

2023 Columbus Medical Association Sponsorship & Advertising Opportunities



WHO WE ARE

At the Columbus Medical Association, we empower physicians to do what they do best by giving them what they really want – and need – to be successful in today’s rapidly changing healthcare environment. We are dedicated to supporting physicians, practice managers, and patients. Then CMA can help you align your brand with decision-makers who annually purchase millions of dollars of products and services both inside and outside of the healthcare industry. By partnering with the CMA, you can effectively reach these medical practice professionals through powerful advertising, exhibiting and sponsorship opportunities. With such a solid market and an array of options, CMA is here to help you reach today’s healthcare leaders with what they need to excel in their practices.

OUR MISSION

We are medicine reorganized. We are physicians and other experts improving the health of caregivers, patients, and communities. We are committed to Inclusion, Diversity, and Access for all.



Columbus Medical Association

CMA MEMBER SNAPSHOT & MARKETING MIX

6,000+



Physicians

400+



Residents

300+



Medical Students

100% Membership Groups:

Listed below are the large group practices in Franklin County in which all the physicians (10 or more) are members of the CMA.



PROGRAM & ADVERTISING PACKAGE OPTIONS

CMA Package Options are designed for maximum repeated exposure and value.

YEAR LONG PACKAGE OPTIONS:	 PLATINUM \$5,000	 GOLD \$4,000	 SILVER \$2,700	 BRONZE \$1,700
Practice Managers Luncheons	4	3	2	2
Emerging Trends in Healthcare Series	Platinum Sponsorship	Gold Sponsorship	Silver Sponsorship	Bronze Sponsorship
Annual Celebration	Platinum Sponsorship	Gold Sponsorship	-	-
Weekly E-Newsletter	6 Posts	5 Posts	4 Posts	2 Posts
Practice Manager Newsletter Email Blast	4 Posts	3 Posts	2 Posts	1 Post
CMA Blog Content	4 Posts	3 Posts	2 Posts	-
Sponsor Spotlight <i>(if already done in the past you can choose an E-news post)</i>	Yes	Yes	Yes	Yes
Sponsor Webpage <i>(picture, summary, social media channels, and your organization's website)</i>	Platinum Sponsorship	Gold Sponsorship	Silver Sponsorship	Bronze Sponsorship
Rotating Sponsor Banner on CMA Homepage	Yes	Yes	Yes	Yes

Ala Carte Options available on following pages

ALA CARTE ADVERTISING/PROGRAM OPPORTUNITIES

CMA WEEKLY E-NEWS

CMA's weekly E-Newsletter is sent to a distribution list of over 6,000 physicians, residents, and practice administrators.



PRICING	
5 Posts	\$1250
3 Posts	\$1000
1 Post	\$350

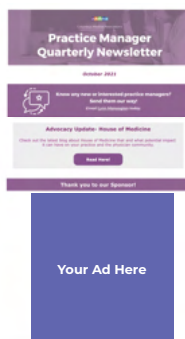
CMA WEBSITE

The physician community is often directed to the CMA website for access to resources, our physician directory, community pages, and upcoming events. Sponsors have the opportunity to place their logo/ad on:

Sponsored Links <i>A link to your website which will be placed on one of the CMA resources pages with picture, summary, social media channels, and your organization's website.</i>	\$300 (for the year)
Sponsor Spotlight Ad <i>You may choose to answer 4 questions about your organization that will be included in our weekly E-news and on our blog site.</i>	\$200
Women in Medicine Group Page	\$300 (for the year)
Culinary Medicine Group Page	\$300 (for the year)
Advocacy Page Advertising Page	\$300 (for the year)

PRACTICE MANAGER QUARTERLY NEWSLETTER

Our new quarterly newsletter offers the chance to connect directly to practice managers and is focused on the hot-button topics that appeal to these front-line decision makers. Sponsors can place an ad/share information about their products and services that reaches directly to the front of office.



PRICING	
3 Posts	\$400
1 Post	\$250

WOMEN IN MEDICINE EVENTS

The Women in Medicine community at the CMA holds regular meetings and events for the central Ohio women in medicine-- the community's goal is to champion female physicians by developing and provided content and connectedness. These events attract women all over central Ohio—secure your sponsorship today!



PRICING	
Per Event	\$400

ALA CARTE PROGRAM OPPORTUNITIES

EMERGING TRENDS IN HEALTHCARE

The CMA's Emerging Trends in Healthcare program is developed each year to help physicians stay informed on trends that affect their profession, their patients and the community.



PRICING

Sponsorship deliverables/price will come out in separate package.

CMA'S ANNUAL CELEBRATION

The CMA's flagship event. CMA members and supporters are invited to celebrate in a highly festive-themed social event. Enjoy a night to let loose and socialize with the CMA community, but also serves as an annual ceremony to honor physicians celebrating their 50th year in medicine.



PRICING

Sponsorship deliverables/price will come out in separate package.

MEDICAL STUDENT SPECIALTY FAIR

Join the next generation of CMA members and physician leaders as medical Students have an opportunity to visit with multiple physicians to learn more about what life as a "fill in the blank" specialist is really like.



PRICING

2-Minute Intro & Gift Item - \$500

PRACTICE MANAGER LUNCHEONS

The CMA regularly welcomes Practice Managers from across Central Ohio throughout the year for a tasty lunch and chance to connect while learning about a specific topic related to their field. Sponsors of these luncheons are invited to attend, give an introduction, draw a door prize, and speak at the event.



PRICING

2-Minute Intro & Gift Item - \$400

2023 CMA SPONSORSHIP/ADVERTISING AGREEMENT

COMPANY CONTACT INFORMATION

Company Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____ Email: _____

SPONSORSHIP PACKAGE OPTIONS

 Platinum (\$5,000)  Gold (\$4,000)  Silver (\$2,700)  Bronze (\$1,700)

Ala Carte Options: _____

PAYMENT METHOD

Check Visa Mastercard AMEX

Total Amount: \$ _____

Card Number: _____ Name on Card: _____

Expiration Date: _____ CVC: _____

Contract Terms & Conditions: By signing below, the Company agrees that if selected as a CMA Sponsor, it and all its employees and agents will work in concert with the CMA and its representatives. The CMA reserves the right to reject any advertising in our newsletter or website, or to decline to contract with any sponsor for any reason. CMA also reserves the right to require the word "advertisement" to appear in any ad. Notwithstanding the foregoing, sponsors are solely responsible for the content of, and any claims or assertions made in advertisements. All special event credits must be applied to events occurring during the year of 2023. Sponsorship packages are non-refundable, and cancellation of this contract may result in early termination fees. This sponsorship contract is not binding upon CMA until and unless signed below by a representative of CMA. If accepted, the CMA will fax or mail a signed copy of this contract to the company contact person.

Signature of Company Representative _____ Date _____

Signature of CMA Representative _____ Date _____