



**SONOMA COUNTY
MEDICAL ASSOCIATION**

Business Partner Program

Your direct access to the Sonoma County medical community

Sonoma County Medical Association's Business Partner Program is dedicated to offering special services or discounts to SCMA member physicians on various products and/or services designed to support the business and personal needs of practicing physicians. Our Business Partners play an important role in helping us serve the medical community and increase the value of SCMA membership.



Access

- Your products and/or services will be constantly in front of physicians and medical professionals in Sonoma County.

Promotion

- Your marketing pieces will be featured in SCMA publications, displayed in SCMA's office, listed on our website and distributed at all membership programs and events.

Referrals

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

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.



SONOMA COUNTY MEDICAL ASSOCIATION

The Sonoma County Medical Association, a component of the California Medical Association, is a nonprofit, professional physician membership organization. Established in 1858, our membership consists of medical doctors representing all medical specialties in Sonoma County.

The medical association has a reach of more than 1,500 practicing physicians and their staffs in offices and organizations throughout Sonoma County. We support local physicians and their efforts to enhance the health of the community and the profession. SCMA collaborates directly with Kaiser Permanente, St. Joseph Health, Sutter Health, other medical groups, and governmental agencies on initiatives and programs that address public health concerns.

Through CMA, SCMA advocates for physicians and their patients on healthcare issues and on new legislation and health policy debates at community, state and national levels. **Together, we are a strong, united voice for healthcare.**

PARTNERSHIP PROGRAM

SCMA's Business Partnership Program plays an important role in serving the physician community. Physicians look to SCMA to provide solutions to their practice and personal needs, since they often have limited time outside of demanding professional commitments. SCMA publications are the ONE resource all physicians check for information.

SCMA partnership plans are your opportunity for targeted exposure and marketing. Approval as a Business Partner confers credibility with a broad physician audience throughout Sonoma County, and is a highly effective means of creating ongoing visibility and developing relationships with potential clients.

APPLICATION / PROPOSAL

SCMA BUSINESS PARTNER PROGRAM

To become an SCMA Business Partner, please complete the application on page 4 and provide the information listed below.

Company Overview

- Provide company contact information and website URL.
- Provide a company overview.
- Describe your business focus and primary market.
- What is your history, if any, of supporting issues central to the interests and needs of SCMA's members?

Products and 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.

PARTNERSHIP BENEFITS

Two levels of partnership are available to qualified companies. Both levels are annual commitments from the time an application is approved. The hard costs of some benefits are shown in the table below, although the *immeasurable value of visibility, credibility and access cannot be fully illustrated.*



ENDORSED PARTNER (\$12,000 annual fee)

Endorsed Partners receive the full range of annual benefits, including expanded advertising opportunities and a **Rose Gold sponsorship** for the annual Awards Gala. Additional access is available through hosting partner-sponsored events and the opportunity to address members at SCMA functions.



BUSINESS PARTNER (\$7,000 annual fee)

The Business Partner level offers a strong measure of ongoing visibility and marketing outreach with **inclusion in SCMA publications** and the website. Business Partners may also attend SCMA functions and selected workshops.

Your Company's Benefits at a Glance

Benefit	Endorsed Partner	Business Partner
An electronic communication to SCMA membership announcing your partnership.	YES 1x (value \$500)	YES 1x (value \$500)
Your company name and logo displayed in all membership, marketing and event materials sent to members and healthcare professionals.	YES ongoing	YES ongoing
Advertising space inside quarterly <i>Sonoma Medicine</i> magazine.	YES full page 4x per year (value \$4,880)	YES 1/2-page 4x per year (value \$2,960)
Descriptive listing and logo in quarterly <i>Sonoma Medicine</i> magazine.	YES featured listing 4x per year (value \$2,440)	YES listing 4x per year (value \$1,620)
Logo and link to your website in monthly <i>News Briefs</i> e-newsletter.	YES 12x per year	YES 12x per year
Descriptive listing, logo and link to your website on SCMA's website.	YES 12 months per year	YES 12 months per year
Advertising space inside annual Awards Gala dinner program.	YES full page 1x per year (included in Rose Gold sponsorship)	YES 1/2-page 1x per year (value \$350)
Rose Gold -level sponsorship benefits for annual Awards Gala, including name and logo on event promo materials and signage; 8 dinner tickets and introduction at podium.	YES 1x per year (value \$2,500)	NO
Ad inside annual <i>SCMA Physician Directory</i> .	YES full page annual (value \$1,550)	YES 1/2-page annual (value \$945)
SCMA member mailing labels upon request.	YES 2x per year (value \$500)	YES 1x per year (value \$250)
Recognition at SCMA-sponsored events such as workshops, the Physician Appreciation Mixer (annual), and Practice Managers Forum (quarterly).	YES all events and workshops	YES by invitation to selected events and workshops
Business Partner identification on all SCMA materials carrying your business logo.	YES ongoing	YES ongoing
Use of SCMA Business Partner seal in your marketing material.	YES 12 months per year (seal value \$500)	YES 12 months per year (seal value \$500)
Company referrals by SCMA staff.	YES 12 months per year	YES 12 months per year

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 prices are the lowest offered to any individual.
- Business Partners must submit a completed Business Partner Application/Proposal, which will be reviewed and approved by the SCMA Executive Director.
- 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 _____

Partnership Level: ENDORSED PARTNER (\$12,000 annual fee)

BUSINESS PARTNER (\$7,000 annual fee)

DATE OF PARTNERSHIP APPLICATION _____

VISA MasterCard Amex Check Payable to SCMA

Card # _____ Exp. _____ Total Am't. approved _____

Cardholder Billing Address _____

Authorized Cardholder Signature _____

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

Please send Business Partner Application/Proposal to:

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



**SONOMA COUNTY
MEDICAL ASSOCIATION**

■ *Leading Sonoma County into better health*