

Industry Partners are organizations who are aligned with the Medical Fitness Association on common goals of strengthening the industry. Through their financial support of MFA, they are able to gain additional exposure and access to our members. This allows for an enhanced ability to develop stronger relationships and to generate new business opportunities.

Industry Partners are categorized as Supporter, Bronze, Silver, and Gold Levels. Increasing levels of benefits correspond to the increase in financial support, as summarized below.

- **Supporter: \$2,700, unlimited spots, renewable annually, no industry exclusivity**
  - 2 complimentary MFA memberships  
Note: These may also be transferred to your clients (Individual or Facility Memberships) as a sales tool for you. (value of \$255 each = \$510 for Individual and \$850 each = \$1,700 for Facility)
  - 2 eblasts to entire membership (plus one welcome section in the eNewsletter)
  - Ability to buy additional eblasts at \$500 each
  - Sharing of your social media posts on all our Facebook, LinkedIn and Twitter pages (pending MFA approval of posts)
  - MFA website listing, including logo linked to your website
  - Member Spotlight on the MFA website
  - News postings on the MFA website homepage under the MFA News section
  - Logo displayed on signage at MFA Annual Conference and Medical Fitness Summit
  - Promotional items in registration bags at Annual Conference and Medical Fitness Summit
  - 1 Educational Webinar developed/presented by your company
  - 1 Educational Webinar sponsored by your company
  
- **Bronze: \$6,500, unlimited spots, renewable annually, no industry exclusivity**
  - All benefits from Supporter level, plus:
  - 3 additional complimentary & transferable MFA Individual or Facility memberships (5 total, value of \$255 each = \$1,275 for Individual or \$850 each = \$4,250 for Facility)
  - 2 additional eblasts to entire membership (4 total)
  - 2 complimentary & transferable registrations to the Annual Conference (value of \$399 each = \$798 total value)
  - 2 complimentary & transferable registrations to the Medical Fitness Summit (value of \$299 each = \$598 total value)
  - Tabletop display at Annual Conference and Medical Fitness Summit near the seminar rooms
  - Attendee list with emails from Annual Conference and Medical Fitness Summit
  - 1 30-min promotional webinar per year
  - 1 additional Educational Webinar developed/presented by your company (2 total)
  - 1 additional Educational Webinar sponsored by your company (2 total)

- **Silver: \$15,500, three spots available, renewable annually, only one per industry**
  - All benefits from Bronze and Supporter levels, plus:
  - 5 additional complimentary & transferable MFA Individual or Facility memberships (10 total, value of \$255 each = \$2,550 for Individual or \$850 each = \$8,500 for Facility)
  - 2 additional eblasts to entire membership (6 total)
  - 2 additional complimentary & transferable registrations to the Annual Conference (4 total, value of \$399 each = \$1,596 total value)
  - 1 five-minute presentation prior to awards ceremony at the Annual Conference
  - 2 additional complimentary & transferable registrations to the Medical Fitness Summit (4 total, value of \$299 each = \$1,196 total value)
  - 1 additional 30-min Promotional Webinar (2 total per year)
  - 1 additional Educational Webinar developed/presented by your company (3 total)
  - 1 additional Educational Webinar sponsored by your company (3 total)
  - 1 ad in our eNewsletter
  
- **Gold: \$30,000, one exclusive spot available overall, renewable annually**
  - All benefits from Silver, Bronze and Supporter levels, plus:
  - 10 additional complimentary & transferable MFA Individual or Facility memberships (20 total, value of \$255 each = \$5,100 for Individual or \$850 each = \$17,000 for Facility)
  - 2 additional eblasts to entire membership (8 total)
  - 2 additional complimentary & transferable registrations to the Annual Conference (6 total, value of \$399 each = \$2,394 total value)
  - 2 additional complimentary & transferable registrations to the Medical Fitness Summit (6 total, value of \$299 each = \$1,794 total value)
  - 1 additional Educational Webinar developed/presented by your company (4 total)
  - 1 additional Educational Webinar sponsored by your company (4 total)
  - 1 additional 30-min promotional webinar (2 total per year)
  - 1 additional ad in our eNewsletter (2 total)
  - Exclusive sponsorship of the Medical Fitness Leadership Institute (MFLI), our annual management event limited to 40 participants in an intimate setting designed to provide access to key decision makers in the industry (\$12,000 value)
  - Tabletop display at MFLI near the seminar rooms
  - Attendee list with emails from MFLI
  - 1 ten-minute presentation at the start of the MFLI sessions
  - Exclusive sponsorship of the following events at the Annual Conference: Keynote Speaker, Welcome Gathering, Fellows Reception, Board Dinner (\$13,500 value)
  - Exclusive sponsorship of the following events at the Medical Fitness Summit: Social Event and Lunch (\$6,000 value)

