years through PR, targeted marketing activities, conference participation, and social promotion.

By December 2017, drive 10,000 visits to The Concussion Database, and deliver a minimum of 15,000 annual site visits thereafter.

### Improve the usefulness of The Concussion Database

By October 2017, secure \$10,000 to assess and identify services and improvements that will add value to The Concussion Database.



Up to  
**3.8m**

In the US alone, the number of concussions each year as a result of sports or recreation.

Epidemiology of Sport-Related Concussion,  
Daneshvar et al, 2011

# Team



**James Drake**  
Chairman and Founder

As a passionate rugby fan, James Drake cares deeply about the health of athletes in contact sports. To date, he has committed over £1 million (\$1.5 million) of his personal wealth towards research initiatives that examine the short and long term impacts of concussion. James Drake is also chairman of Future Science Group, a specialist in biomedical publishing.



**Velicia Bachtiar**  
Chief Scientific Officer

Velicia holds an MSc in Neuroscience and DPhil (PhD) in Clinical Neuroscience from the University of Oxford. During her doctorate, Velicia used neuroimaging techniques to investigate how the brain changes with noninvasive brain stimulation.



**Hannah Wilson**  
Product Manager

Hannah holds a BSc in Molecular Biology and Biochemistry from Durham University, UK. In 2015, she successfully launched the open access journal *Concussion*.

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## Advisory Board



**Henrik Zetterberg**  
Joint Chief Advisor  
Professor of Neurochemistry,  
University College London  
Institute of Neurology,  
UK and University of  
Gothenburg, Sweden



**Kaj Blennow**  
Joint Chief Advisor  
Professor and Chief  
Physician, University of  
Gothenburg, Sweden

# Execution

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## Discovery

The Concussion Database will be promoted via select partnerships with like-minded organisations as well as international conference participation. In addition, we've planned an array of marketing activities that include search marketing, direct marketing and PR.

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## The Concussion Database will consist of five modules:

Literature Module	Comprehensive index of published peer-reviewed journal literature on concussion. Enhanced with advanced cross-referencing features and filters to optimize search efficiency.	4,520 articles currently indexed; 10,000+ identified
mTBI Assessment Module	Reference guide on the current available tests used for assessing concussion (mTBI).	Over 60 assessments currently included
Fluid Biomarkers Module	Collection of curated measurements and related data, as well as meta-analyses for select biomarkers. Developed in collaboration with the University of Gothenburg.	Currently under development
Tech Module	Lists current developments in technology for concussion diagnosis, prevention, and injury surveillance.	Includes over 20 profiles
Conferences Calendar	A selected list of conferences and meetings relevant to researchers, clinicians and others interested in concussion.	Over 20 events listed

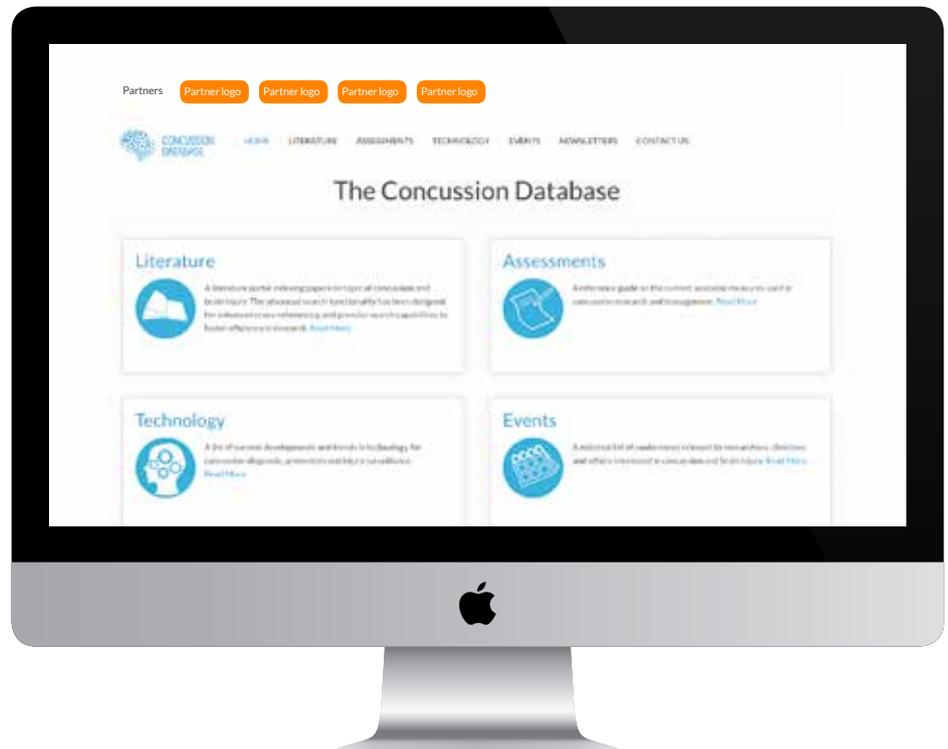
## What The Concussion Database will Introduce

