



# SAN BERNARDINO COUNTY MEDICAL SOCIETY

*Physicians Who Care*

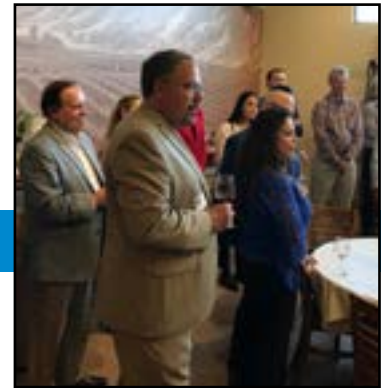
## 2018 ADVERTISING AND SUPPORT OPPORTUNITIES

### LARGE HORIZONTAL AD IN SBCMS E-NEWSLETTER

Ads are highly targeted with distribution of 3,300 and growing, locally and statewide, with physicians, medical groups, hospitals, healthcare partners, medical office managers and directors, healthcare practitioners, government officials and regional businesses.

- **\$250** for one time
- **\$500** for two times (twice per month)
- **\$900** for four times (two month's run, twice per month)
- **\$5,000** for a full year (24 times per year, twice per month)

5100 px wide X 2550 px tall



### SBCMS WEBSITE TOP BANNER AD

- **\$450** per month
- **\$1,250** per 3 months
- **\$2,500** per 6 months
- **\$5,000** per 12 months

1170 px wide X 400 px tall

### GUEST ARTICLE IN SBCMS E-NEWSLETTER \*

Provides credible content marketing on services offered with direct link to sponsor's website.

- **\$500** per article *\*content must be approved in advance by SBCMS board of directors*

### SPONSOR SBCMS PHYSICIAN MIXER

Strong advance promotion via SBCMS marketing and 5-10 minute presentation at event; heavy face-to-face interaction and exposure with SBCMS current and prospective physician members from throughout the region. Sponsor is invited to host display table with promotional materials to distribute.

- **\$2,500**

### SPONSORSHIP OR EXHIBITOR AT SBCMS HIGH DESERT ANNUAL MEETING OR AT REGIONAL MEMBERSHIP MEETING IN LOW DESERT

Each spring, SBCMS hosts an annual social dinner and program with a keynote speaker in Victorville, California for high desert area physicians, medical groups, medical staff members, hospitals, administrators and elected officials. We will be hosting a new, "low desert" membership meeting in the west end of San Bernardino county starting in the fall of 2018. Both events draw 100 attendees, high visibility and advance promotion as well as heavy interactive exposure at event.

- **\$1,500 Presenting Sponsor**
- **\$225 Featured Exhibitor with a display table at the event**

### EDUCATIONAL PRESENTATION TO SBCMS PHYSICIANS

Spotlight presentation to audience at SBCMS or other location to be determined; strong advance promotion via SBCMS marketing; heavy face-to-face interaction and exposure with SBCMS current and prospective physician members from throughout the region. Presenter is invited to host a display table with promotional materials to distribute. Excellent opportunity to build relationships with prospective clients. Lunch or dinner will be served.

- \$2,500

### SPONSORSHIP OF WHITE COAT SPRING BREAK PROGRAM

March through April of each year. Regional high school and community college students are placed in a medical practice for one week or more to receive hands-on medical professional training, encouraging them to pursue a career in healthcare. Heavy promotion of sponsors through SBCMS marketing.

- \$100 Friend
- \$500 Bronze
- \$1,000 Silver
- \$2,500 Gold
- \$5,000 Platinum



### Wednesday, June 20, 2018 | 6 PM | Sierra Lakes Golf Club in Fontana, California

Sponsors are invited to support this dinner and awards event to honor **Damodara Rajasekhar, M.D.** as he is installed as the 126th President of the San Bernardino County Medical Society, along with our Executive Committee Officers.

**David Aizuss, M.D.**, President-Elect of the California Medical Association, will swear-in our officers.

This is the highest visibility event of the year and offers significant advertising exposure as well as opportunity to interact with SBCMS physician leadership, members, business representatives and elected officials. Approximately 200 people will attend.

**SBCMS will be pleased to furnish a separate packet for Installation sponsorship and advertising rates, along with complete specs, timelines and a sponsor registration form for convenience.**



### INSTALLATION SPONSORSHIP LEVELS

*Presenting Sponsor*.....\$10,000  
 Full Page, 4-color ad (inside front cover or back cover)  
 VIP seating (2 tables of 10)  
 Promotion on twice monthly e-newsletter prior to event  
 Dedicated social media posts / tweets  
 Recognition on invitation\* and program  
 Recognition at event

*Platinum Sponsor*.....\$5,000  
 Full Page, 4-color ad (prominent position)  
 VIP seating (Table of 10)  
 Promotion on twice monthly e-newsletter prior to event  
 Dedicated social media posts / tweets  
 Recognition on invitation\* and program  
 Recognition at event

*Gold Sponsor*.....\$3,000  
 Half Page, 4-color ad  
 VIP seating (for 6 guests)  
 Dedicated social media posts / tweets  
 Recognition on invitation\* and program  
 Recognition at event

*Silver Sponsor*.....\$2,000  
 Half Page, 4-color ad  
 VIP seating (for 4 guests)  
 Recognition on invitation\* and program  
 Recognition at event

*Bronze Sponsor*.....\$1,000  
 Quarter Page, 4-color ad  
 VIP seating (for 2 guests)  
 Recognition on invitation\* and program

*Wine Sponsor*.....\$1,200

*Table Sponsor* .....\$1,000

\*Commitment must be made prior to invitation printing deadline of early May.

### INSTALLATION ADVERTISING OPPORTUNITIES

*Advertisement in Program Book (deadline early May) in PDF*

Full Page (7 1/2" w x 10" h).....Color Ad—\$900, B/W Ad —\$650

Half Page (7 1/2" w x 4 5/8" h).....Color Ad—\$775, B/W Ad —\$500

Quarter Page (3 1/2" w x 4 5/8" h).....Color Ad—\$650, B/W Ad —\$375

Business Card (1/8 Page) (3 1/2" w x 2" h).....Color Ad—\$350, B/W Ad —\$225



## SBCMS BUSINESS PARTNER PROGRAM

**SBCMS invites you to be a business partner with us.**

Business Partnership includes numerous opportunities for exposure with the physician and business communities, face-to-face relationship building with current and prospective SBCMS/CMA members, and extensive, targeted marketing outreach on your behalf.

We offer two levels of business partnership:

- *PREMIER* Business Partner -- **\$5,000 per year**
- *PREFERRED* Business Partner -- **\$2,500 per year**

We are pleased to furnish you with our Business Partner Package, outlining the opportunities available to your business or organization. Thank you!

### SBCMS BUSINESS PARTNERS

#### PREMIER



THAKUR LAW FIRM, APC



COOPERATIVE OF  
AMERICAN PHYSICIANS



**POS** Professional Office Services, Inc.®

We would also like to acknowledge our valued  
Endorsed Business Partners,  
a collaboration through the California Medical Association



**NORCAL MUTUAL™**