

Creating global impact, together:

#WED 2025

Campaign Partner Options

World Encephalitis Day (WED) is the award-winning, global awareness campaign, delivered by Encephalitis International.

WED has won several industry awards including the Third Sector Awards' Communications Campaign of the Year.

February 22nd 2025 will be the twelfth World Encephalitis Day which, since launch, has reached over 630 million people with 2024 proving our most successful campaign to date reaching 224 million people in 111 countries.

Why be a Partner?

One person every minute is diagnosed with encephalitis, making it more common in some countries than bacterial meningitis, cerebral palsy, and motor neurone disease, yet 77% of people have not heard of encephalitis.

World Encephalitis Day has evolved since it's launch in 2014. Our campaign partners support is now enabling us to reach more people than ever before through tailored digital and PR campaigns in key priority countries with high incidences of encephalitis.

- Support the only global encephalitis awareness campaign in the world
- Raise your brand awareness, showcase your commitment to philanthropy, motivate and inspire your employees through engagement with the campaign's fundraising activities
- Get involved! Share our key information and campaign messages with your team and networks, host an encephalitis team event, join us in going #Red4WED - or come up with you own event plans!



Last year's event was our most successful yet:

224M

PEOPLE REACHED



Partner Options

VISIONARY PARTNERS £10,000

Our Visionary Partners help support the strategic focus of World Encephalitis Day alongside the development of key resources and materials shared during the campaign

Our partnership opportunities demonstrate your support for our mission to make a world aware of encephalitis, building better futures by accelerating awareness, driving research, and saving lives.

- Co-branding on key marketing materials
- 60 second pre-recorded video, provided by the partner, on WED partner page
- Feature in World Encephalitis Day 2024 highlight video
- Dedicated member of Encephalitis International to support highlights surrounding WED
- Email to our database of over 11,000 members and 2,000 professional members telling them about your involvement
- Teaching session from Dr Ava Easton, global encephalitis expert
- VIP event attendance during campaign year
- Exclusive social media post
- 10 x official WED t shirts

DIGITAL IMPACT PARTNERS £5,000

Our Digital Impact Partners help support our targeted PR and media campaigns in priority countries on World Encephalitis Day, helping us reach key global audiences

- 20 second pre-recorded video, provided by the partner, hosted on WED partner webpage
- Dedicated member of Encephalitis International to support activities surrounding WED
- Email to our database of over 11,000 members and 2,000 professional members telling them about your involvement
- Specific social media post about partnership alongside other industry pioneer partners
- VIP event attendance during campaign year
- 7 x official WED t shirts

COMMUNITY PARTNERS £2,500

Our Community Partners help support our activities during World Encephalitis Day focused on providing a platform for the encephalitis community to share their experiences and connect with each other.

- 20 second pre-recorded video, provided by the partner, hosted on WED partner webpage
- Email to our database of over 11,000 members and 2,000 professional members telling them about your involvement
- Specific social media post about partnership alongside other innovation partners
- 5 x official WED t shirts

IMPACT PARTNERS

- Contribute skills, expertise, and products to make WED as successful as it can be – these can be gifts in kind or people to support Encephalitis International and WED

We welcome your partnership and can be flexible on what best suits your organisation's policies.

To discuss in further detail, contact our Head of Partnerships and Giving Development, Calum Goodwin, via: calum@encephalitis.info

VAT may apply to the partner options above (depending on country)



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