

2025

STRATEGIC PARTNERSHIP OPPORTUNITIES

Lee County Medical Society (LCMS) and LCMS Foundation support the needs of over 800 physician (MD and DO) members who provide a range of healthcare services in Lee County, Florida.

Advertising and sponsorships help us meet our mission:
to advocate for physicians and their relationships with patients; promote public health and uphold the professionalism of the practice of medicine.

This brochure outlines all LCMS partnership opportunities and rates available to businesses in 2025.



Lee County Medical Society is a Virtual Operation
Mailbox address: 5781 Lee Boulevard • Suite 208-104 • Lehigh Acres, FL 33971
239.936.1645 • marketing@lcmsfl.org • www.lcmsfl.org

SECURE YOUR PARTNERSHIP at www.LCMSFL.org/partnerships

Access our partner terms & conditions, advertisement delivery instructions, and payment portal at the link above.

BULLETIN NEWSLETTER



The **Bulletin** is the official, printed newsletter of LCMS. It is mailed to all physician members, advertisers, and allied healthcare providers and facilities four times a year. The 12-page, full-color publication features news and articles on LCMS activities, laws and policies affecting members, community involvement, Foundation initiatives, practice management, new technology and more.

ISSUE	AD DEADLINE	ISSUE	AD DEADLINE
Quarter 1	Feb 7, 2025	Quarter 3	Aug 1, 2025
Quarter 2	May 2, 2025	Quarter 4	Nov 7, 2025

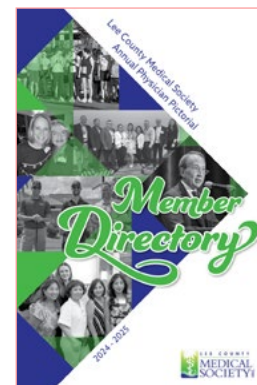
SIZE	DIMENSION	SINGLE ISSUE	ALL 4 ISSUES
Full page	7.5"w x 10"h	\$1,000	\$3,750
Half page	7.5"w x 4.875"h	\$750	\$2,800
Quarter page	3.625"w x 4.875"h	\$500	\$1,750
Classified ad*	50 words	\$50	\$175
Insert**	8.5"w x 11"h	\$1,000	\$3,750

Advertisers must e-mail a press-ready ad on or before the deadlines listed above to marketing@lcmsfl.org. Must be in print-ready digital format at 300 dpi, fonts embedded as one of the following: PDF, AI, JPEG or PSD. No bleeds or print marks required. Payment due in full before first issue is published.

*Classifieds are a free service for our physician members. **Insert must be pre-approved by editors. Advertiser must supply 1,000 copies of insert and deliver them to our mail provider (Florida Print & Mail). †Sizes listed reflect full bleed dimensions.

2025 MEMBER DIRECTORY

The Annual **Physician Directory** features images and contact details of all active LCMS physician members alphabetically and by specialty. Over 2,000 copies of this full-color resource publication are distributed during the summer. It also includes an advertiser index, and information on local clinics, public health departments, and hospitals. The Directory is distributed through member offices, hospitals, outpatient facilities, and clinics.



Advertising reservation and submission deadline is **April 25, 2025.**

SIZE	DIMENSION	RATE
Back cover	6.25"w x 9.25"h†	\$1,500
Inside front cover	6.25"w x 9.25"h†	\$1,250
Inside back cover	6.25"w x 9.25"h†	\$1,250
Full page	5.2"w x 8.15"h	\$1,000
Half page	5.2"w x 4"h	\$500

E-MAIL MARKETING

LCMS offers businesses and allied healthcare agencies two e-mail marketing options that reach over 1,200 local physicians and healthcare providers:

SPONSORED EMAIL

Sponsored emails can be purchased for **\$300/each** and are distributed on select Tuesdays. These emails feature **ONLY** your message. Limit four annually per business, not in same month. Max size: 800px wide x 1200px tall

BANNER ADVERTISEMENT

A banner ad can be purchased for **\$300/each** and is placed above the "Upcoming Events" section of a scheduled Tuesday member email. Limit six annually per business, not in same month. Size: 800px wide x 200px tall

NOTE: Free or fee-based events that provide CME to our members can be requested for publication in a member email at no cost. Listing is limited to 75 words and target url for registration.

