



**Member
App**

2023-2024
**Sponsor
Prospectus**



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WELCOME!

- - - -

Dear Family Physician Supporter,

On behalf of the Maryland Academy of Family Physicians (MDAFP), we are excited to offer exceptional options for your company to be a sponsor for our new MDAFP Member App! We are embracing this new opportunity to provide an even more engaging and interactive experience for our partners.

The Maryland Academy of Family Physicians is a 501(c)(6) organization dedicated to supporting and promoting Maryland family physicians to improve the health of our state's patients, families, and communities. The MDAFP is the **largest** professional medical specialty society in Maryland and is a state chapter of the American Academy of Family Physicians (AAFP), one of the largest national medical organizations in the United States, with more than 164,000 members.

Your partnership is important in supporting quality resources and education for our members and in building relationships and connections as a partner in Family Medicine. Through various ways of exposure, your organization can reach 1,300+ practicing family physicians, family medicine residents, and students who will specialize in family medicine. Partners may select from six package options (**Diamond, Platinum, Gold, and Silver Sponsors**) and receive customized partner benefits, many of which are brand **NEW** offerings.

MDAFP offers a variety of cost-effective ways to increase your organization's visibility and member awareness to ensure the maximum return on your investment. Thank you in advance for your consideration of becoming a partner of MDAFP.

Sincerely,



Becky Wimmer
MDAFP Executive Director

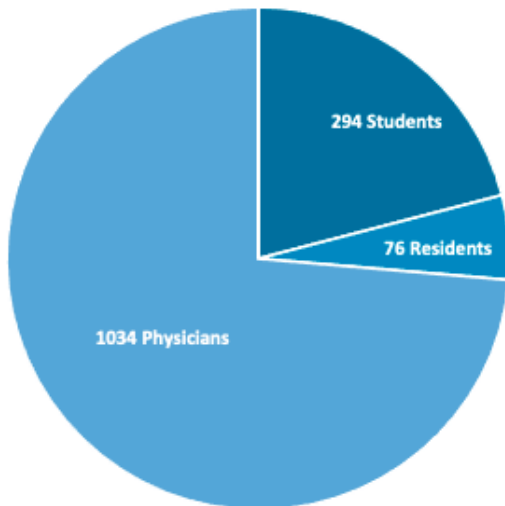


ABOUT THE ACADEMY AND FOUNDATION

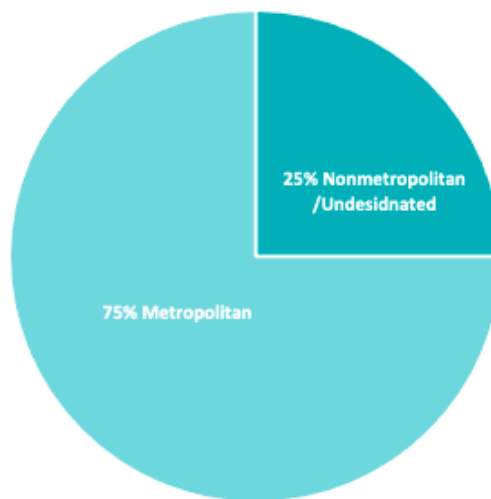
MDAFP is a chapter of the American Academy of Family Physicians. MDAFP is the largest professional medical specialty society in Maryland. Its 1,300+ members are practicing family physicians, family physicians in training, and medical students. MDAFP works to preserve and promote quality, cost effective healthcare. It promotes the science and art of family medicine and works toward providing Marylanders with well-trained family physicians who render the highest quality care for their patients. The Academy provides advocacy, representation, and leadership for the specialty of family medicine. It exists to support the professional needs of its members as they serve their patients.

