



WESTERN CAROLINA MEDICAL SOCIETY

# 2024 PARTNERSHIP OPPORTUNITIES



# THANK YOU TO OUR 2023 SPONSORS



If you have any questions about the opportunities included in this packet, please reach out to Niki Duff, Director of Development at [niki@mywcms.org](mailto:niki@mywcms.org).

# ABOUT WCMS

WCMS is a regional medical society and foundation covering the 16 westernmost counties of North Carolina. Our membership comprises 700+ physicians and physician assistants working in our region. Our philanthropic programs include:

- Project Access® which provides free/low-cost specialty health care and socio-economic services to low-income and uninsured residents of Buncombe and Madison counties.
- Western North Carolina Colorectal Cancer Screening Initiative provides colorectal cancer screenings and cancer care to uninsured individuals between 45 and 75.
- WCMSF Interpreter Network (WIN) provides professional translation and interpretation services for Deaf and limited English proficient individuals in our community.
- Healthy Healer Program is a wellness program for physicians and physician assistants.
- Dr. Charles Blair Health Scholar Fund provides scholarships for marginalized Buncombe County seniors pursuing careers in healthcare.

**By sponsoring WCMS, your organization will directly engage with not only our 700+ members but also support the work of our philanthropic programs making WNC a healthier place for all our residents.**



# PLATINUM LEVEL SPONSORSHIP

## \$5,000

**Platinum WCMS Event Sponsor.** Be recognized as the Platinum Sponsor at WCMS' annual membership events: the WCMS Fall Festival and the Annual Celebration. These events average over 100 attendees. WCMS members, donors, and their families are invited to attend.

- Receive Platinum Sponsor recognition on marketing materials, social media, and WCMS' website.
- Platinum Sponsors have the option to table at the Fall Festival.
- Platinum Sponsors can present a raffle item at the Annual Celebration.
- Platinum Sponsors are invited to speak at each event during introductions.
- Platinum Sponsors also receive **four tickets** for each event.



**Community Preferred Partner.** Top-billing listing on the WCMS "Preferred Partner" page with:

- Platinum Level Sponsorship recognition (largest logo size, highest placement on the page)
- A link to your organization's profile sheet\*
- A link to your website

Physicians, medical practices, and community organizations look to WCMS as a resource. Have your organization featured as a trusted partner for the medical community!



**WCMS Newsletter Articles and Advertisements.** Reach WCMS members directly with **four** articles in WCMS' weekly membership e-newsletter, Vital Signs (one article per quarter), and **four** advertisement placements.

- **Four** articles that will include recognition as a Platinum Sponsor of WCMS, your logo, and preferred contact information.
- **Four** advertisements recognizing your business as a Platinum Sponsor of WCMS.



**Vital Signs has an average open rate of 45%.**

\*Profile sheet to be provided by sponsoring organization.

# GOLD LEVEL SPONSORSHIP

## \$3,000

**Gold Level WCMS Event Sponsor.** Be recognized as the Gold Level Sponsor at WCMS' annual membership events: the WCMS Fall Festival and the Annual Celebration. These events average over 100 attendees. WCMS members, donors, and their families are invited to attend.

- Receive Gold Level Sponsor recognition on marketing materials, social media, and WCMS' website.
- Gold Level Sponsors have the option to table at the Fall Festival.
- Gold Level Sponsors can present a raffle item at the Annual Celebration.
- Gold Level Sponsors also receive **two tickets** for each event.



**Community Preferred Partner.** Listed on the WCMS "Preferred Partner" page with:

- Gold Level Sponsorship recognition (second largest logo size, second tier placement on the page)
- A link to your website

Physicians, medical practices, and community organizations look to WCMS as a resource. Have your organization featured as a trusted partner for the medical community!



**WCMS Newsletter Articles and Advertisements.** Reach WCMS members directly with **two** articles in WCMS' weekly membership e-newsletter, Vital Signs (one article per quarter), and **two** advertisement placements.

- **Two** articles that will include recognition as a Gold Level Sponsor of WCMS, your logo, and preferred contact information.
- **Two** advertisements recognizing your business as a Gold Level Sponsor of WCMS.

