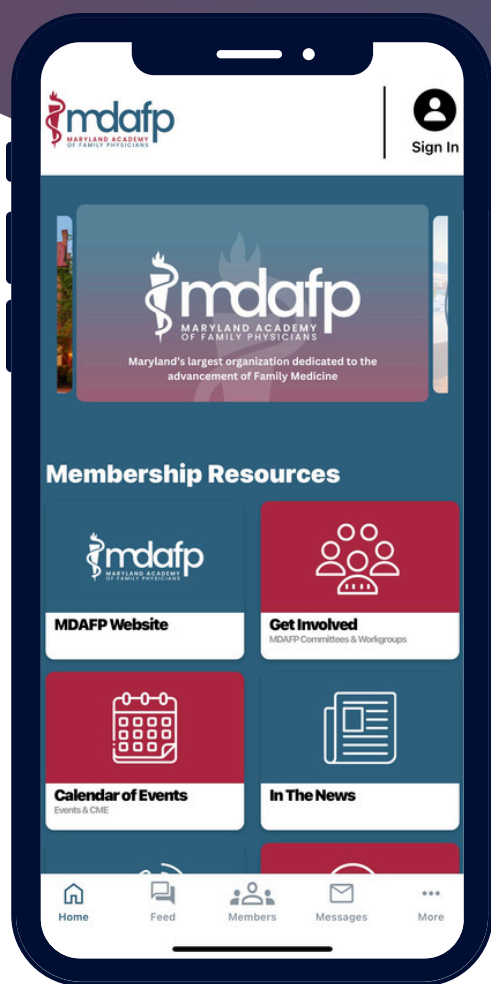




Mobile App

SPONSOR PROSPECTUS

2025-2026



Let's Connect!

 mdafp.org

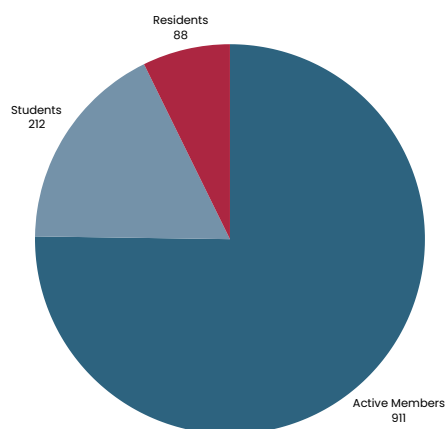
 info@mdafp.org

 (888)-894-2606

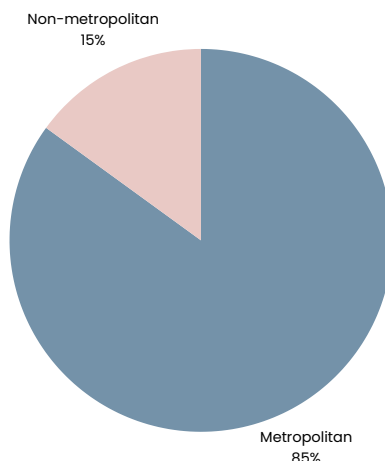
About the Academy & Foundation

The Maryland Academy of Family Physicians is a chapter of the American Academy of Family Physicians and is the largest professional medical specialty society in Maryland. Its 1,400 members include practicing Family Physicians, Family Medicine Residents, and medical students interested in specializing in Family Medicine. MDAFP works to preserve and promote quality, cost-effective healthcare. Our efforts promote the art and science of Family Medicine and works toward providing Marylanders with well-trained Family Physicians who render the highest quality of care for their patients. The Academy provides advocacy, representation, and leadership for the specialty of Family Medicine. Our goal is to support the professional needs of its members as they continue to serve their patients.

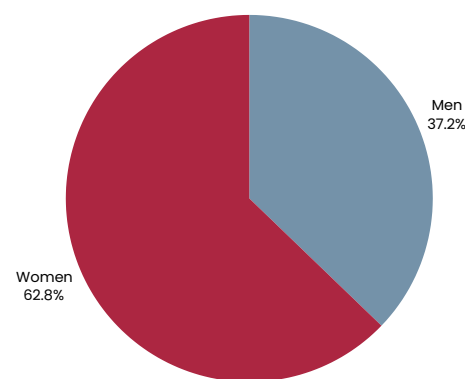
MDAFP BY THE NUMBERS



- 911 Active Members
- 212 Students
- 88 Residents



- 85% practice in metropolitan settings
- 15% practice in non-metro or undesignated settings



- 62.8% Women
- 37.2% Men

Invitation to Sponsor

The MDAFP is excited to be launching our very own member-exclusive mobile app, and we want you to be apart of it!