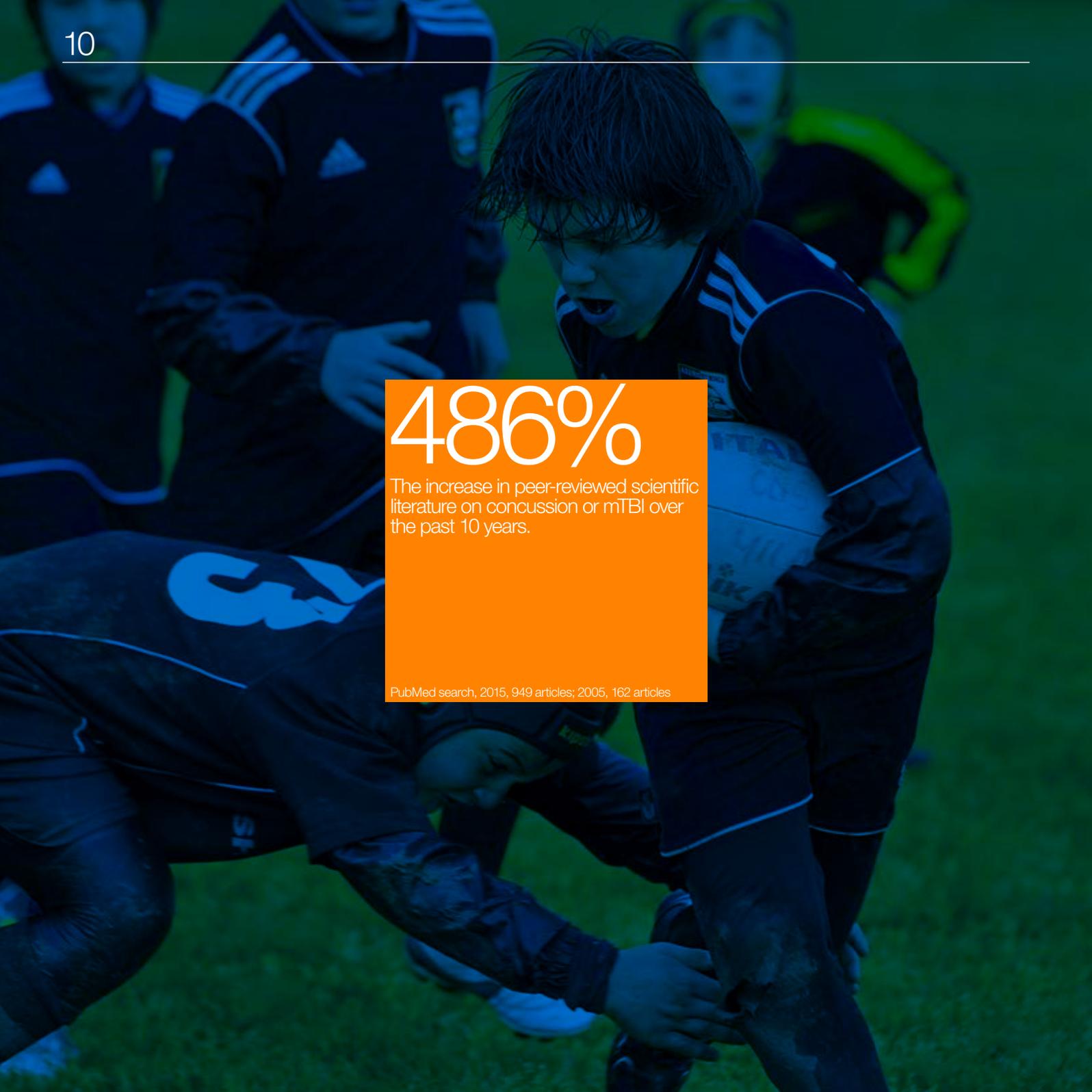
### Powerful Advanced Search

To accelerate discovery, The Concussion Database will offer advanced search features including population, type of pathology, purpose, outcome measures and more. This means that, for example, a physician wants to find pediatric research, they can do this by simply ticking a box.

