

# 2024 STRATEGIC PARTNERSHIP OPPORTUNITIES

Lee County Medical Society (LCMS) and LCMS Foundation support the needs of over 800 physician (MD and DO) members 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 2024.

**Let us Help You Reach a Target Audience!**



Lee County Medical Society is a Virtual Operation  
Mailbox address: 5781 Lee Boulevard • Suite 208-104 • Lehigh Acres, FL 33971  
239.936.1645 • [marketing@lcmsfl.org](mailto:marketing@lcmsfl.org) • [www.lcmsfl.org](http://www.lcmsfl.org)

**SECURE YOUR PARTNERSHIP** at [www.LCMSFL.org/partnerships](http://www.LCMSFL.org/partnerships)  
Access our partner terms & conditions, advertisement delivery instructions, and payment portal at the link above.

## Bulletin Newsletter



The **Bulletin** is the official, printed newsletter of LCMS. It is direct mailed to all physician members, advertisers, and allied healthcare providers and 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.

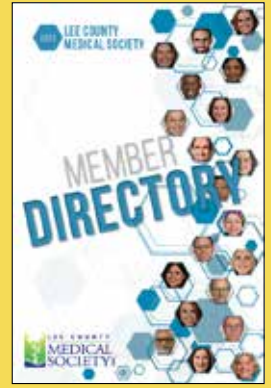
ISSUE	AD DEADLINE	ISSUE	AD DEADLINE
Quarter 1	Feb 2, 2024	Quarter 3	Aug 2, 2024
Quarter 2	May 3, 2024	Quarter 4	Nov 1, 2024

SIZE	DIMENSION	SINGLE ISSUE	ALL 4 ISSUES
Full page	7.5" w x 10" h	\$1,000	\$3,750
Half page	7.5" w x 4.875" h	\$800	\$2,800
Quarter page	3.625" w x 4.875" h	\$500	\$1,750
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 to [marketing@lcmsfl.org](mailto:marketing@lcmsfl.org). 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. Payment due in full before first issue is published. \*Classifieds are a free service for our physician members. \*\*Insert must be pre-approved by editors. Advertiser must supply 900 copies of insert and deliver to printer. †Sizes reflects full bleed.

## 2024 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 during the summer. It also includes an advertiser index, and information on local clinics, public health departments, and hospitals. The Directory is distributed through member offices, hospitals, outpatient facilities, and clinics.



Advertising reservation and submission deadline is **April 26, 2024.**

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

## E-mail Marketing

LCMS offers businesses and allied healthcare agencies two e-mail marketing options that reach over 1,200 local physicians and healthcare providers:

### SPONSORED EMAIL

Sponsored emails can be purchased for \$225/each and are distributed on select Tuesdays. These emails feature **ONLY** your message. Max size: 800 px wide x 1200 px tall

### BANNER ADVERTISEMENT

A banner ad can be purchased for \$225/each and is placed above the "Upcoming Events" section of a scheduled Tuesday member email. Limit one banner advertisement per email. Size: 800 px wide x 200 px tall

**NOTE:** Free or fee-based events that provide CME to our members can be requested for publication in a member email at no cost. Listing is limited to 75 words and target url for registration.

Send requests for email marketing to [marketing@lcmsfl.org](mailto:marketing@lcmsfl.org).

Advertiser payment is due before email issue date. Your digital advertisement must be received one week before the scheduled distribution date. Send ads to [marketing@lcmsfl.org](mailto:marketing@lcmsfl.org). Ads must be pre-approved and legible at 100%.

## CME Day

Local physicians will discover the latest advancements & technologies in medicine while earning up to 8 CME credit.

**January 13, 2024**

**Half Day**

**Crown Plaza - Bell Tower**

**CME DAY SPONSOR: \$1,000**

- Premier logo placement in invites, print & electronic.
- 2 tickets to the event.
- Exhibit table at registration.
- 5-minute presentation in front of guests.
- Opportunity to provide marketing items at registration.

**NETWORKING BREAKFAST SPONSOR: \$500**

- Business logo/signs on tables.
- 2 tickets to the event.
- Verbal acknowledgement at event.
- Opportunity to provide marketing items during breakfast.

# 2024 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 19, 2024

The **Annual Board Installation** is a semi-formal dinner event for physicians, sponsors, and friends of LCMS. The evening includes a reception, dinner, recognition awards and a board installation ceremony.

### ANNUAL BOARD INSTALLATION SPONSORS: \$1,000

- Premier logo placement in invites, print & electronic.
- 2 tickets to event.
- Verbal acknowledgment at the event.
- Permission to provide marketing handouts or gift bags.

## Quarterly Member Meetings

Mar 14 / May 16 / Aug 15 / Nov 14

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

### EXCLUSIVE MEMBER MEETING SPONSOR: \$750/each

- Premier logo placement in invites, print & electronic.
- 2 tickets to event.
- Verbal acknowledgment at the event.
- Sole provider of marketing handouts or gift bags.

