



2022 LCMS Foundation Sponsorship Opportunities

LCMS Foundation hosts several fundraising events every year. Proceeds benefit the LCMS Foundation, and its goal: to provide funding for the Physician Wellness Program (PWP). The PWP enables LCMS members to strengthen their lives and their practices by strengthening their mental and physical health. Sponsorships are considered donations and are tax deductible (consult your accountant). The LCMS Foundation is a 501©3. Tax ID: 81-4328651. Sponsorship opportunities are outlined below or contribute directly by contacting Julie Ramirez at (239) 936-1645.

Annual Medical Service Awards

January 22, 2022

The Medical Service Awards Ceremony honors both physicians and public personalities in Lee County. Eight awards are presented in recognition of outstanding contributions to healthcare in the community. This event attracts 300+ attendees and includes a silent auction, raffles, and award ceremony.

PLATINUM SPONSORS: \$10,000

- 8 tickets to the event.
- Champagne at your table.
- Full page ad in event program.
- Trade show table at the event.
- Premier logo placement on invitation.
- Opportunity to speak for two minutes.
- Logo placement in social media and electronic correspondence.
- Rolling thank you before and after the program.
- Recognition in press release(s).

GOLD SPONSORS: \$5,000

- 6 tickets to the event.
- Business logo in the event program.
- Trade show table at the event.
- Verbal recognition at the event.
- Recognition in press release(s).

SILVER SPONSORS: \$3,000

- 4 tickets to the event.
- Business logo in the event program.
- Trade show table at the event.

TABLE PURCHASE: \$1,500

- 8 tickets to the event.
- Champagne at your table.

Art Gallery Auctions

February 2022 & April 2022

Art Gallery Auctions provide physician members with an opportunity to discover and explore the fine art and cultural talents of Lee County artists. Contact LCMS to discuss sponsorship.

5K Fun Run

March 5, 2022

The Fun Run is a 5k run/2k walk at a community park in Lee County.

PREMIER SPONSORS: \$5,000 donation

- Banner displayed on race day (sponsor provides).
- Largest logo and premier placement on race shirts.
- Logo and link on LCMS event webpage.
- Logo on all event marketing material.
- Marketing material placed in race packets.

GOLD SPONSORS: \$2,000 donation

- Logo on race shirts.
- Logo and link on LCMS event webpage.
- Logo on all event marketing material.
- Marketing material placed in race packets.

SILVER SPONSORS: \$1,000 donation

- Logo on race shirts.
- Logo and link on LCMS event webpage.
- Marketing material placed in race packets.

BRONZE SPONSORS: \$500 donation

- Logo on race shirts.
- Logo and link on LCMS event webpage.

PHYSICIAN HONOR ROLL

\$250 donation / \$500 donation / \$1,000 donation

- Logo and link on LCMS event webpage.
- Prominent sign on race day displaying your level.

Golf Tournament

Fall 2022

Business professionals and members that are open to joining our golf tournament committee or who want to participate as a team or major sponsor should contact LCMS.

Become a sponsor partner in 2022!

Call 239.936.1645 to discuss your level of interest. E-mail your advertising files to valerie@lcmsfl.org. Need design help? Call LCMS for a referral.



Questions?

To discuss additional underwriting opportunities or for more information on the LCMS sponsorships outlined in this brochure, call Valerie at 239.936.1645.

Lee County Medical Society is a Virtual Operation

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239.936.1645 • www.lcmsfl.org



Physicians Caring for our Community

Reach Your Target Audience!

Lee County Medical Society (LCMS) and LCMS Foundation support the needs of over 800 physicians (MD and DO) who provide a range of healthcare services in Lee County, Florida. Advertising and sponsorships help us meet our mission: *to advocate for physicians and their relationships with patients; promote public health and uphold the professionalism of the practice of medicine.*

This brochure outlines all LCMS partnership opportunities and rates available to businesses in 2022.



Bulletin Newsletter

The **Bulletin** is the official newsletter of LCMS. It is direct mailed to all physician members, advertisers, and select allied healthcare facilities four times a year. The 12-page, full-color publication features news and articles on LCMS activities, laws and policies affecting members, community involvement, Foundation initiatives, practice management, new technology and more. Past issues can be found at lcmsfl.org/publications.

ISSUE	AD DEADLINE	SIZE	DIMENSION	SINGLE ISSUE	ALL 4 ISSUES*
Quarter 1	Feb 9, 2022	Full page	7.5"w x 10"h	\$1,000	\$3,750
Quarter 2	May 11, 2022	Half page	7.5"w x 4.875"h	\$800	\$2,800
Quarter 3	Aug 10, 2022	Quarter page	3.625"w x 4.875"h	\$500	\$1,750
Quarter 4	Nov 9, 2022	Classified ad	50 words	\$25	\$87.50
		Insert**	8.5"w x 11"h	\$500	\$1,750

Advertisers must e-mail a press-ready ad on or before the deadlines listed above for each issue. Advertisements must be in print-ready digital format at 300 dpi, fonts embedded as one of the following: PDF, AI, JPEG or PSD. No bleeds or print marks required. *15% discount. Payment due in full before first issue is published.