MDAFP BY THE NUMBERS

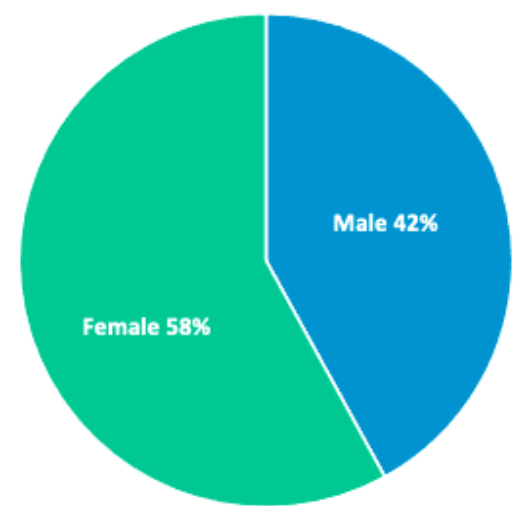
1,400+ Members Strong



74% Active Members
21% Students
5% Residents



75% Practice in metro settings
(population of 20,000 or more)
25% Practice in non-metro or
undesignated settings



58% Female, 42% Male
48 Average age of members

INVITATION TO SPONSOR/EXHIBIT

The MDAFP is launching its very own member app!

MDAFP invites you to partner by offering an exclusive opportunity to sponsor this app. This app will serve as a center for all MDAFP communications and resources for all MDAFP members. For MDAFP partners and related organizations, this app provides an opportunity to gain visibility for your company and demonstrate your support of the industry!

By becoming a partner, your organization will reach MDAFP's entire group of esteemed members, with benefits that carry through the full year.

WHO HAS ACCESS

The MDAFP Member App will draw over **1,300** members, which includes family medicine physicians, residents, and students. Though years in practice will vary, as will practice profiles, this group represents buying power and embodies the frontline of healthcare delivery in their respective communities.



TOP REASONS TO PARTNER

Seize the opportunity to sponsor the **MDAFP Member App!**

- Reach **1,300+** Family Physicians, Family Medicine Residents, medical students;
- Increase **brand recognition** and **exposure** among Maryland Family Physicians, residents and students; and
- Gain **visibility** for your company and demonstrate your support of the industry.



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



Comprehensive and consistent promotion- Marketing will reach all 1,300+ family physician members, residents, and students,



Stay Ahead of Your Competition- Sponsors provide a great opportunity to investigate competitive products and services side-by-side. Personalized push notifications, banner ads, and profiles are ways for your organization to connect with physicians.



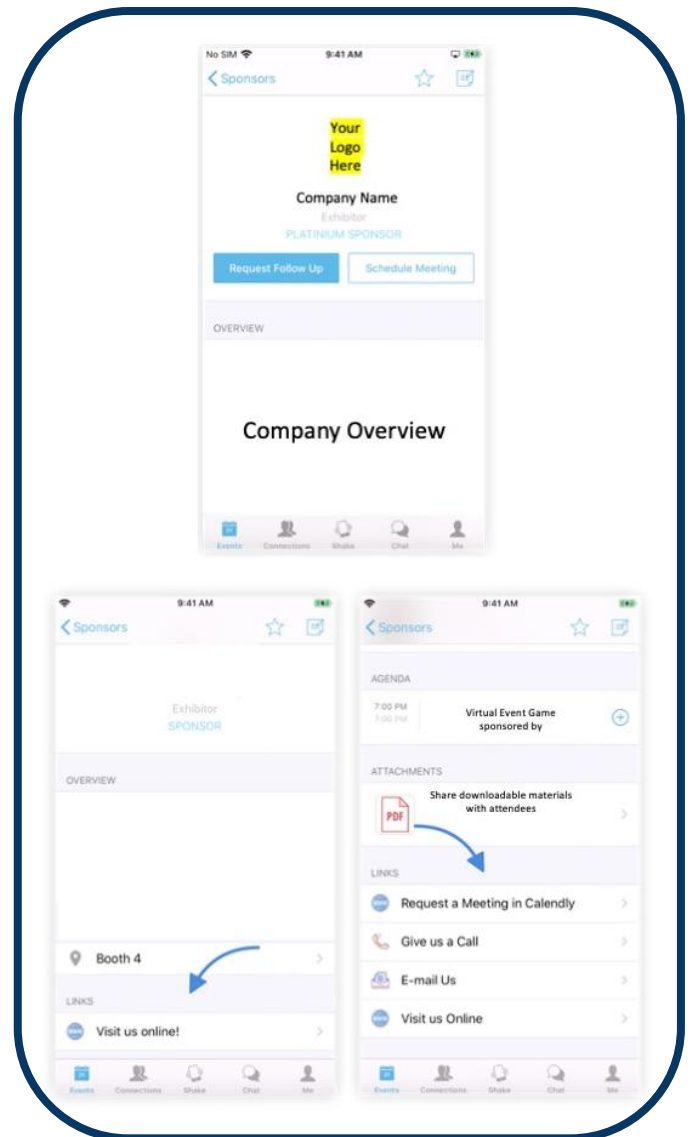
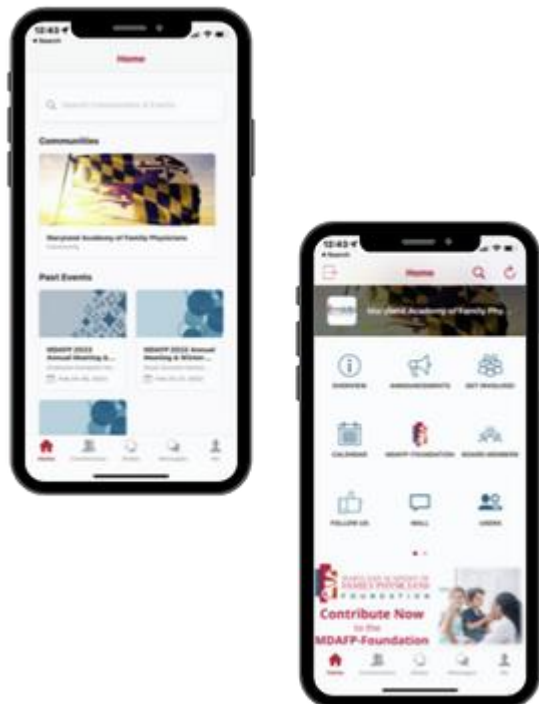
Measurable Outcomes provided to partners in comprehensive follow-up report delivered quarterly. Report will include metrics like number of profile views, profile and announcement click-through rates, etc.