## Monthly Cocktail Hours

**Monthly Cocktail Hours** are held on the second Friday of the month (dark June & July) and attract 40+ members and guests. Provides 90-minutes of casual networking.

### EXCLUSIVE COCKTAIL HOUR SPONSOR: \$750/each

- Premier logo placement in invites, print & electronic.
- 2 tickets to event.
- Verbal acknowledgment at the event.
- Sole provider of marketing handouts or gift bags.

## Retiree Luncheons

Winter & Fall 2024

**Retiree Luncheons** attract active and retired members and guests. Great atmosphere for networking.

### RETIREE LUNCHEON SPONSOR: \$500/each

- Premier logo placement in invites, print & electronic.
- 2 guest tickets to the event.
- Verbal acknowledgment at the event.

## Women Physicians Event

Spring 2024

The **Women Physicians Event** attracts 75+ members and guests. Great atmosphere for casual networking.

### WOMEN PHYSICIANS SPONSOR: \$1,000

- Premier logo placement in invites, print & electronic.
- 2 guest tickets to the event.
- Verbal acknowledgment at the event.
- Opportunity to provide marketing item in gift bags.

## Administrators Luncheon

TBD

The **Administrators Luncheon** is an LCMS business meeting that attracts practice admins, members and guests.

### ADMINISTRATIVE LUNCHEON SPONSOR: \$1,000

- Premier logo placement in invites, print & electronic.
- 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 5, 2024

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

### EXCLUSIVE HOLIDAY PARTY SPONSOR: \$5,000

- Premier logo placement in invites, print & electronic.
- 8 guest tickets and reserved status table at the party.
- Verbal recognition at the event.
- Opportunity to provide marketing item 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

June 1, 2024 & August 24, 2024

### FAMILY EVENT SPONSOR: \$1,000

- Premier logo placement in invites, print & electronic.
- 2 guest tickets to the event.
- Verbal acknowledgment at the event.
- Opportunity to provide marketing item in gift bags.



# 2024 LCMS Foundation Sponsorship Opportunities

Proceeds from the events below benefit the Lee County Medical Society 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. Donate at [www.lcmsfl.org/donations](http://www.lcmsfl.org/donations)

## 5K Fun Run

April 27, 2024

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

### PREMIER SPONSOR: \$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

## Annual Medical Service Awards

October 11, 2024

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.

### PREMIER SPONSOR: \$7,500

- 10 tickets to the event
- Champagne at your table
- BONUS: 2 vouchers to Golf Tournament
- 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)

### SILVER SPONSORS: \$3,750

- 5 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)

### TABLE PURCHASE: \$1,500

- Reserved table for 10 guests

*Additional guest experience sponsorships available.  
Email [marketing@lcmsfl.org](mailto:marketing@lcmsfl.org) to discuss ideas.*

## Golf Tournament - October 12, 2024

Enjoy 18 holes of golf at Forest Country Club. Includes green fees, access to practice facility and beverage cart, and a post-game deli luncheon with awards ceremony. \$175/golfer or \$650/foursome.

### TIGER: \$7,500 (limit one)

- 8 golf vouchers (two foursomes)
- 8 drink tickets
- BONUS: 4 tickets to Annual Medical Service Awards dinner
- Prominent placement of company banner at the tournament
- 4 hole-sponsor signs
- Speaking time at luncheon (5 minutes)
- 2 extra luncheon-only attendee tickets
- Top logo position on all marketing
- Sponsor spotlight in the Bulletin
- Sponsor spotlight in a member email
- Company name in event press release
- Corporate name/logo on gift cooler bags

**HOLE: \$500**  
**BEVERAGE CART: \$300**  
**ALL GOLF CARTS: \$500**

### BEAR: \$5,000 (limit one)

- 6 golf vouchers & 6 drink tickets
- Logo on drinkware
- 3 hole-sponsor signs
- 2 extra luncheon-only attendee tickets
- Signage at registration and luncheon
- Logo on all marketing
- Company name in event press release

### GRIZZLY: \$4,500

- Same benefits as BEAR. Does not include:
- Logo on drinkware
  - Company name in event press release

### BOBCAT: \$2,000 (limit one)

- 2 golf vouchers
- Logo on golf towels
- Logo on all marketing

### SHARK: \$3,500 (limit one)

- 4 golf vouchers
- Logo on golf balls
- 2 hole-sponsor signs
- 2 extra luncheon-only attendee tickets
- Logo on all marketing
- Company name in event press release

### MAKO: \$3,000

- Same benefits as SHARK. Does not include:
- Logo on balls
  - Company name in event press release

### LYNX: \$1,500

- Same benefits as BOBCAT. Does not include:
- Logo on golf towels