**Insert must be pre-approved by editors. Advertiser must supply 900 copies of insert and deliver to printer.

E-news

The e-news is a biweekly e-mail delivered to the inboxes of 800 LCMS members. It contains news and registration details on upcoming LCMS and LCMS

Foundation events, the latest updates in medicine, Continuing Education resources, new physician member profiles, and emergent information regarding public health. Advertisers can choose from one of the following e-news options:

SPONSORED E-MAIL – \$225/each

Up to 50 words or two ad size options:
Banner: 800 pixels (wide) x 200 pixels (high)
Square: 800 pixels (wide) x 800 pixels (high)
72 dpi (static, jpg or png)

Advertiser payment and ad submission is due one week before email issue date. Ads must be pre-approved and legible at 100%.
Notify LCMS of ad link destination.

COVID-19 Policy

Participation at LCMS events is a personal choice. By attending, you understand the Society, its sponsors and event locations cannot completely control the spread of COVID-19 (and its variants). The Centers for Disease Control recommends vaccines, masks and social distancing to reduce the spread, but your decision to participate is made with full knowledge of the risk of contracting COVID 19.

2022 Member Directory



The **Annual Physician Directory** features images and contact details of all active LCMS physician members alphabetically and by specialty. Over 2,500 copies of this full-color resource publication are distributed in July. It also includes an advertiser index, and information on local clinics, public health departments, and hospitals. The Directory is distributed through member offices, hospitals, libraries, outpatient facilities, clinics and, upon request, the LCMS office. Past issues are archived at lcmsfl.org/publications.

SIZE	DIMENSION	RATE
Back cover (wait list)*	6.25"w x 9.25"h	\$1,500 - sold
Inside front cover*	6.25"w x 9.25"h	\$1,250
Inside back cover*	6.25"w x 9.25"h	\$1,250 - sold
Full page	5.2"w x 8.15"h	\$1,000
Half page	5.2"w x 4"h	\$500

*Size reflects full bleed. Advertiser payment and ad submission deadline is **May 13, 2022**. Ads must be in print-ready digital format at 300 dpi, fonts embedded as one of the following: PDF, AI, JPEG or PSD. Bleed and print marks not necessary on full or half page ads.

2022 LCMS Event Sponsorship Opportunities

LCMS hosts several member-exclusive events throughout the year. These in-person events provide a select number of sponsor partners with an opportunity to attend as a guest. Sponsors receive a custom marketing experience. See opportunities below.

Annual Board Installation

January 22, 2022

The **Annual Board Installation** is a semi-formal dinner event for physicians, sponsors, and friends of LCMS. The installation ceremony in 2022 will take place during the 10th Annual Medical Service Awards event.

SEE SPONSORSHIP LEVELS UNDER
ANNUAL MEDICAL SERVICE AWARDS
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Quarterly Member Meetings

Quarterly Member Meetings attract 50+ members and guests and includes a cocktail reception, dinner, and an education (CE) presentation.

EXCLUSIVE SPONSOR: \$750/each

- Premier logo placement in social media, electronic and hard copy correspondence.
- 2 tickets to event.
- Verbal acknowledgment at the event.
- Sole provider of marketing handouts or gift bags.

Monthly Cocktail Hours

Monthly Cocktail Hours attract 40+ members and guests. Provides 90-minutes of casual networking.

EXCLUSIVE SPONSOR: \$750/each

- Premier logo placement in social media, electronic and hard copy correspondence.
- 2 tickets to event.
- Verbal acknowledgment at the event.
- Sole provider of marketing handouts or gift bags.

Retiree Luncheons

Spring 2022 & Fall 2022

Retiree Luncheon Events attract active and retired members and guests. Great atmosphere for networking.

RETIREE LUNCHEON SPONSOR: \$350/each

- Premier logo placements including social media, electronic and hard copy correspondence.
- 2 guest tickets to the event.
- Verbal acknowledgment at the event.

Women Physicians Event

Spring 2022

The **Women Physicians Event** attracts 50+ members and guests. Great atmosphere for casual networking.

WOMEN PHYSICIANS SPONSOR: \$1,000

- Premier logo placements including social media, electronic and hard copy correspondence.
- 2 guest tickets to the event.
- Verbal acknowledgment at the event.
- Opportunity to provide marketing collateral in gift bags.

Administrative Luncheon

Fall 2022

The **Administrative Luncheon** is an LCMS business meeting that attracts many members and guests.

ADMINISTRATIVE LUNCHEON SPONSOR: \$1,000

- Premier logo placements including social media, electronic and hard copy correspondence.
- 2 guest tickets to the event.
- Verbal acknowledgment at the event.
- Business card ad in the Bulletin.
- Opportunity to provide gift bags.

Holiday Party

December 2022

The **Annual Holiday Party** is a popular member event that is attended by 200+ guests.

PREMIER HOLIDAY PARTY SPONSOR: \$5,000

- Premier logo placements including social media, electronic and hard copy correspondence.
- 8 guest tickets and reserved status table at the party.
- Verbal recognition at the event.
- Opportunity to provide marketing collateral in gift baskets.
- Ad placement on the LCMS event webpage with link to your business.
- First right of refusal for next year's premier holiday party sponsorship opportunity.

Family Events

Family Events will take place in 2022 when the Centers for Disease Control and Lee County Health Department issue statements that it is safe to resume large gatherings.