



maofp

MICHIGAN ASSOCIATION OF
OSTEOPATHIC FAMILY PHYSICIANS

BUSINESS PARTNERSHIP PROGRAM

*GAIN YEAR-ROUND VISIBILITY AND BUILD
RELATIONSHIPS WITH FAMILY PHYSICIANS*

OVERVIEW

MAOFP is excited to offer our business partners the opportunity to align with our MAOFP physician members through an exclusive partnership program. The program is designed to increase the awareness and visibility of your company and its products and services. MAOFP engages its members through bi-annual conferences, webinars, digital communications, a bi-weekly newsletter, and more. There is an involved membership base that wants to hear from you!

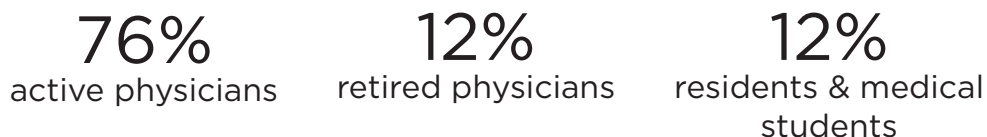
WHY PARTICIPATE IN THE BUSINESS PARTNERSHIP PROGRAM?

Join a network of industry professionals focused on partnership opportunities for leadership, advocacy, and advancement of health care in the family medicine practice setting. MAOFP Business Partners have the opportunity to share their products and services with MAOFP members in a variety of ways including priority booth placement at our bi-annual conferences, product theater sponsorship, content sharing through our bi-weekly newsletter, membership e-blasts, and more!

GET TO KNOW OUR MEMBERSHIP

MAOFP is Michigan's premier association of active and retired osteopathic family physicians, residents, and students.

MAOFP Membership - 500+ Members



ENGAGING FAMILY PHYSICIANS

MAOFP is committed to working with our partners. Please review these opportunities and contact us to engage the MAOFP member network. You can register online at maofp.org/partnership or complete the attached application form.

Contact MAOFP Executive Director, Morgan Cox, at director@maofp.org or (517) 220-2396 with any questions.

	FRIEND \$2,000	SUPPORTER \$5,000	PARTNER \$7,500	ADVOCATE \$10,500
Advertising				
Recognition on MAOFP's partners webpage including your company logo and a link to your website	✓	✓	✓	✓
Premium Plus highlighted listing in MAOFP's Buyers Guide (including company name, contact information, website, logo, and 50-word description)	✓	✓	✓	✓
Submit article or banner advertisement for bi-weekly e-newsletter	1 PER YEAR	2 PER YEAR	3 PER YEAR	4 PER YEAR
Logo recognition on MAOFP monthly webinar webpage	✓	✓	✓	✓
List events on MAOFP's online calendar of events	1 PER YEAR	2 PER YEAR	4 PER YEAR	6 PER YEAR
Email blast to members (MAOFP facilitates)		1 PER YEAR	2 PER YEAR	3 PER YEAR
Sliding banner ad on MAOFP website home page			FOR 1 MONTH PER YEAR	FOR 2 MONTHS PER YEAR
Provide informational webinar to membership			1 PER YEAR	2 PER YEAR
Conference Related Benefits				
Exhibit booth	50% DISCOUNT FOR 1 YEAR	1 PER YEAR	2 PER YEAR	2 PER YEAR
Recognition - verbal, signage, website, and slide show during breaks)		1 EVENT	2 EVENTS	2 EVENTS
Advertisement in on-site conference program *If held in-person		1/2 PAGE (1 EVENT)	1/2 PAGE (2 EVENTS)	FULL PAGE (2 EVENTS)
Sponsor product theater breakfast or lunch, with opportunity to address attendees (Partner is responsible for the F&B for the meal.)			1 PER YEAR	2 PER YEAR
Complimentary registration to social events at annual conferences		✓	✓	✓

A LA CARTE OPPORTUNITIES

 <p>PRESENTATION TO MAOFP BOARD</p> <p>Sponsor may present a 30-minute industry roundtable for the MAOFP Board of Directors, allowing the sponsor a focused discussion with family medicine leaders.</p>	<p>\$5,000 <i>(limited quantities available, contact MAOFP for details)</i></p>
 <p>EXCLUSIVE SPONSOR OF MAOFP TEXT MESSAGE SERVICE FOR MEMBERS</p> <p>Sponsor may send quarterly texts to subscribers <i>Text messages will be send to all MAOFP subscribers of service. Text messages can range from 160-300 characters long and include an image. Performance metrics will be provided afterward.</i></p>	<p>\$1,000 <i>per year</i></p>
 <p>BANNER ADVERTISEMENT IN ONE BI-WEEKLY E-NEWSLETTER</p> <p>Banner Advertisement: 1600 W x 400 H pixels</p>	<p>\$250</p>
 <p>SOCIAL MEDIA POSTS</p> <p>Sponsor selects the preferred date and time of the posting across all channels (Instagram, X, Facebook, and LinkedIn) and is required to provide all content, imagery and links</p>	<p>\$200</p>
 <p>PROMOTE YOUR ORGANIZATION'S EVENT</p> <p>Includes one listing in MAOFP's online calendar of events and one promotional highlight in the bi-weekly newsletter</p>	<p>\$200</p>
 <p>BUYERS GUIDE LISTING</p> <p>PREMIUM PLUS Includes premium listing information (above) plus a company logo and a highlighted listing in a premium location</p> <hr/> <p>PREMIUM Includes Basic listing information plus a company bio/offer</p> <hr/> <p>BASIC Company name, contact information, website, business type</p>	<p>\$200</p> <hr/> <p>\$100</p> <hr/> <p>Free</p>

Company: _____ Contact Person: _____

Contact Title: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ E-mail: _____

Website: _____

SPONSORSHIP OPTIONS

- Friend \$2,000
- Supporter \$5,000
- Partner \$7,500
- Advocate \$10,500

ALA CARTE OPTIONS

- Text Messaging Service \$1,000
- Banner Ad in MAOFP Newsletter \$250
- Social Media Posts \$200 (Four Available)
- Promote Your Organizations Event \$200
- Buyers Guide Listing
- Premium Plus \$200
- Premium \$100
- Basic FREE

Payment Method:

(Make all checks payable to MAOFP) Total Due / Enclosed: \$ _____

Credit Card: Visa MasterCard Discover American Express

Card Number: _____ Expiration Date: _____ CVV: _____

Card Holder (name printed on card): _____

Billing Address (if different than above): _____

Signature: _____

Pay Online or Mail to:

MAOFP
2501 Jolly Road, Suite 110
Okemos, MI 48864
Phone: 517.253.8037
www.maofp.org

SPONSORSHIP AGREEMENT:

Thank you for your consideration and support of the MAOFP Business Partnership Program! The above party hereby wishes to apply for the sponsorships for the MAOFP Business Partnership Program and agrees to abide by the rules and regulations as printed and provided by MAOFP. Payment in full is required to reserve sponsorships and are non-refundable.

Name: _____

Signature: _____ Date: _____