

Media Kit & Sponsorships



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About The Medical Society

The Sierra Sacramento Valley Medical Society (SSVMS) is dedicated to bringing together physicians from all modes of practice to promote the art and science of quality medical care, and to enhance the physical and mental health of our entire community. In continuous operation since 1860, SSVMS is the oldest medical society in California with over 5,000 physician members in Sacramento, El Dorado and Yolo Counties. SSVMS is a nonprofit organization, and is a component society of the California Medical Association.

SSVMS provides many benefits to our members by advocating for physicians and their patients to ensure access to quality healthcare. We achieve this through:

Dedicated physician led committees;

A 44-member delegation that develops and recommends health care policy positions at the local, state and national levels;

Providing economic guidance, legal assistance and practice management to help physicians and their practices;

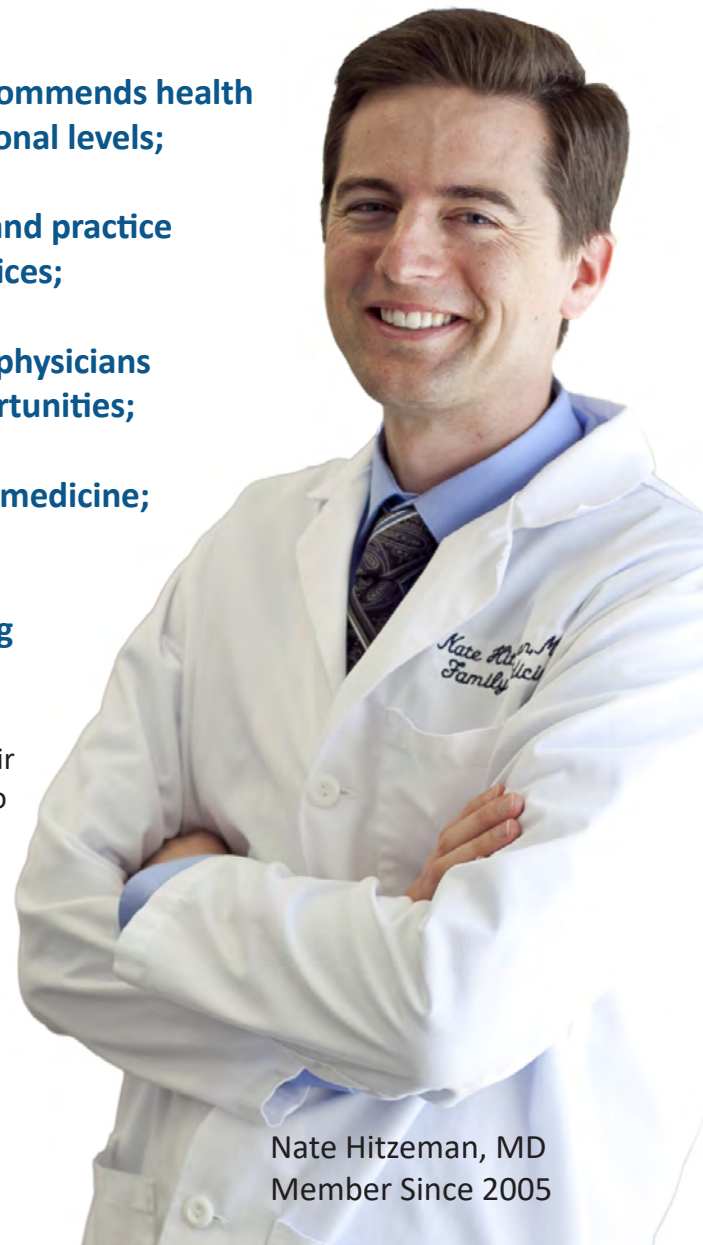
Hosting events throughout the year to provide physicians fellowship and professional development opportunities;

Helping physicians reclaim the joy of practicing medicine;

Philanthropic programs that are committed to supporting the future of medicine and providing access to care to those in need.

