



MFA Industry Partner Program

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: \$2,500, unlimited spots, renewable annually, no industry exclusivity**
 - 2 complimentary MFA memberships (value of \$255 each = \$510)...Note, these may also be transferred to your clients as a sales tool for you
 - 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 and Regional Conferences
 - Promotional items in registration bags at Annual and Regional Conferences
 - 1 Educational Webinar developed/presented by your company
 - 1 Educational Webinar sponsored by your company

- **Bronze: \$6,000, unlimited spots, renewable annually, no industry exclusivity**
 - All benefits from Supporter level, plus:
 - 3 additional complimentary & transferable MFA memberships (5 total, value of \$255 each = \$1275)
 - 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 all 5 Regional Conferences (10 total, value of \$49 each = \$490 total value)
 - Tabletop display at Annual and Regional Conferences near the seminar rooms
 - Attendee list with emails from Annual and Regional Conferences
 - 1 30-min promotional webinar per year
 - 1 additional Educational Webinar developed/presented by your company (2 total)



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- 1 additional Educational Webinar sponsored by your company (2 total)
- Seat on the MFA IP Council, to meet biannually with the CEO & Exec Board

- **Silver: \$15,000, three spots available, renewable annually, only one per industry**
 - All benefits from Bronze and Supporter levels, plus:
 - 5 additional complimentary & transferable MFA memberships (10 total, value of \$255 each = \$2,550)
 - 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 all 5 Regional Conferences (4 per conference, 20 total, value of \$49 each = \$980 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 memberships (20 total, value of \$255 each = \$5,100)
 - 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 all 5 Regional Conferences (6 per conference, 30 total, value of \$49 each = \$1,470 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 Institute (MFI), our annual management event limited to 25 participants in an intimate setting designed to provide access to key decision makers in the industry (\$12,000 value)



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- Tabletop display at MFI near the seminar rooms
- Attendee list with emails from MFI
- 1 ten-minute presentation prior to start of the MFI sessions
- Exclusive sponsorship of the following events at the Annual Conference: Welcome Reception, Fellows Reception, Keynote Speaker, and Welcome Gathering (\$10,000 value)
- Exclusive sponsorship of the following events at each of the Regional Conferences: Lunch, Keynote Speaker, and Ice Breaker Social Event (\$15,000 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 Institute (MFI): 3 available at \$5,000 each (with industry exclusivity), or 1 exclusive for \$12,000
 - Sponsorship of Annual Conference events:
 - \$2,500 Welcome Reception
 - \$2,500 Fellows Reception
 - \$2,500 Keynote Speaker
 - \$2,500 Welcome Gathering
 - Sponsorship of Regional Conference events (price per regional):
 - \$1,000 Lunch
 - \$1,000 Keynote Speaker
 - \$1,000 Ice Breaker Social Event
 - Sponsorship of the Medical Fitness Week: \$1,000
 - Ad in our eNewsletter: 8 available at \$1,000 each



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Industry Partner Benefit	Supporter	Bronze	Silver	Gold
Price	\$2,500	\$6,000	\$15,000	\$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 & Regional Conferences	✓	✓	✓	✓
Promotional items in registration bags at Annual & Regional Conferences	✓	✓	✓	✓
Complimentary registrations to the Annual Conference		2	4	6
Complimentary registrations to all 5 Regional Conferences		10	20	30
30-min promotional webinars		1	2	3
Tabletop display at Regional Conferences near seminar room		✓	✓	✓
Attendee list with emails from Annual/Regional Conference		✓	✓	✓
Seat on the "MFA IP Council", to meet biannually with the CEO & Exec Board		✓	✓	✓
Tabletop display at Annual Conferences 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 Institute (MFI)				✓
Tabletop display at MFI near the seminar rooms				✓
Attendee list with emails from MFI				✓
1 ten-minute presentation prior to start of the MFI sessions				✓
Exclusive sponsorship of the following events at the Annual Conference: Welcome Reception, Fellows Reception, Keynote Speaker, and Welcome Gathering				✓
Sponsorship of the following events at each of the Regional Conferences: Lunch, Keynote Speaker, and Social Event				✓
Exclusive sponsorship of the Medical Fitness Week				✓