**Vital Signs has an average open rate of 45%.**



# SILVER LEVEL SPONSORSHIP

## \$2,000

**Silver Level WCMS Event Sponsor.** Be recognized as the Silver Level Sponsor at WCMS' annual membership events: the WCMS Fall Festival and the Annual Celebration. These events average over 100 attendees. WCMS members, donors, and their families are invited to attend.

- Receive Silver Level Sponsor recognition on marketing materials, social media, and WCMS' website.
- Silver Level Sponsors also receive **one ticket** for each event.



**Community Preferred Partner.** Listed on the WCMS "Preferred Partner" page with:

- Silver Level Sponsorship recognition (third largest logo size, and third tier placement on the page)
- A link to your website

Physicians, medical practices, and community organizations look to WCMS as a resource. Have your organization featured as a trusted partner for the medical community!



**WCMS Newsletter Articles and Advertisements.** Reach WCMS members directly with **one** article in WCMS' weekly membership e-newsletter, Vital Signs (one article per quarter), and **one** advertisement placement.

- **One** article that will include recognition as a Silver Level Sponsor of WCMS, your logo, and preferred contact information.
- **One** advertisement recognizes your business as a Silver Level Sponsor of WCMS.

**Vital Signs has an average open rate of 45%.**



# BRONZE LEVEL SPONSORSHIP

## \$1,000

**Bronze Level WCMS Event Sponsor.** Be recognized as the Bronze Level Sponsor at WCMS' annual membership events: the WCMS Fall Festival and the Annual Celebration. These events average over 100 attendees. WCMS members, donors, and their families are invited to attend.

- Receive Bronze Level Sponsor recognition on marketing materials, social media, and WCMS' website.



**Community Preferred Partner.** Listed on the WCMS "Preferred Partner" page with:

- Bronze Level Sponsorship recognition (fourth largest logo size, and fourth tier placement on the page)
- A link to your website

Physicians, medical practices, and community organizations look to WCMS as a resource. Have your organization featured as a trusted partner for the medical community!



# SPONSORSHIP LEVELS

Benefits	Platinum \$5,000	Gold \$3,000	Silver \$2000	Bronze \$1000
Receive recognition on marketing materials, social media, and WCMS' website for both WCMS events	✓	✓	✓	✓
Table at the WCMS Fall Festival	✓	✓	-	-
Present a raffle item at the Annual Celebration	✓	✓	-	-
Speak at each WCMS event during introductions.	✓	-	-	-
Number of event tickets	4	2	1	-
Top-billing listing on the WCMS "Preferred Partner" page	✓	-	-	-
A profile sheet of your organization on the WCMS "Preferred Partner" page	✓	-	-	-
Logo and website link on the WCMS "Preferred Partner" page	✓	✓	✓	✓
Number of articles in Vital Signs	4	2	1	-
Number of advertisements in Vital Signs	4	2	1	-



# SPONSOR OUR HEALTHY HEALER PROGRAM

WCMS' Healthy Healer Program promotes provider well-being through advocacy, education, and supportive resources and services. Your sponsorship provides free, confidential therapy and coaching sessions for the region's healthcare workers.

**Market Reach:** This program is promoted to 700+ WCMS members, and to WNC's providers (2000+ providers).



Benefits	Platinum Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,500	Bronze Sponsor \$1000
The opportunity to write and distribute an article to WCMS membership via Vital Signs.	✓	-	-	-
Recognition of sponsorship on the Healthy Healer webpage with logo and link.	✓	✓	-	-
Number of advertisements in Vital Signs	4	2	1	-
Free Job Board Postings on WCMS Website	5	4	3	2
Top-billing listing on the WCMS "Preferred Partner" page	✓	-	-	-
Logo and website link on the WCMS "Preferred Partner" page	✓	✓	✓	✓

# SPONSORSHIP AGREEMENT FORM

**Please indicate which at which level your organization will be sponsoring:**

Platinum Level

Gold Level

Silver Level

Bronze Level

Healthy Healer Program

Sponsorship Level: \_\_\_\_\_

\$\_\_\_\_\_ is the total amount of sponsorship and marketing for my organization for 2024.

Organization Name: \_\_\_\_\_

Representative: \_\_\_\_\_

Address of Organization: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Signature/ Date: \_\_\_\_\_

Please sign and return this sponsorship agreement to WCMS. Please keep a copy for your records. **Thank you for your support of WCMS!**