### New Networking Tools

Each article features links to author profiles, which include contact details (where available) and publication history. This makes it easy for professionals to network with their peers and discuss advances directly.





# 486%

The increase in peer-reviewed scientific literature on concussion or mTBI over the past 10 years.

PubMed search, 2015, 949 articles; 2005, 162 articles

# Support

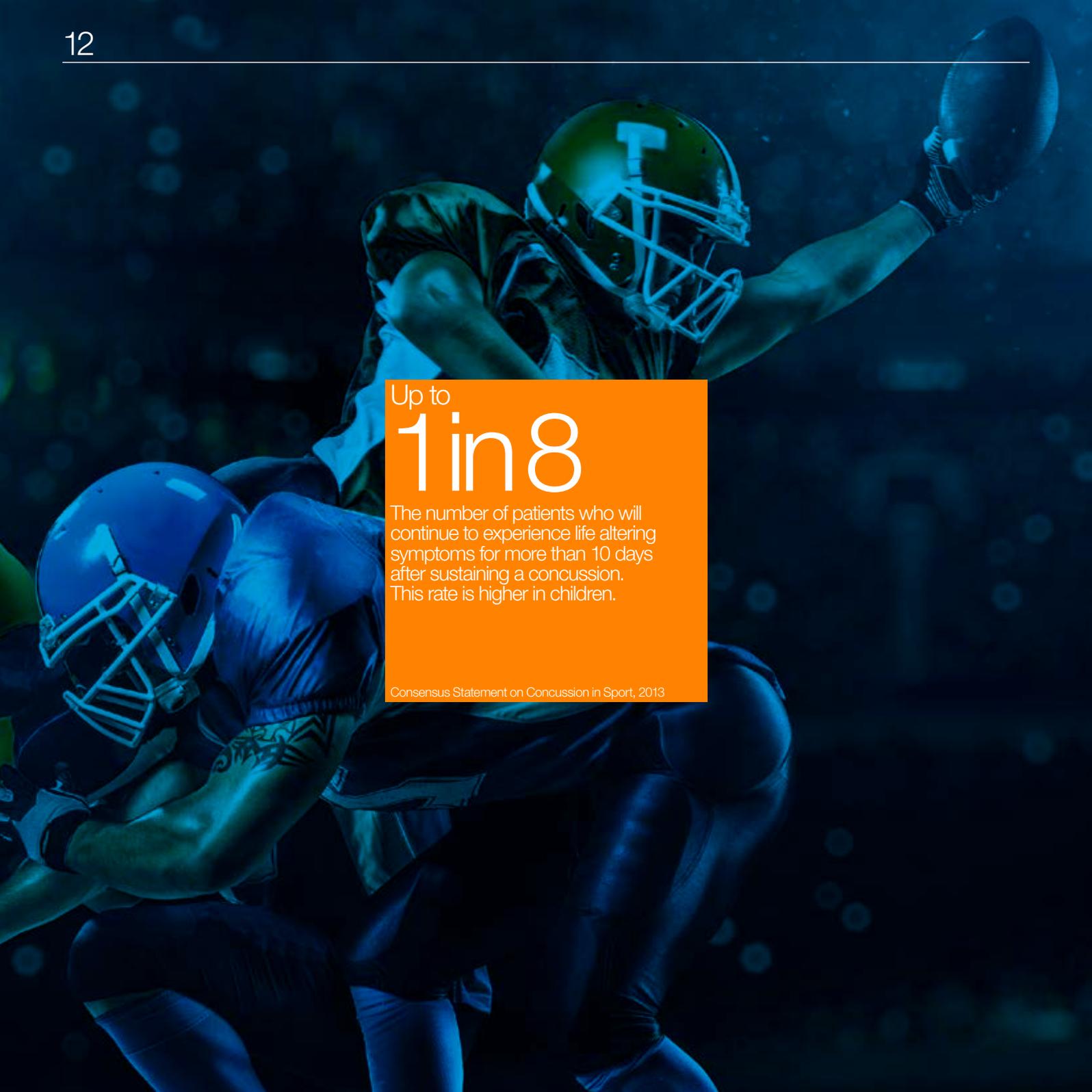
With reports of sport-related concussion on the rise, there is greater need than ever for quick and easy access to the scientific information that informs decisions. The new Concussion Database, with its powerful search tools, simplifies and accelerates the discovery of vital information.

