



## A Unique Opportunity to Align with a Like Minded Brand!

Our 11 week campaign offers:

- Chance to reach thousands of targeted health-oriented visitors
- Digital exposure to an ever-growing [ncdoctorsday.org](http://ncdoctorsday.org) audience
- Leverage your brand's relationships with the North Carolina Medical Society's relationships
- Achieve greater visibility and reach through shared marketing
- Engage with NCMS members and friends

### CAREolina - \$10,000

- Exposure for full Doctor's Day cycle (date of signed agreement – 1/1/2017)
- Opportunity to join the NCMS in presenting the NC Doctor of the Year award
- Mention in NC Doctor of the Year press release
- Logo recognition on website at the CAREolina level and in promotional emails about the campaign (1 per week planned)
- Opportunity to develop content for the NC Doctors' Day blog that engages physicians and the healthcare community throughout the year
- 3 Facebook posts from the NCMS about your organization's participation the campaign
- 3 Tweets from the NCMS about your organization's participation the campaign
- Mention in NCMS *Bulletin*, the online newsletter for NCMS members
- Access to our Doctors' Day marketing and engagement toolkit – materials designed to enhance and streamline your organization's participation in Doctors' Day

### Stars - \$5,000

- Exposure for full Doctor's Day cycle (date of signed agreement – 1/1/2017)
- Logo recognition on website at the Stars level and in promotional emails about the campaign (1 per week planned)
- Opportunity to develop content for the NC Doctors' Day blog that engages physicians and the healthcare community throughout the year
- 2 Facebook posts from the NCMS about your organization's participation the campaign
- 2 Tweets from the NCMS about your organization's participation the campaign
- Mention in NCMS *Bulletin*, the online newsletter for NCMS members
- Access to our Doctors' Day marketing and engagement toolkit – materials designed to enhance and streamline your organization's participation in Doctors' Day

### Ahhsome - \$2,500

- Exposure for the active Doctor's Day cycle (1/1/16 (or when agreement is signed) – 4/15/16)
- Logo recognition on website at the Ahhsome level
- 1 Facebook posts from the NCMS about your organization's participation the campaign
- 1 Tweets from the NCMS about your organization's participation the campaign
- Mention in NCMS *Bulletin*, the online newsletter for NCMS members
- Access to our Doctors' Day marketing and engagement toolkit – materials designed to enhance and streamline your organization's participation in Doctors' Day

## Remarkable - \$750

- Exposure for the active Doctor's Day cycle (1/1/16 (or when agreement is signed) – 4/15/16)
- Logo recognition on website at the Remarkable level
- Mention in NCMS *Bulletin*, the online newsletter for NCMS members
- Access to our Doctors' Day marketing and engagement toolkit – materials designed to enhance and streamline your organization's participation in Doctors' Day

## Tweeters

- Exposure for the active Doctor's Day cycle (1/1/16 (or when agreement is signed) – 4/15/16)
- Name on NC Doctors' Day website at the Tweeters level
- Access to our Doctors' Day marketing and engagement toolkit – materials designed to enhance and streamline your organization's participation in Doctors' Day