

2010

ALLIANCE SPONSORSHIP PROGRAM

The official sponsorship program of the North Carolina Medical Group Managers (NCMGM)

THE BEST WAY to increase visibility among influential medical practice executives within North Carolina is through the North Carolina Medical Group Managers (NCMGM), an organization of more than 850 practice managers throughout our state. The Alliance Sponsorship Program is designed to help you build relationships with our members - the decision-makers in their practices.

SPONSORSHIP STRUCTURE

The sponsorship spans from January 1 through December 31, each year. Each level of sponsorship includes core sponsorship benefits as well as a maximum set point value. Use the Alliance points to select from a menu of sponsorship opportunities on the reverse side of this page. Alliance sponsors receive preferred placement in many of the sponsorship items, so pre-selecting your opportunities ensures maximum recognition and premium selection.

Core Benefits

- An Affiliate membership for a key contact in your firm.
- A copy of the mailing list, provided quarterly.
- Recognition and link in the quarterly electronic newsletter.
- A link on the NCMGM website.

Sponsorship Levels	Investment	Points
• Platinum Sponsor	\$10,000	115
• Gold Sponsor	\$6,500	68
• Silver Sponsor	\$4,000	37
• Bronze Sponsor	\$2,500	19

For questions about the Alliance Sponsorship structure and benefits, please contact the NCMGM office at **800-753-6462** or **704-365-0565**.

Alliance Sponsorship Program sign up cutoff date is December 31, 2009.

ABOUT NCMGM

Founded in 1971, NCMGM has grown to over 850 members representing more than 500 medical groups from all across North Carolina, from the mountains to the coast. Our membership includes small and large, single- and multi-specialty groups, medical school clinics, management service organizations, independent practice associations, and physician-hospital organizations.

To sign up for Alliance, please fill out the attached form and send it in to the NCMGM offices.



2010 NCMGM Alliance Sponsorship Opportunities Menu

Spring/Fall Conference	Points	Code	Details
Keynote Speaker	35-75	S6101/F6101	Sponsor name in program book, attendee handouts and sign outside of meeting room
Dinner	35	S6109 /F6109	Name in program book, sign, attendee handouts and special mention during meeting
Thursday Evening After Dinner Lounge	30	S6117/F6117	Name in program book, sign, attendee handouts and special mention during meeting
Tote Bags SOLD	30	S6100/F6100	Sponsor logo on bags and name in attendee handouts
Attendee Business Center NEW	25	S6118/F6118	Onsite business center for attendees. Sponsor name in program book, sign, attendee handouts and special mention during meeting
Badge Holders or Lanyards SOLD	7-15	S6113/F6113	Sponsor name on lanyard, sign at registration desk, and in attendee handouts
Attendee Hotel Drop-off	11	S6116/F6116	Sponsor name on sign, meeting program book, and attendee handouts. Your promotional materials dropped off at each attendee hotel room during conference.
AV Equipment	11	S6112/F6112	Sponsor name in meeting program book, attendee handouts and sign outside of meeting room
Print Media Sponsor	11	S6115/F6115	Logo and sponsor recognition on the conference attendee brochure or in attendee handouts (multiple opportunities are available)
Breakfast (Thursday or Friday)	7	S6106/F6106	Sponsor name in program book, attendee handouts and sign
Hospitality/Welcome Reception	7	S6111/F6111	Sponsor name in meeting program book, attendee handouts and sign outside of meeting room
Lunch (Thursday)	5	S6107/F6107	Sponsor name in program book, attendee handouts and sign
Refreshment Break	5	S6108/F6108	Sponsor name in program book, attendee handouts and sign
Breakout Sessions (each)	3	S6105/F6105	Sponsor name in program book, attendee handouts and sign
Message Board	3	S6110/F6110	Sponsor name on attendee handouts
Registration Desk	3	S6102/F6102	Sponsor name in program book, attendee handouts and sign outside of meeting room
Fall/Spring Conference Exhibit Booths			
Exhibit Booth - (1)	8	S6114/F6114	Name in attendee brochure, program book and email promotions -- Point value is per booth
Publications			
Salary Survey	50	6205	Sponsor name on promotional materials and on survey results
Quarterly Newsletter Sponsor	15	6201	327 x 182 pixel color ad, article, logo and link to website in featured sponsor issue; 470 x 61 pixel color ad in 3 following issues (4 opportunities available)
Website Banner Ad	8	6209	470 x 61 pixel, full-color display ad on the NCMGM website home page for six (6) months
Newsletter Advertiser - (1)	5	6202	One 470 x 61 pixel color ad in one issue
News Flash Email Broadcast - (1)	3	6207	Sponsor name on one News Flash email broadcast
Meetings/Membership			
Chapter/Metro Group Outreach	30	6304	Sponsor name in promotional materials - print/electronic
Membership Drive / Awareness	20	6303	Sponsor name in promotional materials - print/electronic
Scholarship Program	20	6305	Sponsor name in promotional materials - print/electronic
Leadership Council Luncheon	5	S6302	Name in program book, sign, and attendee handouts

The 2010 Alliance Sponsorship spans from January 1, 2010 through December 31, 2010. The deadline to sign up is December 31, 2009.

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Please select your Sponsorship Level Preference:

- Diamond Sponsor - SOLD!** \$25,000 **215 points**
- Platinum Sponsor** \$10,000 **115 points**
- Gold Sponsor** \$6,500 **68 points**
- Silver Sponsor** \$4,000 **37 points**
- Bronze Sponsor** \$2,500 **19 points**



North Carolina
A State Affiliate

Sponsorship Opportunities Selection - This portion **must** be completed.

Please list the code numbers for the sponsorship opportunities you have chosen:

Sponsor Contact Information

Company _____

Contact(s) _____

Please assign Affiliate membership to _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____ Web _____

Brief Company Description (50 words or less) _____

2010 Alliance Sponsorship Rules & Guidelines

- Exclusive sponsorship will be offered to a sponsor that covers 100% of the cost. If you are interested in an exclusive sponsorship, please contact the NCMGM offices.
- Alliance sponsors must be confirmed by December 31, 2009. Upgrades of certain sponsorship levels are allowed throughout the year.
- Direct communications with our Alliance sponsors will be created throughout the year and will include announcements about sponsorship upgrades, new sponsoring companies, and News Flashes to members to provide recognition.

Method of Payment

- Check VISA MasterCard AMEX

Credit Card # _____

CID # on front of card above CC# (AMEX) _____ Last 3 digits from # on back of card (VISA/MC) _____

Expiration Date _____

Name on Card _____ Signature _____

Billing Address _____

City/State/Zip _____

To become an NCMGM Alliance Sponsor please mail or fax this form with payment to: NCMGM, 400 East Blvd., Ste. 210, Charlotte, NC 28203; or fax, with credit card payment information, to 704-365-3678.

Alliance sign up cutoff date is December 31, 2009.

For more information about the North Carolina Medical Group Managers or the Alliance Sponsorship Program, please call 800-753-6462 or 704-365-0565. You can also visit us on the web at www.ncmgm.org.