MDAFP invites you to partner by offering an exclusive opportunity to sponsor our app. This app will serve as the center for all MDAFP communications, event-specific promotion, and resources for all MDAFP members. For MDAFP partners and related organizations, this new app provides an opportunity to gain visibility for your company and demonstrate your support of Family Medicine.

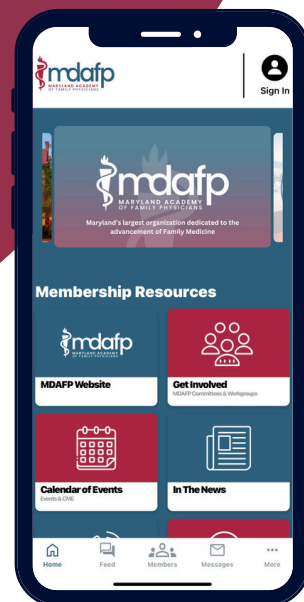
By becoming a sponsor, your organization will reach MDAFP's entire member base and your organization will receive the recognition you deserve!

Who has **access**?

The MDAFP member app will draw over 1,400 members which includes Family Medicine physicians, residents, and medical students. This group represents **buying power** and embodies the **frontline of healthcare delivery** in respective communities.



Top Reasons to Sponsor



- Reach **1,400+** Family Physicians, Family Medicine Residents and medical students.
- Increase **brand recognition** and **exposure** among Maryland Family Physicians, residents and students.
- Gain **visibility** for your company and demonstrate your support of the industry.



4 levels of partnership, offering a variety of touch points via the app, email communications, social media and our website.



Comprehensive and consistent promotion—
Reach all 1,400+ MDAFP members.



Measurable outcomes provided to partners in comprehensive follow-up reports are delivered quarterly. Reports will include metrics (page views, engagements) to track your engagement.



Stay ahead of your competition—Sponsors provide a **great opportunity to promote competitive products on the market.** Personalized push notifications, banner ads, and profiles are a great way to **connect with physicians.**

Sponsorship & Exhibitor Opportunities

Enhanced Sponsor Packages

Choose a package designed to engage attendees and provide measurable visibility to build brand awareness year-round.



DIAMOND

\$5,000

App Benefits:

- Introduction to members
- Personalized Banner Ad
- Up to 16 personalized app announcements (4 per quarter)
- Social media recognition
- Email recognition
- Personalized event promotion for up to 4 events
- Personalized feature on home screen

Additional Benefits:

- 20% discount on event sponsorships
- Recognition in monthly newsletters
- Logo and link on website

PLATINUM

\$4,000

App Benefits:

- Introduction to members
- Personalized Banner Ad
- Up to 12 personalized app announcements (3 per quarter)
- Social media recognition
- Email recognition
- Personalized event promotion for up to 4 events

Additional Benefits:

- 15% discount on event sponsorships
- Recognition in monthly newsletters
- Logo and link on website

GOLD

\$3,000

App Benefits

- Introduction to members
- Personalized Banner Ad
- Up to 8 personalized app announcements (2 per quarter)

Additional Benefits:

- 10% discount on event sponsorships
- Logo and link on website

SILVER

\$2,000

App Benefits:

- Introduction to members
- Personalized Banner Ad
- Up to 4 personalized app announcements (1 per quarter)

Additional Benefits:

- 5% discount on event sponsorships
- Logo and link on website

Questions? Contact Madeline Wimmer at (888) 894-2606 or by email at madeline@mdafp.org.

MDAFP

Terms & Conditions

Application Process

Please note this is an application process. You will be advised of your selection as a sponsor within **30 days** of application submission. Payment options will be given once sponsor is notified of approval.

Contract

The Terms and Conditions become binding upon acceptance of this contract between the applicant, inclusive of employees and agents, and the Maryland Academy of Family Physicians (MDAFP). Payment in full is required **30 days prior to our start date**. If payment is not received by this date, your community information and logo will not be displayed on the app, email communications, or any other social media platforms.

Questions?

Contact Madeline Wimmer at **(888) 894-2606** or by email at madeline@mdafp.org.