## Why support The Concussion Database

- Fulfill your Corporate Social Responsibility objectives while advancing your brand
- Align your organization with a network of global leaders in concussion research, demonstrating your commitment towards tackling this issue
- Engage your stakeholders with a valued and impartial educational resource

## Who The Concussion Database Supports

- Medical Professionals and Associations  
Primary (team doctors, GPs/family doctors, pediatricians) and secondary physicians (emergency medicine, psychiatrists, neurologists/neuropsychologists, orthopedic surgeons and psychologists), neurosurgeons, nurses, physical therapists, physiotherapists, specialists in sports medicine  
*Estimated universe: 650,000 (500,000 US)*
- Biomedical and Academic Researchers  
*Estimated universe: 10,000*
- Athletic Trainers  
*Estimated universe: 30,000*
- Equipment Manufacturers
- Sports Professionals and Bodies



Up to  
**1 in 8**

The number of patients who will continue to experience life altering symptoms for more than 10 days after sustaining a concussion. This rate is higher in children.

Consensus Statement on Concussion in Sport, 2013

# Opportunities

Help us advance the understanding of concussion to better protect players. Through sponsorship, your organization can be part of our mission and demonstrate your commitment to athlete safety.

## Corporate Partner

**\$50,000 per annum. Non-exclusive.**

Your organization will be featured prominently across the site and on all direct communications, including alerts and newsletters. You will be mentioned as a partner in all media communications before, during and after launch.

## Section Sponsor

**\$25,000 per annum. Non-exclusive.**

Your organization will be featured prominently on the site's homepage, sponsor page, and on a specific section of The Concussion Database

## Sponsor

**\$10,000 per annum. Non-exclusive.**

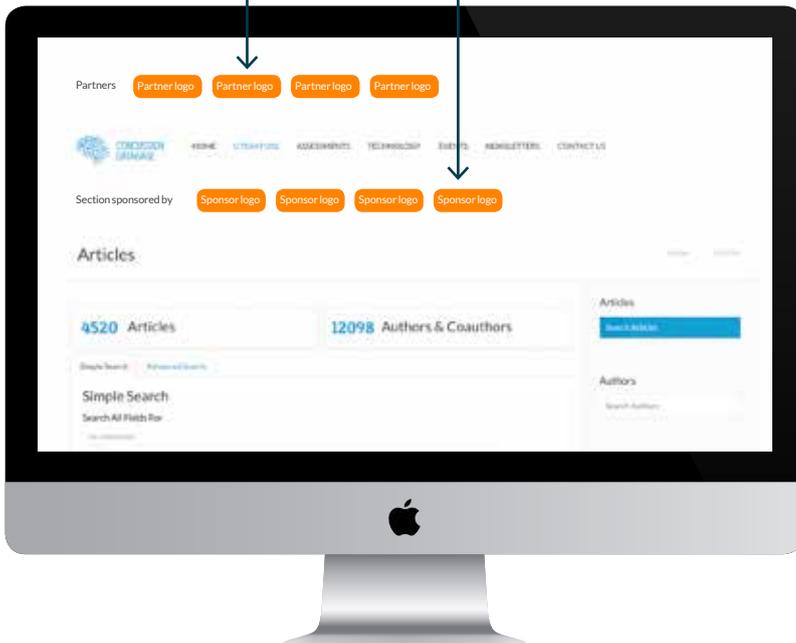
Your organization will be featured prominently on the site's homepage and sponsor page.

## Associate Sponsor

**\$5,000 per annum. Non-exclusive.**

Your organization's name will be included on the site's homepage and sponsor page.

Sponsorship entitlements run from launch until December 31 2017.





\$575,000

The amount invested by  
The Drake Foundation to date  
in The Concussion Database.

# Funding

To ensure the viability and usefulness of The Concussion Database, we require an investment of \$835,000. This will safeguard the future of The Concussion Database for three years.

	2017	2018	2019	
Projected Expenditure 2017–2019	Staff Costs <sup>1</sup>	\$100,000	\$100,000	\$100,000
	Operational Expenses	\$75,000	\$75,000	\$75,000
	Marketing and Outreach	\$150,000	\$100,000	\$50,000
	Product Insight	\$10,000	–	–
	<i>Investment from The Drake Foundation</i>	<i>\$100,000</i>	<i>\$100,000</i>	<i>\$100,000</i>
	Funding Requirement	\$235,000	\$175,000	\$125,000

<sup>1</sup> Reflects 100% of Product Manager salary, 20% of Chief Scientific Officer salary and budgeted allocation for part-time sales and marketing resource. See page 07 for team profiles.

In the event that the funding requirement is exceeded, The Drake Foundation will recommit its investment into other initiatives. These figures are estimates and actual expenditure may vary.



[www.drakefoundation.org](http://www.drakefoundation.org)



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DATABASE**

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