In essence, SSVMS's core activities help physicians increase their bottom line, connect with fellow physicians, and allows them to focus on what's most important - caring for their patients.

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Nate Hitzeman, MD
Member Since 2005



Sponsorships

SSVMS Honors Medicine

This annual dinner is the premier professional event in the Sacramento, El Dorado and Yolo counties' physician community. The event brings together physicians for an evening of networking and dining to commend the winners of the Golden Stethoscope Award and the Medical Honor Award.

Platinum Sponsor - \$10,000

Includes ten tickets to event, recognition in event program, in event invitation, and from the podium, as well as on promotional material in SSV Medicine magazine and Medical Society News E-Bulletin.

Gold Sponsor - \$5,000

Includes four tickets to event, recognition from podium, in event program, and website.

Silver Sponsor - \$2,500

Includes two tickets to event, recognition from podium, and in event program.

Physician Member Social

SSVMS hosts an annual social for physicians and their families to provide members with an opportunity to network.

Event Sponsor - \$3,000

Includes vendor table, recognition and two tickets to event

Continuing Medical Education Seminars (CMEs)

SSVMS promotes and coordinates CME seminars to both member and nonmember physicians. These CME seminars include dinner and a presentation by an accredited speaker.

Event Sponsor - \$1,500

Event expenses such as dinner and speaker are not included, and it is the responsibility of sponsoring organization.

Vetted Vendor Partner

SSVMS is dedicated to offering special services or discounts to physician members on various products and services designed to accommodate the business and personal needs of physicians. Companies desiring to be considered for inclusion in the program must bring value to physicians on an individual, group and/or practice basis.

Vetted Vendor Partner Level - \$2,500

After a vetting process, this level includes logo, link, description of services and preferred placement on the SSVMS website and printouts given to members, prospects and office staff; direct recommendations, when appropriate, from the SSVMS Physician Relations Manager; an E-Bulletin news article announcing vetted vendor offerings; a presentation to the SSVMS Board of Directors and sponsorship of an educational/social with a table at the event.

Vendor Partner Level - \$1,000

This level includes logo, link and description of services on SSVMS website, printouts given to members, prospects and office staff, and direct recommendations, when appropriate, from the SSVMS Physician Relations Manager.



Advertisements

Medical Society News (MSN)

The MSN is a monthly e-bulletin that is sent to over 6,000 physicians and practice managers in the Sacramento Region.

Monthly Sponsorship - \$800 each

Includes logo or advertisement graphic with link website.

SSV Medicine Magazine

SSV Medicine is the official publication of SSVMS and is a bimonthly magazine with a circulation of approximately 5,000 that includes physicians, elected officials, paid subscriptions and medical students in the counties of El Dorado, Sacramento and Yolo. The magazine is a forum for discussion and debate of news, official policy and diverse opinions about professional practice issues and ideas, as well as information about members' personal interests.

Display Ad Rates

Black/White (per insertion)

	1X	6X
Full Page	\$840	\$735
Half Page	\$595	\$432
Third Page	\$413	\$371
Quarter Page	\$280	\$200

Display Ad Rates – Color (per insertion)

	1X	6X
Full Page	\$1,200	\$1,050
Half Page	\$850	\$760
Third Page	\$590	\$530
Quarter Page	\$400	\$360
Inside Covers (color)	\$1,500	\$1,350
Outside Back Cover	n/a	\$1,450

**To participate as a sponsor or advertiser,
contact Lindsay at lcoate@ssvms.org or call 916-452-2671 for more information.**