Send requests for email marketing to marketing@lcmsfl.org.

Advertiser payment is due before email issue date. Your digital advertisement must be received one week before the scheduled distribution date. Send ads to marketing@lcmsfl.org. Ads must be pre-approved and legible at 100%.

CME DAY

Local physicians will be able to attend this event to obtain the Florida required continuing education courses (7 CME credits) for licensing renewals expiring Jan 31st (MD) or March 31st (DO).

January 11, 2025

Half Day

Doubletree at Bell Tower

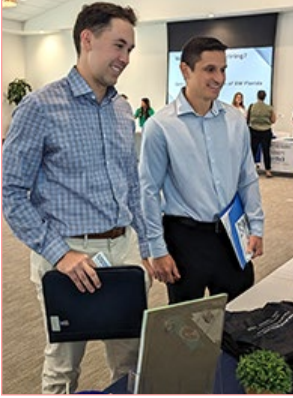
CME DAY SPONSOR: \$1,000

- Premier logo placement in invites, print & electronic.
- 2 tickets to the event.
- Exhibit table at registration.
- 5-minute presentation in front of guests.
- Opportunity to provide marketing items at registration.

NETWORKING BREAKFAST SPONSOR: \$500

- Business logo/signs on tables.
- 2 tickets to the event.
- Verbal acknowledgement at event.
- Opportunity to provide marketing items during breakfast.

2025 LCMS PRACTICE MANAGEMENT OPPORTUNITIES



ADVANCED MEDICAL PROVIDER JOB FAIR

April 12, 2025
Saturday • 10am - 2pm
Collaboratory

The annual Job Fair provides opportunities for your medical practice to recruit Advanced Medical Providers — licensed ARNPs, PAs, NPs, AAs and CRNAs — seeking employment in Lee County.

LCMS advertises and promotes the event using its extended network and through Florida Gulf Coast University, Kaiser University and Nova Southeastern University.

PRACTICE PARTICIPANTS: \$100

Includes: Entry for two practice employees, one 6' display table, two chairs, at least one open job listing and your contact details displayed on the in-room big screen, practice name on job fair webpage, and voucher for one free job posting on the LCMS online Job Board.

RESIDENCY RECEPTION

July 7, 2025
6:30pm - 8:00pm
Exclusive Host: FineMark National Bank & Trust

LCMS hosts a popular annual reception for new and second-year resident physicians in the FSU/Lee Health residency program.

This is a physician member-only event.

RESIDENT GIFTS DONATION:

Businesses can donate items that will be included in gift bags to each resident guest. Minimum donation of 50 items.



LCMS ONLINE JOB CENTER

Find and recruit qualified professionals for various licensed physician, medical, advanced provider, nursing, healthcare technology, administrative or staff support positions at a Lee County medical practice, center or facility.

Active LCMS Physician Members: The LCMS Job Board is an affordable job posting alternative. Open positions you (or your practice administrator) place on the LCMS Job Center will be promoted for 30, 60 or 90 days through our network of providers and recruiters.

Professionals Seeking Work: Healthcare professionals seeking new employment and career advancement in Lee County, Florida, can use the job center to post resumes and find opportunities to work in a variety of medical specialties.

Non-LCMS Members: Use our job board to expand your search for healthcare providers at your Lee County-based location.

2025 RATES:

LCMS Members

30 days, \$50

60 days, \$100

90 days, \$150

Non-LCMS Members

30 days, \$200

60 days, \$400

90 days, \$600

PLACE AD

2025 LCMS EVENT SPONSORSHIP OPPORTUNITIES

LCMS hosts several member-exclusive events throughout the year. These in-person events provide a select number of sponsor partners with an opportunity to attend as a guest. Sponsors receive a custom marketing experience. See opportunities below.

