



# Corporate Affiliate Program

*2020 Benefits Guide*

The Kentucky Medical Association (KMA) is the premier professional organization for physicians, residents and medical students in the Commonwealth, with more than 7,000 members representing every specialty and type of medical practice. Since its inception in 1851, KMA has worked on behalf of physicians and the patients they serve to ensure the delivery of quality, affordable healthcare.

KMA offers outside organizations the opportunity to promote their products and services through sponsorship levels that allow for maximum exposure to KMA members.

# Affiliate Levels

KMA's Corporate Affiliate Program offers two levels, with each providing varying exposure to KMA members. Cost for each level is per year.

## LEVEL 1: \$2,500

Level 1 Corporate Affiliates receive the most exclusive access to KMA members. Only Level 1 Corporate Affiliates are granted access to exhibit tables at KMA Annual Meeting. Two spots for attendance at the meeting are also included with this level.

Level 1 Benefits Also Include:

- Listing as a Level 1 Corporate Affiliate in KMA Annual Meeting Signage
- Promotion throughout Annual Meeting
- Exclusive opportunity to sponsor an event at Annual Meeting (see below for Additional Sponsorship Opportunities)
- Receive an electronic KMA membership mailing list (Excel format) for a one-time use
- Listing as a Corporate Affiliate in KMA new member packets
- Half-page ad included in personalized binders for attendees at KMA Annual Meeting
- Official announcement of Corporate Affiliate status on KMA social media
- Rotating logo on the KMA website
- Opportunity to include a print piece regarding good works/philanthropy on KMA website and in KMA membership e-newsletter
- Acknowledgement of Corporate Affiliate Status in various KMA publications
- Receive a 10% discount on advertising in KMA publications

## LEVEL 2: \$1,500

Level 2 Corporate Affiliates receive a host of benefits that provide exposure to KMA members. Level 2 sponsors are eligible for a 10% discount on advertising in KMA publications.

Level 2 benefits also include:

- Listing as a Level 2 Corporate Affiliate in KMA Annual Meeting Signage
- Receive attendee mailing list from Annual Meeting (Excel format)
- Listing as a Corporate Affiliate in KMA new member packets
- Official announcement of Corporate Affiliate status on KMA social media
- Quarter-page ad included in personalized binders for attendees at KMA Annual Meeting

*Return the application on the following page with payment payable to the Kentucky Medical Association:*

*Attn: Emily Schott*

*9300 Shelbyville Rd., Suite 850*

*Louisville, KY 40222*

*Nonprofit companies interested in the Corporate Affiliate Program should contact Emily Schott, [schott@kyma.org](mailto:schott@kyma.org).*



# ADDITIONAL SPONSORSHIPS

Additional opportunities for sponsorship may be available throughout the year, and many can be customized to suit your company's needs and interests.

Opportunities currently offered during the KMA Annual Meeting include:

- KMA VIP Dinner, \$1,000 (includes 3-5 minute speaking opportunity)\*
- KMA Leadership Reception, \$1,000 (includes recognition as sponsor on table toppers)\*
- House of Delegates Luncheon, \$1,000\*
- Sponsorship of KMA Charging Station, \$1,000
- Inclusion of branded giveaway at KMA "Tech Table"

*\*Available only to Level 1 Corporate Affiliates*

## BECOME A KMA CORPORATE AFFILIATE

### Company Information

Name:

Products/Services Provided by Company:

Mailing Address:

City, State, ZIP:

Phone:

### Point of Contact Information

Name:

Title:

Mailing Address:

City, State, ZIP:

Phone:

Email Address:

**Please indicate the Corporate Affiliate Level you are requesting:**

☐ Level 1: \$2,500

☐ Level 2: \$1,500

**Payment Information:** ☐ Check ☐ Credit Card

**If paying by credit card, please provide the following:**

Name:

Billing Address:

Card Number:

Expiration Date:  Signature: