



# **Leaders for Natural Health**

## **CORPORATE PARTNERS PROGRAM**



## 2018 CORPORATE PARTNERS PROGRAM

Dear Current or Prospective Corporate Partner,

In 2017, the Board of the CNDA convened for 2 strategic planning retreats focused on the future of the organization. It was a powerful meeting with positive and far-reaching outcomes. Simply stated, here are the new *vision and mission* of the CNDA:

**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,

A handwritten signature in blue ink that reads "Kathy".

Kathy Konst, Executive Director

## 2018 CNDA Monthly Corporate Partners Program

## Monthly Amount

### Bronze Sponsorship - Company Recognition via Website Listing & Email Blasts

\$200

1. Listing on the CNDA- Corporate Partners web page (logo and 50-word overview)
2. Logo displayed on homepage of CNDA website
3. Welcome to the CNDA on next Monthly Email Update – offer your member only promo here!
4. Listing at the bottom of all Constant Contact Email blasts
5. Logo displayed on monthly CNDA update Constant Contact Email blasts

### Silver Sponsorship - Company & Product Recognition

\$350

1. Listing on the CNDA- Corporate Partners web page (logo and 75-word overview)
2. Logo displayed on homepage of CNDA website
3. Listing at the bottom of all Constant Contact Email blasts
4. Welcome to the CNDA on next Monthly Email Update – offer your member only promo here!
5. Logo displayed on monthly CNDA update Constant Contact Email blasts
6. Company brochure/flyer inserted into new membership packets
7. Custom ½ page ad on e-zine\* linked through monthly CNDA update Email blasts
8. Custom ½ page ad on e-zine\* linked through the CNDA website

### Gold Sponsorship - Full Company & Product Recognition

\$500

1. Listing on the CNDA- Corporate Partners web page (logo and 75-word overview)
2. Logo displayed on homepage of CNDA website
3. Listing at the bottom of all Constant Contact Email blasts
4. Welcome to the CNDA on next Monthly Email Update – offer your member only promo here!
5. Logo displayed on monthly CNDA update Constant Contact Email blasts
6. Company brochure/flyer inserted into new membership packets
7. Custom full page ad on e-zine\* linked through monthly CNDA update Email blasts
8. Custom full page ad on e-zine\* linked through the CNDA website
9. Membership mailing list as requested – up to once a month
10. 2 – Boosted FaceBook Posts on the CNDA page – your choice of months (\$400 value)
11. ONE – PowerPoint Slide showcased during one live webinar (\$300 value)

### Platinum Sponsorship – Full Company & Prime Product Recognition

\$750

1. Listing on the CNDA- Corporate Partners web page (logo and 75-word overview)
2. Logo displayed on homepage of CNDA website
3. Listing at the bottom of all Constant Contact Email blasts
4. Welcome to the CNDA on next Monthly Email Update – offer your member only promo here!
5. Logo displayed on monthly CNDA update Constant Contact Email blasts
6. Company brochure/flyer inserted into new membership packets
7. Custom full page ad on e-zine\* linked through monthly CNDA update Email blasts
8. Custom full page ad on e-zine\* linked through the CNDA website
9. Membership mailing list as requested – up to once a month
10. 4 – Boosted Facebook Posts on the CNDA page – your choice of months (\$800 value)
11. ONE – PowerPoint Slide showcased during one live webinar (\$300 value)
12. Custom banner ad on CNDA Homepage (\$4800 value)
13. YOUR 60 second video commercial during ONE live webinar (\$1,000 value)

Full page ad dimensions: 7.25" w x 9.5" h | ½ page ad dimensions: 4.5" w x 9.5" h

\*e-zine: Wondering what this is?? It's *our corporate partner magazine flip-book, linked to our website.*

Questions? Please contact: Kathy Konst, Executive Director - [executive@calnd.org](mailto:executive@calnd.org) - 310-670-8100

## Webinar Promotions

The CNDA runs **Webinars** on an almost monthly schedule. They last two hours each for 2.0 CE credit hours per webinar.

*This is a great way to get in front of a captive audience – especially if your product or service matches the subject of the webinar!!!*

ONE- 60 second video commercial produced by you - \$1,000

With 75-100 doctors usually in attendance during the webinar, this is terrific exposure to tell your story directly to the doctors!

### REASONS WHY VIEWERS WILL WATCH YOUR COMMERCIAL:

- **Getting a special discount on your product or service:** Provide a UNIQUE CODE for the webinar that viewers will give you when ordering.
- **WINNING A Prize:** As an added incentive to watch the commercial, doctors will be looking for a UNIQUE CODE that will be IN the commercial — The first doctor to enter that code in the chat box will win a \$20 Amazon gift card — *courtesy of the CNDA!* This will increase engagement with your ad and stir excitement!

*Please let me know if you are interested in reserving a spot on any or all of the webinars. We can negotiate a better price if you choose to show several webinars.*

---

➤ À la Carte Options – available <b>ONLY</b> to CNDA Corporate Partners	<u>Fee Per Use</u>
● Current CNDA Member Mailing List of business addresses	\$100
● CNDA Facebook fan page post with paid promotion to over 2,700 fans	\$200
● PowerPoint Slide promotion during a CNDA Webinar	\$300
● Exclusive product display ad on a preferred CNDA constant contact Email blast to the CNDA list of 3,000 plus contacts (average open rate is 23%)	\$600
● Banner Advertising on CNDA homepage: \$400/month, \$1,000/quarter, \$3,500/year	\$400
- 950 pixels wide by 300 pixels tall	

---

### ➤ Custom Packages

- For companies that would like to come in at a sponsorship level higher than our platinum level, the CNDA home office will be happy to meet with you and custom design a package tailored to meet your specific needs.
- There are also creative ways for you to work with our membership that we are happy to discuss. Feel free to give Kathy a call at 310-670-8100.

---

### ➤ Yearly Payment Option

- Yearly payment plans are available by check or credit card.



### Monthly Corporate Partnership Agreement

YES! We want to support Natural Medicine in California! By completing this form, we agree to pay the CNDA the monthly amount as per the corporate sponsorship level. We may cancel this agreement at any time with 30 days written notice.

Company Name: \_\_\_\_\_

Primary Contact/Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please fill out this form, circle the desired partnership below, use the link below to make your payment in our shopping cart and then fax this form to our office at 815-550-2411 or Email to [executive@calnd.org](mailto:executive@calnd.org).

- Bronze Partnership
- Silver Partnership
- Gold Partnership
- Platinum Sponsorship

For the [Recurring Monthly Payment Link](#)

Please go to our shopping cart at...

<http://stores.modularmarket.com/cnda/corporate-partners-c10.php>

to make your payment.

Thank you!