ANNUAL BOARD INSTALLATION

January 30, 2025

The **Annual Board Installation** is a semi-formal dinner event for physicians and friends of LCMS. The evening includes a reception, dinner, recognition awards and a board installation ceremony at the Heitman House.

SPONSOR: \$1,500/each (limit 2)

- Premier logo placement in invites, print & electronic.
- 2 tickets to event.
- Verbal acknowledgment at the event.
- Permission to provide marketing handouts or gift bags.

QUARTERLY MEMBER MEETINGS

Mar 27 / May 15 / Aug 21 / Nov 13

Quarterly Member Meetings attract 50+ members and guests and includes a cocktail reception, dinner, and an educational (CE) presentation.

EXCLUSIVE SPONSOR:
FineMark National Bank & Trust

MONTHLY COCKTAIL HOURS

Monthly Cocktail Hours are held on the second Friday of the month (dark June, July & Oct) and attract 50+ members and guests. Provides 90-minutes of casual networking.

Jan 10 / Feb 7 / Mar 14 / Apr 11 / May 9 / Aug 8 / Sep 12 / Nov 14

NO DATES AVAILABLE IN 2025

EXCLUSIVE SPONSOR: \$1,000/each or host at your venue

- Premier logo placement in invites, print & electronic.
- 2 tickets to event.
- Verbal acknowledgment at the event.
- Sole provider of marketing handouts or gift bags.

RETIREE LUNCHEONS

February 18, 2025 & November 19, 2025

Retiree Luncheons attract active and retired members and guests. Great atmosphere for networking.

SPONSOR: \$650/each (limit 2)

- Premier logo placement in invites, print & electronic.
- 2 guest tickets to the event.
- Verbal acknowledgment at the event.

WOMEN PHYSICIANS EVENTS

May 20, 2025 & Aug 26, 2025

The **Women Physicians Event** attracts 50+ women physicians in Lee County. Great atmosphere for casual networking.

SPONSOR: \$2,500/each (limit 2)

- Premier logo placement in invites, print & electronic.
- 2 guest tickets to the event.
- Verbal acknowledgment at the event.
- Opportunity to provide marketing item in gift bags.

ADMINISTRATORS LUNCHEON

April 8, 2025 & October 15, 2025

The **Administrators Luncheon** is an LCMS business meeting that attracts practice admins, members and guests.

SPONSOR: \$1,500/each (limit 2)

- Premier logo placement in invites, print & electronic.
- 2 guest tickets to the event.
- Verbal acknowledgment at the event.
- Business card ad in the Bulletin.
- Opportunity to provide gift bags.

HOLIDAY PARTY

December 4, 2025

The **Annual Holiday Party** is a popular member event that is attended by 150+ guests.

EXCLUSIVE SPONSOR: \$7,500

- Premier logo placement in invites, print & electronic.
- 8 guest tickets and reserved status table at the party.
- Verbal recognition at the event.
- Opportunity to provide marketing item in gift baskets.
- Ad placement on the LCMS event webpage with link to your business.
- First right of refusal for next year's premier holiday party sponsorship opportunity.

FAMILY EVENTS

April 4, 2025 & August 29, 2025

EXCLUSIVE SPONSOR: \$500/each

- Premier logo placement in invites, print & electronic.
- 2 guest tickets to the event.
- Verbal acknowledgment at the event.
- Opportunity to provide marketing item in gift bags.



2025 LCMS FOUNDATION SPONSORSHIP OPPORTUNITIES

Proceeds from the events below benefit the **Lee County Medical Society Foundation**, and its goal: to provide funding for the Physician Wellness Program (PWP). The PWP enables LCMS members to strengthen their lives and their practices by strengthening their mental and physical health. Sponsorships are considered donations and are tax deductible (consult your accountant). The

LCMS Foundation is a 501©3. Tax ID: 81-4328651. Donate at www.lcmsfl.org/donations

5K FUN RUN

October 25, 2025

The **Fun Run** is a 5k run/2k walk at FSW in Lee County.
To include family-fun carnival activities.

