



Leading Sonoma County into better health

BUSINESS PARTNER PROGRAM

Sonoma County Medical Association's Business Partner Program is dedicated to offering special services or discounts to SCMA member physicians on various products and services designed to support the business needs of practicing physicians. Companies wishing to be considered for inclusion in this exclusive program must be able to relate to the SCMA membership on an individual, group and/or practice basis.

SCMA's Business Partners play an important role in helping us to serve the physician community and increase the value of SCMA membership. By providing referrals to quality services provided by Business Partners, SCMA helps physicians focus on what they do best . . . patient care.

Two levels of partnership are available to qualified companies. Both levels are annual commitments from the time an application is approved.

Endorsed Business Partner [\$12,000 per year]

Benefits

- All benefits listed below for Business Partners.
- Platinum-level sponsorship benefits for annual SCMA Awards Gala, including name and logo on event promo materials and signage; eight dinner tickets and a full-page ad inside the dinner program.
- Full-page ad inside the *Sonoma County Physician Directory* (biennial).
- "Endorsed by SCMA" identification on all SCMA materials carrying your business logo.

Business Partner [\$7,000 per year]

Benefits

- An electronic communication to SCMA membership announcing your partnership.
- Your company name, logo and information listed in all materials sent to prospective members, new physician members and renewing members.
- Your company name, logo and information displayed in all marketing and event materials sent to members.
- Two full-page ads inside *Sonoma Medicine* magazine (choose two of four quarterly issues).
- Logo and link to your website in *News Briefs* e-newsletter (monthly).

- Logo and link to your website on SCMA's website.
- Half-page ad inside the Awards Gala dinner program (annual).
- Business Partner listing inside the *Sonoma County Physician Directory* (biennial).
- SCMA member mailing labels upon request (maximum of two times per year).
- Recognition at SCMA-sponsored events such as Open Houses, the Wine & Cheese Reception (annual), and Practice Managers Forum (quarterly).

Partnership

- You will be associated with the oldest, largest and most respected physician community in Sonoma County.
- You will be supporting a vibrant, active local organization that physicians find valuable to the success of their practice.

Access

- Your products and support services will be constantly in front of physicians in Sonoma County.

Active Referrals

- Physicians will be actively referred to you by phone, website and materials distributed by SCMA.

Promotion

- Your marketing pieces will be displayed in SCMA's office, referenced in marketing materials, listed on the SCMA website and distributed at relevant meetings.

The Sonoma County Medical Association has a reach of approximately 1,400 physicians practicing medicine throughout Sonoma County, California. Established in 1858, SCMA supports local physicians and their efforts to enhance the health of the community and the profession. SCMA is a component society of the California Medical Association.

APPLICATION / PROPOSAL SCMA BUSINESS PARTNER PROGRAM

How To Become an SCMA Business Partner

Company Overview

- Provide company contact information and website.
- Provide a company overview.
- Describe your business focus.
- Describe your primary market.
- What geographic areas do you currently serve?
- Describe your market penetration.
- What is your history, if any, of supporting issues central to the interests of SCMA's members, either through supporting SCMA causes, subsidiaries and affiliates or otherwise?

Products & Services

- Describe your company's products and/or services
- Describe your customer service guarantee(s).

Business Proposal

- What benefit or pricing incentive would SCMA members receive as a result of your partnership with SCMA? Please describe.
- Are you willing or able to differentiate your product and/or service so that it becomes a member benefit to SCMA member physicians? Please describe.

Please send Business Partner Application/Proposal to:

Wendy Young, Executive Director
Sonoma County Medical Association
2312 Bethards Dr. #6
Santa Rosa, CA 95405
707-525-4141 • Fax 707-525-4328
exec@scma.org

TERMS & CONDITIONS
SCMA BUSINESS PARTNER PROGRAM

- Only top-rated quality businesses with a product or service that meets the needs of SCMA physician members will be considered.
- Business Partners agree to provide discounted rates exclusive to SCMA members and guarantee the prices are the lowest offered to any individual.
- Business Partners must submit a completed Business Partner Application/Proposal, which will be vetted by the SCMA Executive Director for final approval.
- All participating Business Partners will be contracted for a full one-year term, regardless of start date.
- Personal information of SCMA member physicians may not be duplicated or shared with any organization other than the contracted organization. Additionally, any marketing mailing labels provided to Business Partners are to be used one (1) time only and may not be duplicated.
- SCMA will accept no more than two (2) Business Partners providing like goods or services.

PAYMENT INFORMATION

Company _____

Primary Contact _____ Title _____

Phone _____ Email _____

Date of Partnership application _____

VISA MasterCard Amex Check Payable to SCMA

Card # _____ Total Amount Approved _____

Exp. Date _____

Cardholder Name _____

Cardholder Billing Address _____

Authorized Cardholder Signature _____

Payment will be processed at time of SCMA Business Partnership approval.