APMSA
PARTNERSHIP
PROSPECTUS

www.apmsa.org/partners
The American Podiatric Medical Student Association (APMSA) is the only national organization representing the collective interests of more than 2,400 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 all nine 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.

Year round, APMSA’s Partners are instrumental in funding a variety of APMSA’s educational programs from hands-on workshops and labs to sessions aimed at strengthening students’ leadership skills and real-world practice management knowledge. Partners help fund APMSA’s valuable travel, research, and education and service grants awarded to students each year. The Partnership Program also offsets the costs of APMSA’s popular Academic & Athletic Conference which brings students from across the country together to promote exceptional educational experiences and to foster student and partner networking and fellowship.

We have much to gain by working together to support students, highlight your organization, and advance the practice of podiatric medicine. 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

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>VISIONARY $50,000</th>
<th>ADVOCATE $25,000</th>
<th>AMBASSADOR $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Onsite events held at podiatric medical schools of your choosing</td>
<td>11 SCHOOLS</td>
<td>5 SCHOOLS</td>
<td>1 SCHOOL</td>
</tr>
<tr>
<td>coordinated by APMSA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Webinars coordinated by APMSA</td>
<td>2 WEBINARS</td>
<td>1 WEBINAR</td>
<td></td>
</tr>
<tr>
<td>Travel grants awarded annually to APMSA students in your organization’s name</td>
<td>4 TRAVEL GRANTS</td>
<td>2 TRAVEL GRANTS</td>
<td></td>
</tr>
<tr>
<td>Opportunity to address the entire APMSA House of Delegates annually</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meeting annually with the APMSA Board of Trustees</td>
<td>2 MEETINGS</td>
<td>1 MEETING</td>
<td></td>
</tr>
<tr>
<td>Recognition as a Partner at the APMSA orientation for new incoming</td>
<td>VISIONARY PARTNER</td>
<td>ADVOCATE PARTNER</td>
<td>AMBASSADOR PARTNER</td>
</tr>
<tr>
<td>first year students at all podiatric medical schools</td>
<td>RECOGNITION</td>
<td>RECOGNITION</td>
<td>RECOGNITION</td>
</tr>
<tr>
<td>Recognition as a Sponsor of the Academic &amp; Athletic Conference</td>
<td>DIAMOND SPONSOR</td>
<td>PLATINUM SPONSOR</td>
<td>GOLD SPONSOR</td>
</tr>
<tr>
<td>RECOGNITION</td>
<td>RECOGNITION</td>
<td>RECOGNITION</td>
<td>RECOGNITION</td>
</tr>
<tr>
<td>Complimentary exhibit booth at the Academic &amp; Athletic Conference</td>
<td>PREMIERE EXHIBIT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SPEECHOPPORTUNITY</td>
<td>BOOTH</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speaking opportunity at the Academic &amp; Athletic Conference</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Academic &amp; Athletic Conference attendees receive tote bag</td>
<td>MULTIPLE</td>
<td>1 MARKETING PIECE</td>
<td>1 MARKETING PIECE</td>
</tr>
<tr>
<td>bag with marketing piece(s) and giveaway(s) as noted</td>
<td>MARKETING PIECES</td>
<td>AND 1 GIVEAWAY</td>
<td></td>
</tr>
<tr>
<td>Feature articles in APMSA’s Footnotes digital magazine</td>
<td>2 ARTICLES</td>
<td>1 ARTICLE</td>
<td></td>
</tr>
<tr>
<td>INCLUDING VIDEO</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement in each quarterly edition of APMSA’s Footnotes digital</td>
<td>FULL PAGE AD</td>
<td>HALF PAGE AD</td>
<td>HALF PAGE AD</td>
</tr>
<tr>
<td>magazine</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subscription to each quarterly edition of APMSA’s Footnotes digital</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>magazine</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coordinated e-blasts sent to all APMSA members</td>
<td>MONTHLY E-BLASTS</td>
<td>QUARTERLY E-BLASTS</td>
<td>BI ANNUAL E-BLASTS</td>
</tr>
<tr>
<td>Coordinated social media posts across APMSA’s platforms</td>
<td>MONTHLY POSTS</td>
<td>BIMONTHLY POSTS</td>
<td>QUARTERLY POSTS</td>
</tr>
<tr>
<td>Recognition as a Partner on APMSA’s website with organization</td>
<td>VISIONARY PARTNER</td>
<td>ADVOCATE PARTNER</td>
<td>AMBASSADOR PARTNER</td>
</tr>
<tr>
<td>description and link to your website</td>
<td>RECOGNITION</td>
<td>RECOGNITION</td>
<td>RECOGNITION</td>
</tr>
<tr>
<td>Use of APMSA’s special partner logo on your website and collateral</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>marketing material with approval by APMSA</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

BUILD YOUR OWN SPONSORSHIP
DIPLOMATE — $5,000
• Tailored package to meet the needs of your organization

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 — $2,500 + COST OF JACKETS
• Provided to APMSA HOD Graduating Class
• Logo on jackets

YETI TUMBLERS — $2,500 + COST OF YETIS
• Provided to APMSA HOD First Year Class
• Logo on tumblers

APMSA ACADEMIC & ATHLETIC CONFERENCE
TOTE BAGS — $2,500 + COST OF BAGS
• Logo on bag

TOTE BAG INSERT — $500
• Insert provided by sponsor

ATTENDEE MIXER — COST OF FOOD & BEVERAGE
• Recognized as sponsor
• Opportunity to interact with attendees
• Marketing material and signage

LUNCH & LEARN — $5,000
• 10-minute presentation
• Marketing material at tables

T-SHIRTS — $2,500 + COST OF T-SHIRTS
• Provided to all attendees
• Logo on t-shirt

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, research, and education/service grants
• Virtual and onsite programming and events
• Student published digital magazine
• APMSA’s Annual Academic & Athletic Conference
• Meetings of the APMSA House of Delegates
• And much more!

www.apmsa.org/partners
INDIVIDUAL SPONSORSHIPS CONTINUED

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
FACTS/STATISTICS

Number of APMSA Members = 2,471

Number of Webinars per Year = 12

APMSA Instagram Followers = 2,434

APMSA Footnotes Magazine = 4 publications per year
500 average visits per edition and shared to membership via e-blasts and social media, and accessible to the public directly on www.apmsa.org!