

Pfizer – Race To Save The World

Pfizer partnered with the Daily Beast to host the first-ever Race To Save The World event. Held at the Woolly Mammoth Theatre in Washington, D.C., the summit united 16 expert speakers with an audience of 75+ highly engaged opinion leaders to explore the key challenges humanity faces—and develop integral solutions for where we go next.

Sponsorship Details

- **Branding:** Pfizer was front-and-center with event titling rights, including ‘in partnership with’ language featured across stage scenery, digital invitations, event signage, printed collateral, and online promotion.
- **Programming:** Justin McCarthy, Pfizer’s SVP, Patient & Health Impact participated in a 3-minute flash talk and the Global Health Challenges panel. Pfizer worked directly with The Daily Beast to shape the topic of Justin’s discussion, and received 10 VIP invites to share with their network.
- **Content & Promotion:** Pfizer was featured in dedicated coverage of the event on the Daily Beast website and social accounts, providing maximum exposure and an opportunity to repurpose content on Pfizer’s owned channels.

Case Study

2.75MM

Content shared by speakers, attendees, and participating organizations reached a combined audience of 2.75MM across Twitter, Facebook, and Instagram



Representatives across **90+** government, academic, corporate, start-up, non-profit, and lobbying organizations joined us in conversation.

1,000+

Content from the event earned over 1,000 engagements (likes, RTs, comments) from editors, writers, activists, and experts

60%

Readers spent an avg. 2:45m reading our recap of the event, nearly 60% higher than the site-wide avg. per article at the time



Audience outreach was targeted to attract senior participation, with **67%** of attendees holding a director, president, founder, principal, or C-level title