PREMIER SPONSOR: \$5,000 donation

- Banner displayed on race day (sponsor provides)
- Largest logo and premier placement on race shirts
- Logo and link on LCMS event webpage
- Logo on all event marketing material
- Marketing material placed in race packets

GOLD SPONSORS: \$2,000 donation

- Logo on race shirts
- Logo and link on LCMS event webpage
- Logo on all event marketing material
- Marketing material placed in race packets

SILVER SPONSORS: \$1,000 donation

- Logo on race shirts
- Logo and link on LCMS event webpage
- Marketing material placed in race packets

BRONZE SPONSORS: \$500 donation

- Logo on race shirts
- Logo and link on LCMS event webpage

PHYSICIAN HONOR ROLL

\$250 donation/\$500 donation/\$1,000 donation

- Logo and link on LCMS event webpage
- Prominent sign on race day displaying your name

ANNUAL MEDICAL SERVICE AWARDS

Fall 2025

The **Medical Service Awards Ceremony** honors both physicians and public personalities in Lee County. Eight awards are presented in recognition of outstanding contributions to healthcare in the community. This event attracts 300+ attendees and includes a silent auction, raffles, and award ceremony.

PREMIER SPONSOR: \$7,500 donation

- 10 tickets to the event
- Champagne at your table
- BONUS: 2 vouchers to Golf Tournament
- Full page ad in event program
- Trade show table at the event
- Premier logo placement on invitation
- Opportunity to speak for two minutes
- Logo placement in social media and electronic correspondence
- Rolling thank you before and after the program
- Recognition in press release(s)

IMPACT SPONSORS: \$3,750 donation

- 5 tickets to the event
- Business logo in the event program
- Trade show table at the event
- Verbal recognition at the event
- Recognition in press release(s)

TABLE PURCHASE: \$1,500 donation

- Reserved table for 10 guests

*Additional guest experience sponsorships available.
Email marketing@lcmsfl.org to discuss ideas.*

GOLF TOURNAMENT – Fall 2025

Enjoy 18 holes of golf at Forest Country Club. Includes green fees, access to practice facility and beverage cart, and a post-game deli luncheon with awards ceremony. \$175/golfer or \$650/foursome.

TIGER: \$7,500 donation (limit one)

- 8 golf vouchers (two foursomes)
- 8 drink tickets
- BONUS: 4 tickets to Annual Medical Service Awards dinner
- Prominent placement of company banner at the tournament
- 4 hole-sponsor signs
- Speaking time at luncheon (5 minutes)
- 2 extra luncheon-only attendee tickets
- Top logo position on all marketing
- Sponsor spotlight in the Bulletin
- Sponsor spotlight in a member email
- Company name in event press release
- Corporate name/logo on gift cooler bags

BEAR: \$5,000 donation (limit one)

- 6 golf vouchers & 6 drink tickets
- Logo on drinkware
- 3 hole-sponsor signs
- 2 extra luncheon-only attendee tickets
- Signage at registration and luncheon
- Logo on all marketing
- Company name in event press release

GRIZZLY: \$4,500 donation

- Same benefits as BEAR. Does not include:
- Logo on drinkware
 - Company name in event press release

SHARK: \$3,500 donation (limit one)

- 4 golf vouchers
- Logo on golf balls
- 2 hole-sponsor signs
- 2 extra luncheon-only attendee tickets
- Logo on all marketing
- Company name in event press release

MAKO: \$3,000 donation

- Same benefits as SHARK. Does not include:
- Logo on balls
 - Company name in event press release

HOLE: \$500 donation

BEVERAGE CART: \$300 donation* (*must supply water bottles)

ALL GOLF CARTS: \$500 donation

BOBCAT: \$2,000 donation (limit one)

- 2 golf vouchers
- Logo on golf towels
- Logo on all marketing

LYNX: \$1,500 donation

- Same benefits as BOBCAT. Does not include:
- Logo on golf towels