

**MARKETING & SPONSORSHIP**

**2023**

LEE COUNTY  
**MEDICAL  
SOCIETY** INC.

**OPPORTUNITIES**

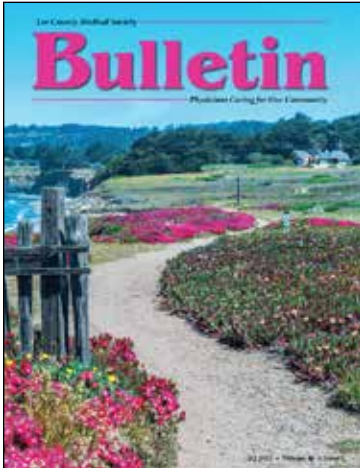


# Reach Your Target Audience!

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 2023.

## 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](http://lcmsfl.org/publications).

ISSUE	AD DEADLINE	SIZE	DIMENSION	SINGLE ISSUE	ALL 4 ISSUES*
Quarter 1	Feb 3, 2023	Full page	7.5" w x 10" h	\$1,000	\$3,750
Quarter 2	May 5, 2023	Half page	7.5" w x 4.875" h	\$800	\$2,800
Quarter 3	Aug 4, 2023	Quarter page	3.625" w x 4.875" h	\$500	\$1,750
Quarter 4	Nov 3, 2023	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-MAILS – \$225/each

#### Option 1:

Secure one of the following to be included in one bi-weekly email newsletter sent to LCMS members and healthcare allies

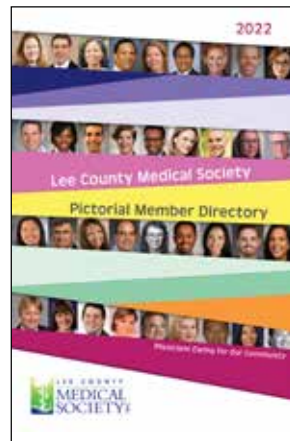
- 1) Up to 50 words and one photo, or
- 2) Banner ad at 800 pixels (wide) x 200 pixels (high)

#### Option 2:

An entire email that features only your advertisement:  
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.

## 2023 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](http://lcmsfl.org/publications).

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

\*Size reflects full bleed. Advertiser payment and ad submission deadline is **May 12, 2023**.  
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.

# 2023 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 20, 2023

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

Jan 20 / Mar 16 / May 18 / Aug 17 / Nov 16

**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 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 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

January 31, 2023 & November 1, 2023

**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

May 23, 2023

The **Women Physicians Event** attracts 50+ 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 collateral in gift bags.

## Administrators Luncheon

February 8, 2023 & September 20, 2023

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 8, 2023

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

### PREMIER 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 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 Event

August 25, 2023

### FAMILY EVENT: \$1,000

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



# 2023 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)

## Annual Medical Service Awards

September 29, 2023

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.

### GOLD SPONSORS: \$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: \$7,500

- 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
- Champagne at your table

## 5K Fun Run

April 22, 2023

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 – September 30, 2023

Enjoy 18 rounds 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

- 8 golf vouchers (two foursomes)
- 8 drink tickets
- BONUS: 4 tickets to Annual Medical Service Awards dinner on Sept 29th
- Prominent placement of company banner at the tournament
- 4 hole-sponsor signs
- Speaking time at luncheon (5 minutes)
- 2 extra luncheon-only attendee tickets
- Exhibit table (premium placement)
- 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 on gift cooler bags

### BEAR – \$5,000

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

### SHARK – \$3,500

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

### BOBCAT – \$2,000

- 2 golf vouchers
- Logo on all marketing
- Logo on golf towels in gift bags
- Exhibit table

HOLE – \$500 | BEVERAGE CART – \$300 | ALL GOLF CARTS – \$500

Lee County Medical Society is a Virtual Operation

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239.936.1645 • [marketing@lcmssl.org](mailto:marketing@lcmssl.org) • [www.lcmssl.org](http://www.lcmssl.org)

