

2021

Annual Corporate Sponsorship & Advertising Opportunities

Visit pafp.com

The Pennsylvania Academy of Family Physicians boasts over 6,000 members, the only organization in the state that represents the specialty of family medicine. This esteemed group of family physicians cares for hundreds of thousands of patients each year and must stay up to date on practice opportunities, technology, infrastructure and treatment protocols relative to their individual practice needs, be it a group, hospital/health system or solo practice environment. Not only will your organization's visibility be elevated by being an annual sponsor of PAFP, but you can consider your involvement an investment in the future of patient care.

Elevate your company's visibility!

Market to a diverse network of more than 6,000 family physicians and additional primary care providers. When you become an annual sponsor with PAFP, your business will:

- Gain valuable exposure at high-profile events throughout the state
- Reach targeted key audiences and decision makers
- Foster new business relationships

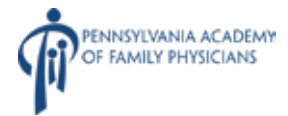
Our creative team would love to work with you to understand more about your marketing initiatives and suggest custom benefits that meet these goals. How can we best meet your needs? If there are specific aspects that you do not see included here, please reach out so we can discuss!

Janine M. Owen
Chief Education Officer and
Deputy Executive Vice President

The PAFP
serves
6,000+
members
making it the
3rd largest
state Chapter
of the American
Academy of
Family Physicians
(AAFP)!



2021 PAFP Annual Sponsorship Packages & Benefits



RECOGNITION BENEFITS CARRY THROUGH THE FULL YEAR

	Patron	Benefactor	Advocate	Supporter	Exhibitor
	\$20,000	\$12,500	\$7,500	\$3,500	\$1,000 Live
Industry Exclusivity at Sponsor Level	Yes	X	X	X	X
Keystone Physician (KP) Magazine Advertising, quarterly, print & web, circ. 7000+	Four full pages; choice of inside front cover or back cover	Four 2/3 pages	Four ½ pages	Four ¼ pages	X
KP Sponsor	Exclusive sponsor of one edition of KP (cover logo and 2-page spread)	X	X	X	X
KP Advertising/Advertorial Discount (See page 4 for contact information to purchase additional advertising)	Included in package	Included in package	15% off	5% off	X
KP recognition	Logo and company name in annual sponsor thank-you ad	Logo and company name in annual sponsor thank-you ad	Name in annual sponsor thank-you ad	Name in annual sponsor thank-you ad	X
Dedicated emails and posts thanking all year-round sponsors for their support of the PAFP. (3 per year)	Logo and company name on emails to members	Logo and company name on emails to members	Name listed on thank you emails to members	Name listed on thank you emails to members	X
Sponsor web exposure (12 months)	Logo and name	Logo and name	Logo and name	Name	X
Live recognition at meetings	Yes	Yes	Yes	X	X
One minute video promo played before plenary at spring and fall	Yes	X	X	X	X
Social activity sponsor at spring and fall	Choice of social activity	Choice of social activity	X	X	X
Appetizer at exhibit table at conference reception	Yes	Yes	Yes	X	X
Signage and welcome slide recognition spring/summer/fall	Yes	Yes	Yes	Yes	X
Pre and Post event email recognition inclusion to all event registrants	Logo and Name	Logo and Name	Name	Name	Name
Dedicated mailing to full member list (sponsor supplies all materials and pays for shipping)	Yes	X	X	X	X
Invite to newcomers reception at summer and fall events	Yes	Yes	Yes	Yes	No
Mobile event app exposure	Yes	Yes	Yes	Yes	Live events only
Attendee Conference bag inclusions	Up to 3 pages	Up to 3 pages	Up to 3 pages	2 pages	1 page
Exhibit	2 live, 1 virtual	2 live, 1 virtual	2 live, 1 virtual	Choice of 2 meetings	1 meeting

À la Carte Sponsorship Opportunities

Add on à la carte options below at a 20% discount of the price listed with a sponsorship of \$7,500 or more!

	À la Carte Cost
Keystone Physician Cover Sponsor – logo on cover of one issue and two-page spread	\$3,500
Branded Lanyard – summer and fall	\$2,000
Branded Conference Bag – summer and fall	\$3,500
WiFi in conference classrooms – summer or fall	\$1,500/per event
Drink Tickets – one reception – summer or fall	\$500
Appetizer at Exhibit Table at Reception	\$300
VIP Lounge – summer or fall	\$1,500 plus food and beverage costs
Social Activity – summer or fall	Call to discuss options and pricing
Break sponsor with signage – summer or fall	\$1,000
Breakfast sponsor with signage – summer or fall	\$2,500
Lunch sponsor with signage – summer or fall	\$5,000
Video Promo – members watch to get discount code for registration fee.	Call for pricing
Research Day Compendium and prizes for research award in each of 3 categories	\$3,500
Research Day Compendium only	\$2,000
Wellness break/event (i.e. Yoga, Meditation, Chair Massages)	\$2,500

For advertising & rate information contact:

PCI Publishing
Karen Sewejkis
800-561-4686 x107
ksewejkis@pcipublishing.com

March Specific Opportunity:



Virtual Experience Sponsor Benefits:

- Logo, company name, hyperlink on website
- Company name and logo on conference slides at opening session and each break
- Attendee registration mailing list

PAFP Contact Information:

Janine Owen,
Chief Education
Officer, direct line
717-418-0398,
jowen@pafp.com,
PA Academy of
Family Physicians
Foundation,
2704 Commerce
Drive, Suite A,
Harrisburg, PA 17110

PAFP Sponsorship & Advertising Contract

Company Name (Please Print): _____

Company Contact Name: _____ Email: _____

Identify each event you plan to attend: March June November

Sponsorship *See page 3 for full descriptions.*

Sponsorship Level: Patron (\$20,000) Benefactor (\$12,500) Exhibitor (Live only)
 Advocate (\$7,500) Supporter (\$3,500) Virtual Experience Sponsor (March only)

à la carte: Please indicate your choice and amount \$ _____

Subtotal: _____

Payment **GRAND TOTAL:** _____

To pay by check, make check payable to PA Academy of Family Physicians Foundation and mail to: 2704 Commerce Drive, Suite A, Harrisburg, PA 17110.

Company Logo: Send company logo and 100 word description for the conference mobile app (live events only) to Lindsey Killian at Lkillian@pafp.com. (Acceptable files types are .tif, .eps, .png. High-Res 300 dpi)

Contract Authorization Signature: _____ Date: _____

Payment: (Payment MUST be received with your contract **before** March 1, 2021 if funds are specific to the March Virtual CME Conference.)

_____ Check (Make Payable to PAFP Foundation) Tax ID 23-2340801

_____ Credit Card Visa MasterCard American Express

Confirm Amount \$ _____

Card # _____ Exp. Date _____ Card Security Code # _____

Billing Address: _____

Name on Card: _____ Phone: _____

Signature: _____

2021 Dates

**Virtual CME,
Annual Business
Meeting, &
Research Day**
March 10-13

**Sun, Sand
& CME**
The Grand Hotel,
Cape May, NJ
June 27-30

**Pittsburgh
CME
Conference**
Westin
Pittsburgh
November 12-14