



# 2023-2024 CNDA Corporate Partners

## Monthly Partnership Opportunities



### Choose Your Level of Support

Corporate Partnership with the CNDA is all about creating a mutual benefit. By supporting California naturopathic doctors you help support natural patient health and the profession of naturopathic medicine.

In return, CNDA helps support our generous partners at the level that best fits your needs. Explore our sponsorship options below.

	PLATINUM	GOLD	SILVER	BRONZE	LEGACY
Logo on Main Page Carousel	✓	✓	✓	✓	Loyalty Badge added after 12 continuous months of support  Legacy Status offers <ul style="list-style-type: none"> <li>• bonuses on conference participation</li> <li>• additional promo opportunities</li> <li>• surprise thank you gifts</li> <li>• Special savings deals</li> </ul>
Profile entry on Find a Provider and Corporate Partner Pages	✓	✓	✓	✓	
First-Choice Priority Purchasing opportunities	✓	✗	✗	✗	
Priority Purchasing opportunities		✓	✓	✓	
Series of 3 Introductory FB posts	✓	✓	✗	✗	
Intro on Member-Only Facebook Group	✓	✗	✗	✗	
Linked Text in all Email Blasts	✓	✓	✓	✓	
Exclusive Solo Educational Email Post (annual)	✓	✗	✗	✗	
Educational Email Excerpt (annual)		✓	✗	✗	
Video or Carousel Intro Facebook Post			✓	✓	
Single Intro Facebook Post				✓	

## Platinum Partners- \$750/Month

- Logo on CNDA home page with priority placement
- Profile entry on Find a Provider and Corporate Partner Pages
- **First-Choice Priority Purchase** opportunities for exhibitor booth purchase, website advertising, & event sponsorship.
- **Series of 3** Introductory Facebook posts to our almost 4,000 followers, duplicated on LinkedIn (single image, short video, or carousel)
- Introduction to our Members-Only private Facebook group - an ND exclusive
- Linked logo in all email blasts to our 3,500+ newsletter list
- Exclusive solo educational email post to our membership (2 annually)
- [NEW] Webinar Exclusive video ad up to 90 seconds



## Gold Sponsorship - \$500/month

- Logo on CNDA home page slider
- Profile entry on Find a Provider and Corporate Partner Pages
- Priority Purchase opportunities for exhibitor booth purchase, website advertising, & event sponsorship.
- **Series of 3** Introductory Facebook posts to our almost 4,000 followers, duplicated on LinkedIn (single image, short video, or carousel)
- Linked logo in all email blasts to our 3,500+ newsletter list
- Educational email excerpt post to our membership (2 annually)
- [NEW] Webinar Exclusive video ad up to 45 seconds



## Silver Sponsorship - \$350/month

- Logo on CNDA home page slider
- Profile entry on Find a Provider and Corporate Partner Pages
- Priority opportunities for exhibitor booth purchase, website advertising, & event sponsorship.
- **Series of 2** image, short video, or carousel Introductory Facebook post to our almost 4,000 followers, duplicated on LinkedIn
- Linked logo in all email blasts to our 3,500+ newsletter list
- [NEW] Educational email excerpt post to our membership (1 annually)



## Bronze Sponsorship - \$200/month

- Logo on CNDA home page slider
- Profile entry on Find a Provider and Corporate Partner Pages
- Priority opportunities for exhibitor booth purchase, website advertising, & event sponsorship.
- Single Introductory Facebook posts to our almost 4,000 followers duplicated on LinkedIn (standard image+text post)
- Linked text in all email blasts to our 3,500+ newsletter list



# Why CNDA?

Dear Current or Prospective Corporate Partner,

CNDA continues to be more important than ever in support of Naturopathic Medicine in California and providing resources for our doctor members. Simply stated, our goals include:

**Vision:** A healthy California

**Mission:** To advance the field of naturopathic medicine and make integrative healthcare accessible to all Californians.

But a vision and mission statement only go so far. We have strong and measurable objectives to help us realize our mission:

## Objectives:

1. Increase positive visibility and perception of naturopathic medicine.
2. Ensure organizational and financial sustainability and growth.
3. Proactively address relevant legislative and regulatory issues.
4. Support NDs for successful clinical practice and healthcare leadership.
5. Develop a network of positive relationships.

It is this action, through focused objectives, that moves us forward. This is where our partnership with you comes into play. Join us as a **corporate partner** and your support will allow us to:

- reach the public in a way that educates and engages them in naturopathic medicine;
- maintain a central office and staff to support our doctors and corporate partners;
- actively promote legislation that gives our doctors the ability to practice to the scope in which they were educated;
- inform and promote leaders in the field of naturopathic medicine;
- develop positive relationships with other organizations towards the furtherance of our mission.

Please join in our new and improved program and help us spread the word and help us create -

## A Healthy California

Wishing you good health,



Kathy Konst, Executive Director

# About Partnership with CNDA

The California Naturopathic Doctors Association went through an exciting new redevelopment launched in November 2022 which allowed us to expand our offerings to both members and partners with the launch of our new website and membership platform!

For our partners, these features mean better accessibility to both our members and the consumer public beginning with our launch offerings and expanding as CNDA scales to our modern interface. Some key highlights of our new system include our corporate partner presence in our find a provider tool.

- Partners will now be searchable within our [Find a Provider](#) database plus a [CP-only page](#) to help our doctors find our most trusted companies (updating soon).
- Partner listings will no longer be limited by character count or platform GUI, but instead allow brands the ability to update their listings and information at need using our Profiles feature.
- Partners can now incentivize members to visit their website with our new [members-only Deals](#) feature. ([Demo](#))
- Partner benefits now prioritize a presence where our members interact beyond the web page, with introductory and add-on email and Facebook opportunities, as well as Partner as Teacher lecture opportunities and increased educational sponsorship.
- All partners will be given a short introduction upon signing in our subscriber newsblast.
- **Legacy Status**, allows long term partners to continue to grow in rewards and freebies for continued support.

Please review the partner opportunities as listed below, in addition to our online media kit. Partner support tiers and costs can be seen in our [online purchase platform](#) as well.