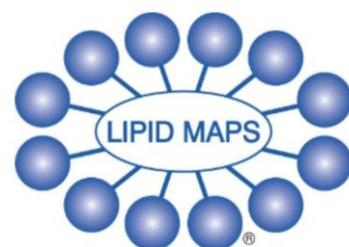


LIPID MAPS[®] Sponsorship Opportunities



Contents

About us	2
What do we do?	2
Highlights	3
User base	3
Opportunities for partnership.....	4
Contact us	5

About us

LIPID Metabolites And Pathways Strategy (LIPID MAPS®) is a multi-institutional supported website and database that provides access to a large number of globally used lipidomics resources. LIPID MAPS® has internationally led the field of lipid curation, classification, and nomenclature since 2003. We strive to produce new open-access databases, informatics tools and lipidomics-focused training activities will be generated and made publicly available for researchers studying lipids in health and disease.

LIPID MAPS® Lipidomics Gateway was created in 2003 via an NIH “Glue Grant” to provide access to lipid nomenclature, databases, tools, protocols, standards, tutorials, meetings, publications, and other resources and serving the international lipid research community.

LIPID MAPS® is currently funded by a multi-institutional grant from Wellcome, held jointly by Cardiff University, University of California, San Diego the Babraham Institute, Cambridge, and Swansea University. LIPID MAPS® also became an ELIXIR-UK resource in 2020.

This current phase will see that LIPID MAPS® is maintained and importantly, further developed in line with the global demand and development of lipidomics. LIPID MAPS® has an internationally recognized classification system and the largest curated lipid structure database in the world.

LIPID MAPS® supports researchers to conduct integrative systems-level analyses of lipidomics in physiology and pathophysiology.

What do we do?

LIPID MAPS® generates tools and resources that address the emerging area of Systems Lipidomics, applied to biomedical research. This ranges from underpinning mechanistic studies on tissues, model systems and pathogenic and commensal microbes, through to human cohort epidemiology. New open-access databases, informatics tools and lipidomics-focused training activities are being generated and made publicly available for researchers studying lipids in health and disease.

Highlights

The LIPID MAPS® houses the largest publicly available curated lipid database in the world and through its interactions with lipid researchers over the years has focused on providing tools, tutorials and protocols which are deemed most relevant to supporting research and data dissemination in this field.

The scope of the website covers lipid and gene databases, structure drawing tools, MS prediction/analysis tools, experimental protocols, experimental data, pathway maps, standards, tutorials, reference library and downloadable software. A key resource is the LIPID MAPS® structure database (LMSD) with over 47,500 unique structures, searchable by text-based, structure-based and ontology-based methods as well as REST-based programmatic approaches.

Since our inception, we have worked to make lipid analysis easier and more accessible, and to advance a robust research infrastructure for the international research community. We share new lipidomics findings and methods, support annual meetings open to all interested investigators, and are exploring joint efforts to extend the use of these powerful new methods to new applications.

User base

We are keen to hear from you if you would like your company and products featured and encourage you to [get in touch](#). The reach and access of LIPID MAPS® in terms of users is highlighted below.

LIPID MAPS® acts as the global portal for nomenclature, databases, tools, protocols, standards, tutorials, meetings, publications and other resources for the international lipid community. LIPID MAPS® serves >65K users and has 2.1M pageviews annually from all countries. It is the international lead for lipid structure curation, nomenclature and classification, also used by the scientific publishing community. The LIPID MAPS® Structure Database (LMSD) is our primary curated repository of specific lipid molecular species. LMSD is informed and developed by lipid domain experts in collaboration with our curators. From 01 September 2021 –30 September 2022, there were ~482K views of LMSD structure database and from April '21 to April '22 there were > 2.9K total downloads of the database. Curation and classification/nomenclature is ongoing along with implementation of several new databases, informatics tools and open access interfaces for researchers.

Engagement and outreach includes webinars, podcasts, Twitter feed, Tutorials and a YouTube channel.

Opportunities for partnership

Your brand/products will be highlighted to a global audience from both the private and academic sector.

There are plenty of reasons to sponsor LIPID MAPS®. With incredible opportunities for brand placement, we aim, to build long-lasting, mutually beneficial relationship with all of our sponsors.

Depending on your package you can benefit from:

- Your name & logo being advertised on our webpage
- Access to our vast audience via social media & email network
- Your name, logo and link on the partners and sponsors page
- A Tweet about your company including logo and links

Below are example opportunities, which can be amended or tailored according to your need

Opportunity 1		
LIPID MAPS® partner status		\$10,000 per annum
Front page hosting of logo with clickable link in footer		
Opportunity 2		
Sponsorship of LIPID MAPS® Live Webinar/s		\$3,000 per webinar
Active marketing during advertising of live webinar* via our highlights page and Twitter with acknowledgement and logo hosted at the start of the webinar and access to the attendee registration list**		<i>Discounts available for multiple Webinar sponsorships.</i>
Opportunity 3		
Sponsorship of LIPID MAPS® Live Podcast/s		\$1,000 per podcast
Active marketing during advertising of live podcast* via our highlights page and Twitter with acknowledgement at the start of the podcast and access to the attendee registration list**		<i>Discounts available for multiple podcast sponsorships.</i>
Opportunity 4		
Advertising on LIPID MAPS® webpage		\$1,500 per month
Front page highlighting of services / information, can include clickable links		
Opportunity 5		
Advertising at LIPID MAPS® events		\$1,500 per event
Active marketing during lead up to the event via our highlights page and Twitter with acknowledgement throughout the event and access to the attendee registration list**		
Opportunity 6		
Download and use of the entire LIPID MAPS® database		For negotiation
Opportunity 7		
Direct links to lipids that are commercially available through partner companies. Including linking catalogues of lipids individually to curated structure database entries ensuring links are kept updated as needed	Per 50	\$5,000 per annum

* A recording of the Webinar / Podcast is placed on the LIPID MAPS® website & YouTube Channel

** Please note due to GDPR regulations this is an 'opt in' list, and therefore numbers are not guaranteed

Contact us

Thank you for your interest in LIPID MAPS®.

For more information and to discuss your tailor made package please get in touch.

Project development manager

Lauren Cockayne

CockayneL@Cardiff.ac.uk