APMSA
AMERICAN PODIATRIC
MEDICAL STUDENT ASSOCIATION

# APMSA PARTNERSHIP PROSPECTUS

www.apmsa.org/partners

## PARTNERSHIP PROGRAM & SPONSORSHIPS

The American Podiatric Medical Student Association (APMSA) is the only national organization representing the collective interests of nearly 2,000 podiatric medical student members. Founded in 1954, APMSA protects and advances the rights, interests, and welfare of all podiatric medical students across the country.

Organizations are invited to support APMSA's mission and student membership through our partnership program. A partnership with APMSA is your organization's opportunity to build strong relationships and brand awareness with the future leaders in the podiatric medical community. The collaboration gives your organization the ability to deliver your message directly to podiatric medical students across the podiatric medical schools in the United States.

APMSA's Partnership Program is a mutually beneficial partnership between corporations, organizations, alumni, podiatry groups who strive to enhance the educational process and experience of podiatric medical students. APMSA Partners understand that students are the future of the profession and support student education and professional development.

We have much to gain by working together to support students, highlight your organization, and advance the practice of podiatric medicine. Now more than ever, your support is vital. Investing in podiatric medical students today helps protect the future of the profession and ensures a strong, sustainable generation of leaders for years to come.

Should you have any questions regarding the information contained in this prospectus or to become a partner or sponsor, please contact us at info@apmsa.org or 651.927.2955.

## PARTNERSHIP PROGRAM

| BENEFITS | VISIONARY $50,000 | ADVOCATE $25,000 | AMBASSADOR $10,000 |
|---|---|---|---|
| Onsite events held at podiatric medical schools of your choosing coordinated by APMSA | ALL SCHOOLS | 5 SCHOOLS | 1 SCHOOL |
| Webinars coordinated by APMSA | 2 WEBINARS | 1 WEBINAR | — |
| Travel grants awarded annually to APMSA students in your organization's name | 4 TRAVEL GRANTS | 2 TRAVEL GRANTS | — |
| Opportunity to address the entire APMSA House of Delegates annually | ✓ | ✓ | — |
| Meeting annually with the APMSA Board of Trustees | 1 MEETING | — | — |
| Recognition as a Partner at the APMSA orientation for new incoming first year students at all podiatric medical schools | VISIONARY PARTNER RECOGNITION | ADVOCATE PARTNER RECOGNITION | AMBASSADOR PARTNER RECOGNITION |
| Recognition as Sponsor of APMSA's podcast series | DIAMOND SPONSOR RECOGNITION | PLATINUM SPONSOR RECOGNITION | GOLD SPONSOR RECOGNITION |
| Featured 15-minute spotlight segment on APMSA's podcast | 2 FEATURED SEGMENTS | 1 FEATURED SEGMENT | — |
| Exclusive Sponsor shoutout on APMSA's podcast | 2 EPISODES | 1 EPISODE | ✓ |
| Feature articles in APMSA's Footnotes digital magazine | 2 ARTICLES ANNUALLY | 1 ARTICLE ANNUALLY | — |
| Advertisement in each quarterly edition of APMSA's Footnotes digital magazine | FULL PAGE AD | HALF PAGE AD | HALF PAGE AD |
| Advertisement in APMSA's Annual Residency Survey | FULL PAGE AD | HALF PAGE AD | — |
| Advertisement in APMSA's New Practioner's Guide | FULL PAGE AD | HALF PAGE AD | — |
| Coordinated e-blasts sent to all APMSA members | MONTHLY E-BLASTS | QUARTERLY E-BLASTS | BIANNUAL E-BLASTS |
| Coordinated social media posts across APMSA's platforms | MONTHLY POSTS | BIMONTHLY POSTS | QUARTERLY POSTS |
| Recognition as a Partner on APMSA's website with organization description and link to your website | VISIONARY PARTNER RECOGNITION | ADVOCATE PARTNER RECOGNITION | AMBASSADOR PARTNER RECOGNITION |
| Use of APMSA's special partner logo on your website and collateral marketing material with approval by APMSA | ✓ | ✓ | ✓ |

***PARTNERSHIP PACKAGES CAN BE TAILORED TO MEET THE GOALS AND NEEDS OF YOUR ORGANIZATION**

### BUILD YOUR OWN SPONSORSHIP

**DIPLOMATE — $5,000** Tailored package to meet the needs of your organization

## INDIVIDUAL SPONSORSHIPS

### APMSA HOUSE OF DELEGATES

**BREAKFAST OR LUNCH — $5,000**

- 10-minute presentation
- Marketing material at tables
- Signage

**AWARDS DINNER — $5,000**

- 10-minute presentation
- Marketing material at tables
- Signage

**JACKETS — COST OF JACKETS**

- Provided to APMSA HOD Graduating Class
- Logo on jackets

**YETI TUMBLERS — COST OF YETIS**

- Provided to APMSA HOD First Year Class
- Logo on tumblers

### FOOTNOTES DIGITAL MAGAZINE ADVERTISING

**FULL PAGE + VIDEO — $1,000/EDITION**
**FULL PAGE — $750/EDITION**
**HALF PAGE — $500/EDITION**

### NEW PRACTITIONERS GUIDEBOOK ADVERTISING

**FULL PAGE — $500**
**HALF PAGE — $250**

### ANNUAL RESIDENCY SURVEY ADVERTISING

**FULL PAGE — $500**
**HALF PAGE — $250**

### E-BLAST ADVERTISING

**CUSTOM E-BLAST — $1,000**
**ADVERTISEMENT ONLY — $250**

### UNRESTRICTED GRANTS

Unrestricted grants are utilized by APMSA to enhance its mission in supporting podiatric medical students throughout their educational career and help build a network of strong future leaders within the podiatric medical profession.

Grant funding is used to support:

- National advocacy efforts
- APMSA's travel grants
- Virtual and onsite programing and events
- Student published digital magazine
- APMSA's podcast
- Meetings of the APMSA House of Delegates
- And much more!

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