What if... you could reach Thousands of Doctors with your Company’s Services and Products!

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The Bexar County Medical Society advocating for physicians, patients, and our community since 1853.

Our History
A 165-year-Old Organization

The Bexar County Medical Society (BCMS) was established in 1853 as the first county medical society in Texas and was a pioneer in organized medicine. The BCMS covers Bexar County, and seven surrounding, contiguous counties. We have been recognized and received an award by the Texas Medical Association as one of the fastest growing medical societies in Texas. We have a current membership of approximately 5,700 plus physicians representing all recognized medical specialties. This makes BCMS one of the largest county medical societies in the United States.
About the Circle of Friends Program

The Bexar County Medical Society offers a community business development initiative, called the Circle of Friends (COF). This is a program designed for companies and organizations like yours that would like to reach out to our medical community and more than 5,700 plus physician members with your products and services. Our program is designed to encourage and promote business growth with physicians and the healthcare community. Historically, the COF program has proven to be the best resource for engaging physicians as potential clients, physician referrals, brand awareness/recognition and positive public relations in our healthcare community. Through the COF program, we have successfully helped many businesses grow. Also note, the charitable donations made as sponsors in the COF program help fund activities and events that are important to our Community’s health and the physicians that serve it. It’s a win-win scenario!

Why is Medical Marketing Important?

The combined medical sectors in San Antonio now has a local economic impact of over $38 billion per year and employ one of every six citizens in our local workforce. This makes healthcare the largest industry in San Antonio, surpassing hospitality and oil. The COF program is the best method to position your company for gaining a share of our multi-Billion Dollar Medical Industry. And the best time to start is now!

You gain a great and unique Advantage

As a (COF) sponsor you will be part of the same organization as the physicians you are trying to reach. This position gives you a great advantage. Through your sponsorship you will be able to hold seminars, attend society events with hundreds of physicians, distribute your marketing pieces through our internal communications to our entire membership! *These benefits are unique to the Bexar County Medical Society’s (COF) program. You cannot do this through any other organization or program!*

“If you want to reach doctors, this would be the place to do it!”
Exclusive Benefits of Being a Circle of Friends Sponsor

The following are free benefits and subject to availability and sponsorship level.

Internal Communications
The Circle of Friends sponsors have access to internal Medical Society physician communications through *The Weekly Dose* e-newsletter. This newsletter is sent out weekly to thousands of physician members and we have ad space reserved for you! Every time you are published, your information reaches 1000’s of physicians in every recognized area of practice throughout Bexar and surrounding contiguous counties.

Email Just for You
We can send emails to our entire membership (5700+) on your behalf. This allows you to promote: your services, announcements, invitations, specials, etc., to a complete physician demographic. There is no other organization or marketing firm through which you can do this.

*San Antonio Medicine Magazine*
*Monthly Publication*
*San Antonio Medicine* (SAM) is the only official medical magazine published and distributed in Bexar County. SAM is distributed monthly throughout Bexar and surrounding counties to more than 8000+ physicians and medical professionals. This makes SAM the best periodical in which to reach your targeted physician audience.

Article Publication
Platinum and Gold level sponsors have article writing privileges in the *San Antonio Medicine* magazine. This is an excellent way to educate and get the word out about your products and services. An article in this major-medical publication gives you the opportunity to present your company to our membership and the entire medical community.

Circle of Friends Services Directory in SAM
Have your company information published monthly for 12 issues in our Circle of Friends Services Directory. Your company will appear under a heading relevant to your company and includes name, overview, contacts, phone, email and web address. (All Levels)

On-line Service Directory
*Updated Weekly*
It’s like an Angie’s list for doctors. This directory is available on our website and is used by our physician membership. The BCMS Service Directory is updated weekly to ensure Circle of Friends members have the most accurate exposure in the physician community.

