



SONOMA COUNTY MEDICAL ASSOCIATION

*Exceptional physicians leading our community
into better health*

Business Partner Program

- Brand recognition
- Exclusive access to Sonoma County's top 2% earners
- Business referrals

Opportunities



SCMA partners provide business or personal services and products that are relevant to practicing physicians—it's a mutually rewarding arrangement that gives partners visibility with additional business prospects, and SCMA physicians benefit from referrals and pricing from trusted service providers.

Only a limited number of businesses are invited to participate in this exclusive program. As a mission-focused nonprofit organization, SCMA accepts only experienced and highly qualified partners who share our vision of service to community.

Access

Brand recognition

Referrals

Partnership

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

Partner logos are featured in all SCMA publications. Your marketing materials will be displayed in SCMA's office and distributed in membership mailings.

Physicians are actively referred only to approved partners—by phone, website and SCMA publications.

You will be associated with the oldest and largest physician community in Sonoma County, while supporting a vibrant and active local organization valued by physicians.

Who We Are

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

The medical association reaches most practicing physicians and their staffs throughout Sonoma, Mendocino and Lake counties. SCMA members are affiliated with large medical groups such as **Kaiser Permanente, NCMA, St. Joseph Health, and Sutter Health** as well as solo/small practice groups and various organizations.

SCMA collaborates closely with individual physicians, medical groups, governmental agencies and healthcare providers on initiatives and programs that address public health concerns. **Acceptance as an SCMA Business Partner confers strong credibility with a broad audience of influential professionals.**



Historic "Sonoma Co. Hospital" painting by Eugene Perrot, circa 1896

Program Details

- **Business administration**
- **Legal services**
- **Architecture and interior design**
- **Home building**
- **Office improvements**
- **Banking services**
- **Real estate transactions**
- **Personal development**
- **Travel**
- **Financial planning**
- **Gym memberships**
- **Auto purchases and leases**
- **Insurance**
- **Wildfire recovery**

Physicians need:

Medical practitioners require experts in a multitude of business activities—consultants to manage operating and capital expenses, improve compliance procedures and malpractice insurance, review legal matters, develop staff resources and apply new business strategies.

Physicians also require a variety of personal services—from financial and retirement planning to assistance financing and purchasing homes.

Business Partners provide:

SCMA Business Partners offer services to support both professional and personal needs. See examples to the left.

With the help and generosity of our Business Partners, SCMA is able to expand the value of membership and service to community. And at the same time, introduce members to vetted partners.

Partner with us!

To become an SCMA Business Partner, please complete the application that accompanies this brochure. Additional copies are also available on the SCMA website at www.scma.org. We ask you to provide a company overview, to describe your products and/or services, and to propose a benefit or pricing incentive that SCMA members would receive as a result of your partnership with SCMA.

All suggestions and ideas are welcome; let's discuss possibilities and come up with a unique package that benefits your business *and* our physicians! **How can we best work together?**

Questions or need more information?

Please contact SCMA Executive Director Wendy Young at exec@scma.org or call Wendy directly at 707-525-4141.



SCMA Executive Director Wendy Young



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Engage!

Partnership Levels

Two primary levels of partnership, Endorsed and Business, are available to qualified companies. SCMA will accept **no more than two Partners** providing like goods or services. An Exclusive Partner designation is also available for those wishing to be the sole provider of specific services.



All partnership levels are open continuously with an annual commitment from the time an application is approved. The hard costs of some benefits are shown in the Partnership Benefits Table on page 3, although the immeasurable value of access and credibility 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 events.

EXCLUSIVE PARTNER

Call SCMA regarding details and pricing for a custom benefit package.



SCMA helps reduce greenhouse emissions with an e-car partially funded through Sonoma Clean Power's DriveEV program. Shown are SCMA Executive Director Wendy Young and SCP Chief Executive Officer Geof Syphers.

Benefits at a Glance

| Benefit | Endorsed Partner | Business Partner |
|---|--|--|
| Electronic communication announcing your partnership. | YES (value \$500) | YES (value \$500) |
| Your company name and logo displayed in all SCMA marketing and event materials throughout your membership term. | YES ongoing | YES ongoing |
| Advertising in <i>Sonoma Medicine</i> magazine (published in print and online). | YES full page all issues (value \$4,880) | YES 1/2-page all issues (value \$2,960) |
| Descriptive listing and logo in <i>Sonoma Medicine</i> magazine (published in print and online). | YES featured listing all issues (value \$2,440) | YES listing all issues (value \$1,620) |
| Logo and link to your website in <i>News Briefs</i> e-newsletter. | YES $12 \pm x$ per year | YES $12 \pm x$ per year |
| Descriptive listing, logo and link to your website at scma.org . | YES 12 months per year | YES 12 months per year |
| Advertising space in 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 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 in SCMA <i>Physician Directory</i> . | YES full page (value \$1,550) | YES 1/2-page (value \$945) |
| SCMA member mailing labels upon request. | YES 2x per year (value \$500) | YES 1x per year (value \$250) |
| Invitation to attend and recognition at exclusive SCMA-sponsored events such as workshops, Practice Managers Forum (quarterly), Physician Appreciation Mixer (annual), and other social events. | 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) |
| Exclusive referrals by SCMA staff. | YES 12 months per year | YES 12 months per year |

Partnership Benefits Table



Members, guests and partners gather at the 2019 SCMA Physician Appreciation Mixer.

SCMA Business Partner Program

Providing products and services for the business
and personal needs of medical professionals

SONOMA COUNTY MEDICAL ASSOCIATION

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