



Leaders for Natural Health

CORPORATE PARTNERS PROGRAM



2021 CORPORATE PARTNERS PROGRAM

Dear Partner in Naturopathic Medicine,

The Board of the CNDA convenes every 2 years to strategize and plan for the future. These powerful meetings provide positive and far-reaching outcomes.

Here are the *vision and mission* of the CNDA:

Vision: A healthy California

Mission: To advance and unite the field of naturopathic medicine in California by providing advocacy and education.

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 – ***we have an email list of over 3500 subscribers;***
- 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

2021 CNDA Monthly Corporate Partners Program

We make budgeting easy by offering a monthly payment plan. Of course, we are always willing to customize this experience if you would like to discuss options and opportunities.

Monthly Amount

Bronze Sponsorship

\$200

1. Listing on the CNDA Corporate Partners web page
2. Logo displayed on homepage of CNDA website
 - A high-resolution jpeg logo and a 50-word overview
3. Welcome to the CNDA on next monthly email Update – offer your member-only promo here!
4. Listing at the bottom of all email blasts

Silver Sponsorship

\$350

1. Listing on the CNDA Corporate Partners web page
2. Logo displayed on homepage of CNDA website
 - A high-resolution jpeg logo and a 75-word overview
3. Listing at the bottom of all 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 email blasts**
6. **Digital company brochure/flyer emailed to new members**

Gold Sponsorship

\$500

1. Listing on the CNDA Corporate Partners web page
2. Logo displayed on homepage of CNDA website
 - A high-resolution jpeg logo and a 75-word overview
3. Logo displayed on homepage of CNDA website
4. Listing at the bottom of all email blasts
5. Welcome to the CNDA on next monthly email Update – offer your member-only promo here!
6. Logo displayed on monthly CNDA update email blasts
7. Digital company brochure/flyer emailed to new members
8. **Custom 300-pixel wide x 250-pixel high ad on the CNDA website**
9. **Membership mailing list as requested – up to once a month (not for resale)**

Platinum Sponsorship

\$750

1. Listing on the CNDA Corporate Partners web page
2. Logo displayed on homepage of CNDA website
 - A high-resolution jpeg logo and a 75-word overview
3. Logo displayed on homepage of CNDA website
4. Listing at the bottom of all email blasts
5. Welcome to the CNDA on next monthly email Update – offer your member-only promo here!
6. Logo displayed on monthly CNDA update email blasts
7. Digital company brochure/flyer emailed to new members
8. Custom 300-pixel wide x 250-pixel high ad on the CNDA website
9. Membership mailing list as requested – up to once a month (not for resale)
10. **Custom 300-pixel wide x 250-pixel high ad featured quarterly in the CNDA monthly email blast**

Questions? Please contact: Bonnie Hussey, Partner Relations - coordinator@calnd.org - 310-670-8100

Webinar Promotion SPECIAL

The CNDA runs monthly webinars for CE for our members and other NDs around the world. Sign up for one of the most professionally run programs around. Just ask our presenters!

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!!!

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

This is a terrific tool to *tell your story* directly to the doctors. Make them an offer they can't refuse and see your sales grow!

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 promote during several webinars.

NEW: Partner as Teacher Webinar \$1,800

A one-hour presentation hosted by YOU, the corporate partner, providing company and product information to our professional members. Use this time to educate, inform and promote!

À la Carte Promotional Options

- | | Fee Per Use |
|--|-------------|
| ● Current CNDA Member Mailing List of business addresses (<i>must call to purchase</i>) | \$100 |
| Note: Not for resale or use by anyone but your company. | |
| ● CNDA Facebook fan page post with paid promotion to over 3,500 fans | \$250 |
| - 365-pixel wide x 400-pixel high ad w/ 150-word text | |
| ● Corporate Partner display ad on a monthly CNDA email blast to the CNDA list of 3,500 plus contacts (average open rate is 23%) | \$600 |
| - 300-pixel wide x 250-pixel high ad | |
| ● Exclusive product display ad on a Partner-ONLY CNDA email blast to the CNDA list of 3,500 plus contacts (average open rate is 23%) | \$1000 |
| - 365-pixel wide x 400-pixel high ad – <i>work with us to create the best layout.</i> | \$400 |
| ● Banner Advertising on CNDA homepage: \$400/month, \$1,000/quarter, \$3,500/year | |
| - 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, we will be happy to meet with you and custom design a package tailored to meet your specific needs.

Yearly Payment Option

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

Questions? Please contact: Bonnie Hussey, Partner Relations - coordinator@calnd.org - 310-670-8100



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 understand that this contract is for a one-year term with automatic renewal. After that time, we may cancel this agreement at any time with 30 days written notice, but understand that supporting the CNDA helps NDs grow their practices.

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 Bonnie Hussey: coordinator@calnd.org.

- [Bronze Partnership Monthly](#)
- [Silver Partnership](#)
- [Gold Partnership](#)
- [Platinum Partnership](#)

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!