The BCMS Venue
The Bexar County Medical Society’s headquarters is a well-recognized state of the art facility. It is the winner of the prestigious 2015 Project of the Year Award by the ASA. Gold and Platinum level sponsors can hold meetings, seminars and lunch and learns free of charge at our headquarters (details apply). We can assist by distributing invitations and notices through our internal communications in addition we can collect and monitor the RSVPs for your event. This is a unique and valuable benefit as part of your sponsorship.
The Annual BCMS Physician & Medical Directory

The only Physician and Medical Directory officially sanctioned by the Bexar County Medical Society listing physicians licensed in Texas who practice in Bexar and the surrounding counties. This is the directory most requested by physicians, hospitals, insurance companies, medical office personnel, medical vendors and consumers. It is one of the best ways to gain the exposure your company or organization needs to promote its services and products to the south Texas medical community. Your company is featured the in the Circle of Friends Services Directory section that is displayed prominently in the front section of the directory.

Meet Our Physician Members

We give you the opportunity to meet with physician members, one on one in a relaxed atmosphere and outside of practice hours through BCMS events and meetings. At our larger events you can reserve a vendor table.

- **The Installation of Officers**
  Honoring the incoming BCMS and BCMS Alliance presidents and board members.

- **General Membership Meetings**
  Continuing medical education and topics important to our physicians, held 1-3 times per year.

- **Rockport Bay Fishing Trip**
  Guide, hotel and dinner.

- **New Member Welcome**
  Social mix and mingle event for old and new members.

- **Women in Medicine**
  Dinner event honoring outstanding female physicians.

- **BCMS Auto Show**
  Auto dealers that participate in the BCMS Auto Program display the latest makes and models of new vehicles.

- **Other Special Events and Meetings**
  Held throughout the year as opportunities arise.

BCMS Phone App

*Updated Daily*

Your information will be placed conveniently in front of physicians for easy reference. In addition, as a BCMS Circle of Friends sponsor you will have access to our calendar of events, staff and other important information through our phone app.

*The sooner you get involved, the sooner you can start to engage with our 5,700plus Physician members!*

*Limited number of sponsorship positions available in this program, don’t miss out, reserve your sponsorship today!!!*

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### PLATINUM

$10,000

Honored Member
Special Recognition

**Platinum Exclusive** Minute at the Mic Presenter / Speaker: Address attendees at BCMS events about your company and services. As a note, attendance at some of our larger events has been over 600. (details apply)

**Platinum Exclusive** BCMS Board of Directors Meeting: Your company representative(s) may make a special presentation at a BCMS Board of Directors meeting.

**Platinum Exclusive** Ad Space San Antonio Medicine magazine: Complimentary full color quarter-page ad/announcement New/Renewing Platinum Sponsor” and your ad copy.

**Platinum Exclusive** Company Literature: Promotional literature will be displayed at BCMS for physicians’ review.

**Platinum Exclusive** Promotional Distributions: May distribute company brochure at each place setting at BCMS events (details apply).

**Platinum Exclusive** Company Seminars: BCMS will host two focus group meetings with physician members (catering and hard copy invitation not included).

### GOLD

$5000

Business Building
Our Most Popular

### Silver

$3000

Sustainer Level

### All Levels

**Use of BCMS Venues**: Platinum 4 Gold 2 may book according to availability the BCMS venues at no cost during business hours, details apply.

**San Antonio Medicine Magazine Article Writing Opportunities for publication**

**Introductory Ad /feature** in the Weekly Dose for New and Renewing sponsors.

**Event Attendance**: All BCMS events are closed to the public but sponsor can attend Platinum all, Gold 6, Silver 3.

**San Antonio Medicine Magazine**: 12-month listing in the Circle of Friends Services Directory full color (Silver no logos)

**Events Signage**: Your company name will be listed on BCMS event invitations Company name listed on recognition signage at BCMS events

**Vendor Space Reserved vendor space** at BCMS general events (as available)

**The Weekly Dose E-newsletter**: Complementary 12-month subscription to BCMS physicians members’ weekly e-newsletter (Silver limited)

**The Weekly Dose E-newsletter**: Full color ads as space available or information post

**Website**: Circle of Friends Home Page Full color logo displayed with exclusive link to your website or lading page (Silver no logos, text listing only)

**Membership Mailing Labels**: Can be pre-sorted to spec, Platinum-4ea. Gold-3ea. Silver-1ea.

**Physician Inquiries**: Referrals to Circle of Friends for services or products (Level preference) Platinum-1st, Gold-2nd, Silver-3rd

**Platinum / Gold first preference**: Circle of Friends Services Directory 12-month online listing with logo

**BCMS App Listing** same specs as website

**Auto Program**: Your company may participate in the Auto program.