MDAFP MEMBER APP

MDAFP is excited to enhance member engagement by incorporating the **mobile member app** to serve our partners and members in countless ways. The app will serve as a hub where networking, engagement, communications, and sponsor visibility come to life. The event app will drive member engagement and provide an interactive platform for partners to showcase their brand to members!

We've customized each sponsorship level to include in-app visibility such as:

- Sponsor Profiles
- Banner Ads
- Push Notifications
- Event Promotions



SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

ENHANCED SPONSOR PACKAGES

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

Sponsor Packages



DIAMOND \$10,000	PLATINUM \$8,000	GOLD \$6,000	SILVER \$4,000
<p>App Benefits:</p> <ul style="list-style-type: none">• Personalized App Profile• Introduction to Members• Personalized Banner Ad• Up to 16 Personalized App Announcements (4 every quarter)• Social Media Recognition• Email Recognition• Personalized Event Promotions for up to 8 Events• Personalized Feature on Home Screen <p>Additional Benefits:</p> <ul style="list-style-type: none">• 20% Discount on Event Sponsorships• Recognition in Monthly Newsletters• Logo and Link on Website	<p>App Benefits:</p> <ul style="list-style-type: none">• Personalized App Profile• Introduction to Members• Personalized Banner Ad• Up to 12 Personalized App Announcements (3 every quarter)• Social Media Recognition• Email Recognition• Personalized Event Promotion for up to 4 events <p>Additional Benefits:</p> <ul style="list-style-type: none">• 15% Discount on Event Sponsorships• Recognition in Monthly Newsletters• Logo and Link on Website	<p>App Benefits:</p> <ul style="list-style-type: none">• Personalized App Profile• Introduction to Members• Personalized Banner Ad• Up to 8 Personalized App Announcements (2 every quarter) <p>Additional Benefits:</p> <ul style="list-style-type: none">• 10% Discount on Event Sponsorships• Logo and Link on Website	<p>App Benefits:</p> <ul style="list-style-type: none">• Personalized App Profile• Introduction to Members• Personalized Banner Ad• Up to 4 Personalized App Announcements (1 every quarter) <p>Additional Benefits:</p> <ul style="list-style-type: none">• 5% Discount on Event Sponsorships

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

MDAFP TERMS AND 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 start date**. If payment is not received by this date, your company information and logo will not be displayed on the app, email communications, and social media.

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