

2024 Select NCAFP Sponsorship Opportunities

Gold Select Sponsorship @ \$7,500.00

• 2 NCFP Full Page Magazine Advertorial – Plus link in NCAFP Notes to these articles posted online.	\$1,771.00
• 4 NCFP Half-Page Magazine Display Advertising	\$2,190.00
• 8ft display at 2024 Winter Weekend in prime foyer location just outside main lecture hall	\$3,550.00
• 2 top banner ads in NCAFP Notes	\$316.00
• 2 lower banner ads in Meetings Dept Eblast marketing campaign for Summer Symposium	\$400.00
• 2 lower banner ads in Meetings Dept Eblast marketing campaign for Winter Weekend	\$400.00
• 2 Banner Ads in Winter & Summer conference mobile apps	\$850.00
• 3 Social Media Shout-Outs via all NCAFP Social Channels	\$300.00
• Sponsor acknowledgement with company logo on Winter & Summer Conference websites	\$250.00
• Sponsor acknowledgement with company logo in Winter and Summer informational pptx slides	\$250.00

Gold Select Sponsorship Total Value \$10,277.00 | A Savings of \$2,777.00

Silver Select Sponsorship @ \$5,500.00

• 2 NCFP Full Page Magazine Display Advertising	\$1,771.00
• 6ft display at 2024 Winter Weekend in prime location of main exhibit hall	\$2,850.00
• 2 top banner ads in NCAFP Notes	\$316.00
• 2 lower banner ads in Meetings Dept Eblast marketing campaign for Summer Symposium	\$400.00
• 2 lower banner ads in Meetings Dept Eblast marketing campaign for Winter Weekend	\$400.00
• 2 Banner Ads in Winter & Summer conference mobile apps	\$850.00
• 2 Social Media Shout-Outs via all NCAFP Social Channels	\$200.00

Silver Select Sponsorship Total Value \$6,787.00 | A Savings of \$1,287.00

Bronze Select Sponsor Sponsorship @ \$3,500.00

• 2 NCFP Half-Page Magazine Display Advertising	\$1,224.00
• 50% off 6ft display at 2024 Winter Weekend	\$1,425.00
• 1 top banner ads in NCAFP Notes	\$158.00
• 2 lower banner ads in Meetings Dept Eblast marketing campaign for Summer Symposium	\$400.00
• 2 lower banner ads in Meetings Dept Eblast marketing campaign for Winter Weekend	\$400.00
• 1 Banner Ad in Winter & Summer conference mobile apps	\$425.00
• 2 Social Media Shout-Outs via all NCAFP Social Channels	\$200.00

Bronze Select Sponsorship Total Value \$4232.00 | A Savings of \$732.00

Metrics Description

- NCFP Magazine: Four color magazine, 4300+ are direct mailed to NCAFP membership each quarter
- NCAFP Notes: Weekly E-newsletter emailed to 3600+ members with active e-mail addresses / 50+% open rate.
- NCAFP Meetings Department Bi-Weekly E-Blasts: Upcoming conference details emailed to database comprised of 7000+ members and past conference attendees.
- Social Media Channels: X - 2,300+ followers | Facebook - 1,000+ followers
- NCAFP Virtual Summer Meeting: Educational conference. Approximately 125 family physicians & their healthcare partners participate.
- NCAFP Winter Family Physicians Weekend: Educational conference: Approximately 700-750 family physicians & their healthcare partners participate.