- Exclusive sponsorship of the Medical Fitness Week, our annual programs including “Walk 10k” and “Move 150”, in which participating centers compete for most steps and highest average moves, with awards presented at the annual conference (\$1,000 value)
- **Other Sponsorship Opportunities (only if no Gold level sponsor exists)**
  - Sponsorship of the Medical Fitness Leadership Institute (MFLI): 3 available at \$5,000 each (with industry exclusivity), or 1 exclusive for \$12,000
  - Sponsorship of Annual Conference events:
    - \$2,500 Keynote Speaker
    - \$2,500 Welcome Gathering
    - \$2,500 Fellows Reception
    - \$2,500 Board Dinner
    - \$1,500 Supporting Sponsor
    - MFA Awards – Please contact Mariann Murphy for more information.
  - Sponsorship of Medical Fitness Summit:
    - \$2,500 Social Event
    - \$2,500 Lunch
    - \$1,000 Supporting Sponsor
  - Sponsorship of Annual Medical Fitness Week: \$1,000
  - Ad in our eNewsletter: 8 available at \$500 each
  - Additional eBlasts: \$500 each

Please contact Mariann Murphy at 910-420-8610 or [mariann.murphy@medicalfitness.org](mailto:mariann.murphy@medicalfitness.org) for sponsorship information.



## MFA Industry Partner Program

Industry Partner Benefit	Supporter	Bronze	Silver	Gold
Price	\$2,700	\$6,500	\$15,500	\$30,000
Sponsorships Available	unlimited	unlimited	3	1
Exclusivity in Industry			✓	✓
E-blasts to entire membership	2	4	6	8
Complimentary MFA memberships (transferable to clients)	2	5	10	20
Educational webinar developed by your company	1	2	3	4
Educational webinar sponsored by your company	1	2	3	4
Sharing of your social media posts on all our pages	✓	✓	✓	✓
MFA website listing, including logo linked to your website	✓	✓	✓	✓
Member Spotlight on the MFA website	✓	✓	✓	✓
News postings on the MFA website homepage	✓	✓	✓	✓
Logo displayed on signage at Annual Conference & Medical Fitness Summit	✓	✓	✓	✓
Promotional items in registration bags at Annual Conference & Medical Fitness Summit	✓	✓	✓	✓
Complimentary registrations to the Annual Conference		2	4	6
Complimentary registrations to the Medical Fitness Summit		2	4	6
30-min promotional webinars		1	2	3
Tabletop display at the Medical Fitness Summit near seminar room		✓	✓	✓
Attendee list with emails from Annual/Conference & Medical Fitness Summit		✓	✓	✓
Tabletop display at Annual Conference & Medical Fitness Summit near the seminar rooms		✓	✓	✓
1 five-minute presentation prior to Awards Ceremony at the Annual Conference			✓	✓
Ad in our eNewsletter			1	2
Exclusive sponsorship of Medical Fitness Leadership Institute (MFLI)				✓
Tabletop display at MFLI near the seminar rooms				✓
Attendee list with emails from MFLI				✓
1 ten-minute presentation at the start of the MFLI sessions				✓
Exclusive sponsorship of the following events at the Annual Conference: Keynote Speaker, Welcome Gathering, Fellows Reception, and Board Dinner				✓
Sponsorship of the following events at the Medical Fitness Summit: Social Event and Lunch				✓
Exclusive sponsorship of the Medical Fitness Week				✓