



APMSA  
PARTNERSHIP  
PROSPECTUS

[www.apmsa.org/partners](http://www.apmsa.org/partners)



## PARTNERSHIP PROGRAM & SPONSORSHIPS

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The American Podiatric Medical Student Association (APMSA) is the only national organization representing the collective interests of more than 2,400 podiatric medical student members. Founded in 1954, APMSA protects and advances the rights, interests, and welfare of all podiatric medical students across the country.

Organizations are invited to support APMSA's mission and student membership through our partnership program. A partnership with APMSA is your organization's opportunity to build strong relationships and brand awareness with the future leaders in the podiatric medical community. The collaboration gives your organization the ability to deliver your message directly to podiatric medical students across all nine podiatric medical schools in the United States.

APMSA's Partnership Program is a mutually beneficial partnership between corporations, organizations, alumni, podiatry groups who strive to enhance the educational process and experience of podiatric medical students. APMSA Partners understand that students are the future of the profession and support student education and professional development.

Year round, APMSA's Partners are instrumental in funding a variety of APMSA's educational programs from hands-on workshops and labs to sessions aimed at strengthening students' leadership skills and real-world practice management knowledge. Partners help fund APMSA's valuable travel, research, and education and service grants awarded to students each year. The Partnership Program also offsets the costs of APMSA's popular Academic Conference which brings students from across the country together to promote exceptional educational experiences and to foster student and partner networking and fellowship.

We have much to gain by working together to support students, highlight your organization, and advance the practice of podiatric medicine. Should you have any questions regarding the information contained in this prospectus or to become a partner or sponsor, please contact us at [info@apmsa.org](mailto:info@apmsa.org) or 651.927.2955.

**PARTNERSHIP PROGRAM**

BENEFITS	VISIONARY \$50,000	ADVOCATE \$25,000	AMBASSADOR \$10,000
Onsite events held at podiatric medical schools of your choosing coordinated by APMSA	✓ ALL SCHOOLS	✓ 5 SCHOOLS	✓ 1 SCHOOL
Webinars coordinated by APMSA	✓ 2 WEBINARS	✓ 1 WEBINAR	—
Travel grants awarded annually to APMSA students in your organization's name	✓ 4 TRAVEL GRANTS	✓ 2 TRAVEL GRANTS	—
Opportunity to address the entire APMSA House of Delegates annually	✓	✓	—
Meeting annually with the APMSA Board of Trustees	✓ 1 MEETING	—	—
Recognition as a Partner at the APMSA orientation for new incoming first year students at all podiatric medical schools	✓ VISIONARY PARTNER RECOGNITION	✓ ADVOCATE PARTNER RECOGNITION	✓ AMBASSADOR PARTNER RECOGNITION
Recognition as a Sponsor of the Academic Conference	✓ DIAMOND SPONSOR RECOGNITION	✓ PLATINUM SPONSOR RECOGNITION	✓ GOLD SPONSOR RECOGNITION
Speaking opportunity at the Academic Conference	✓	✓	—
All Academic Conference attendees receive tote bag with marketing piece(s) and giveaway(s) as noted	✓ MULTIPLE MARKETING PIECES AND GIVEAWAYS	✓ 1 MARKETING PIECE AND 1 GIVEAWAY	✓ 1 MARKETING PIECE
Feature articles in APMSA's Footnotes digital magazine	✓ 2 ARTICLES ANNUALLY	✓ 1 ARTICLE ANNUALLY	—
Advertisement in each quarterly edition of APMSA's Footnotes digital magazine	✓ FULL PAGE AD	✓ HALF PAGE AD	✓ HALF PAGE AD
Advertisement in APMSA's Annual Residency Survey	✓ FULL PAGE AD	✓ HALF PAGE AD	—
Advertisement in APMSA's New Practitioner's Guide	✓ FULL PAGE AD	✓ HALF PAGE AD	—
Coordinated e-blasts sent to all APMSA members	✓ MONTHLY E-BLASTS	✓ QUARTERLY E-BLASTS	✓ BIANNUAL E-BLASTS
Coordinated social media posts across APMSA's platforms	✓ MONTHLY POSTS	✓ BIMONTHLY POSTS	✓ QUARTERLY POSTS
Recognition as a Partner on APMSA's website with organization description and link to your website	✓ VISIONARY PARTNER RECOGNITION	✓ ADVOCATE PARTNER RECOGNITION	✓ AMBASSADOR PARTNER RECOGNITION
Use of APMSA's special partner logo on your website and collateral marketing material with approval by APMSA	✓	✓	✓

\*PARTNERSHIP PACKAGES CAN BE TAILORED TO MEET THE GOALS AND NEEDS OF YOUR ORGANIZATION

## INDIVIDUAL SPONSORSHIPS

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### BUILD YOUR OWN SPONSORSHIP

#### DIPLOMATE — \$5,000

- Tailored package to meet the needs of your organization

### APMSA HOUSE OF DELEGATES

#### BREAKFAST OR LUNCH — \$5,000

- 10-minute presentation
- Marketing material at tables
- Signage

#### AWARDS DINNER — \$5,000

- 10-minute presentation
- Marketing material at tables
- Signage

#### JACKETS — \$2,500 + COST OF JACKETS

- Provided to APMSA HOD Graduating Class
- Logo on jackets

#### YETI TUMBLERS — \$2,500 + COST OF YETIS

- Provided to APMSA HOD First Year Class
- Logo on tumblers

### APMSA ACADEMIC CONFERENCE

#### TOTE BAGS — \$2,500 + COST OF BAGS

- Logo on bag

#### TOTE BAG INSERT — \$500

- Insert provided by sponsor

#### ATTENDEE MIXER — COST OF FOOD & BEVERAGE

- Recognized as sponsor
- Opportunity to interact with attendees
- Marketing material and signage

#### LUNCH & LEARN — \$5,000

- 10-minute presentation
- Marketing material at tables



### UNRESTRICTED GRANTS

Unrestricted grants are utilized by APMSA to enhance its mission in supporting podiatric medical students throughout their educational career and help build a network of strong future leaders within the podiatric medical profession.

Grant funding is used to support:

- National advocacy efforts
- APMSA's travel, research, and education/service grants
- Virtual and onsite programming and events
- Student published digital magazine
- APMSA's Annual Academic Conference
- Meetings of the APMSA House of Delegates
- And much more!

INDIVIDUAL SPONSORSHIPS CONTINUED

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**FOOTNOTES DIGITAL MAGAZINE ADVERTISING**

FULL PAGE + VIDEO — \$1,000/EDITION

FULL PAGE — \$750/EDITION

HALF PAGE — \$500/EDITION

**NEW PRACTITIONERS GUIDEBOOK ADVERTISING**

FULL PAGE — \$500

HALF PAGE — \$250

**ANNUAL RESIDENCY SURVEY ADVERTISING**

FULL PAGE — \$500

HALF PAGE — \$250

**E-BLAST ADVERTISING**

CUSTOM E-BLAST — \$1,000

ADVERTISEMENT ONLY — \$250



FACTS / STATISTICS

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Number of APMSA Members = 2,471

Number of Webinars per Year = 12

APMSA Instagram Followers = 2,545

APMSA Footnotes Magazine = 4 publications per year  
500 average visits per edition and shared to membership via e-blasts and social media, and accessible to the public directly on [www.apmsa.org](http://www.apmsa.org)!





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