Preferred Business Partners Levels

	Platinum	Gold	Silver
SSVMS Annual Medical Awards Event	Includes four tickets to event, recognition in event program, in event invitation, and from the podium, as well as on promotional material in <i>SSV Medicine</i> magazine and <i>Medical Society News</i> E-Bulletin. VALUE \$10,000	Includes two tickets to event, recognition from podium, in event program, and website. VALUE - \$5,000	Includes one ticket to event, recognition from podium, and in event program. VALUE - \$2,500
Physician Member Social	Vendor table, recognition and two tickets to event. VALUE \$3,000	Recognition and two tickets to event. Value \$2,000	Recognition Only Value \$500
Continuing Medical Education Seminar	3 Maximum VALUE \$4,500	2 Maximum VALUE \$3,000	1 Maximum VALUE \$1,500
Vetted Vendor Partners	VALUE \$5,000	VALUE \$2,500	
SSV Medicine Magazine	6 Full Page, Color Ads, Preferred Placement VALUE - \$6,300	3 Full Page, Color Ads VALUE - \$3,600	2 Full Page, Color Ads VALUE - \$2,400
Medical Society News E-Bulletin	6 issues, Graphic and link VALUE - \$4,800	4 issues, Graphic and link VALUE - \$3,200	2 issues, Graphic and link VALUE - \$1,600
Member Mailing Label Rentals	2 Maximum Mailings Value \$4,000	1 Maximum Mailings Value \$2,000	
Website Recognition	Yes VALUE \$2,500	Yes VALUE \$2,500	Yes VALUE \$2500
Social Media	Yes VALUE \$500	Yes VALUE \$500	Yes VALUE \$500
Presentation to SSVMS Board of Directors	Yes		
Price of Partnership Level	\$30,000	\$15,000	\$8,000
Total Saved Preferred Level	\$11,100	\$7,300	\$4,000

*Business partner level components are negotiable.

To participate as a Preferred Business Partner, contact Lindsay at lcoate@ssvms.org or call 916-452-2671 for more information.



Community Programs: Giving and Sponsorships

Sierra Sacramento Valley Medical Society (SSVMS) involves physicians in community service, education, and research through its charitable programs. SSVMS' Community Programs and services are focused on increasing access to healthcare, improving health outcomes, mental health advocacy, physician wellness and building the future of medicine. SSVMS' Community Programs are supported by grants and generous donations from our members and from the community.

SPiRiT Program

SSVMS' Sacramento Physicians' Initiative to Reach out, Innovate and Teach (SPiRiT) program recruits and places physician volunteers to donate medical services to the medically indigent and uninsured members of our community. Working together with partner physicians and the region's health systems, the SPiRiT Program provides uninsured people in the Sacramento region the care that helps them lead healthier, more productive lives. The SPiRiT Program is funded entirely by charitable donations from individuals and local businesses. *Since its inception, SPiRiT has provided over \$10 million in free care, treated over 50,000 patients and performed over 1,000 surgeries.*

Annual Giving Levels:

SPiRiT Legacy - \$5,000

SPiRiT Partner - \$2,500

SPiRiT Friend - \$1,000



Joy of Medicine

SSVMS' Joy of Medicine program relieves physician pain and helps them to reclaim the joy of practicing medicine through education, advocacy and program services designed to nurture individual well-being and collegiality and to promote systems-wide change. Through the Joy of Medicine program, SSVMS supports physician wellness and personal resilience through no-cost consultations and education, connecting with colleagues through socials and physicians peer groups, and collaborating with leaders to foster a culture of wellness in the local physician community. For more information and to access wellness resources, visit JoyOfMedicine.org.

Program Sponsorship - \$5,000

This level includes recognition on JoyOfMedicine.org, marketing materials, and a vendor table at the Joy of Medicine Annual Summit in September.

Summit Sponsorship - \$2,500

This level includes recognition and a vendor table at the Joy of Medicine Annual Summit in September.



For more information on sponsorships or to make a charitable contribution, contact Lindsay at lcoate@ssvms.org or call 916-452-2671 for more information.

These programs are part of the SSVMS Community Service, Education and Research Fund (CSERF), the non-profit 501 (c) (3) of the Sierra Sacramento Valley Medical Society. Donations to CSERF can be made on behalf of the SSVMS Community Programs and are tax deductible as allowed by law.