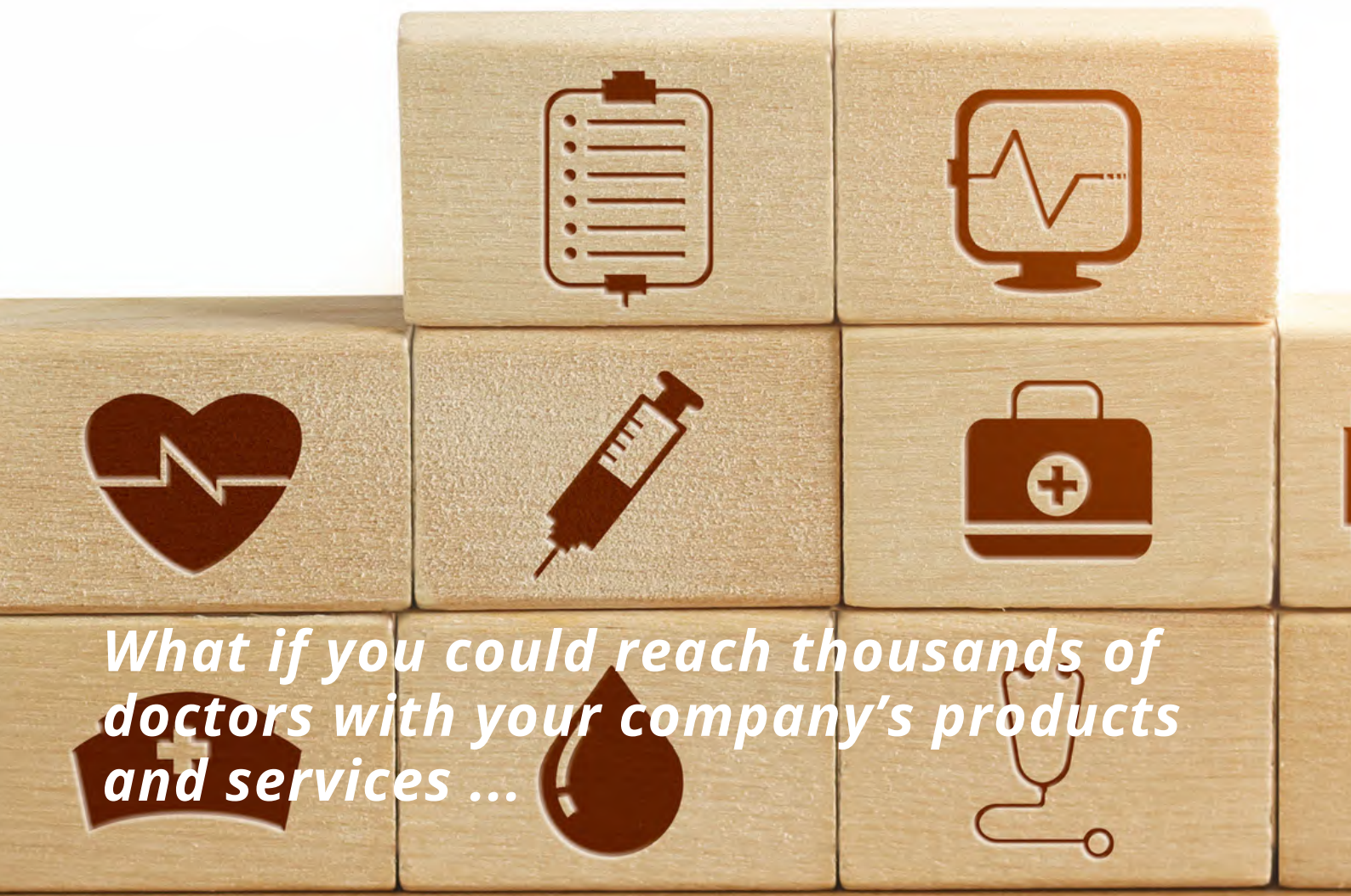




2021

THE CIRCLE OF FRIENDS PROGRAM



What if you could reach thousands of doctors with your company's products and services ...



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

Our History A 167-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 6,000 plus physicians representing all recognized medical specialties. This makes BCMS one of the largest county medical societies in the United States.



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 6,000 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 are tax deductible and 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 have 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. Note that 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 and 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!

Exclusive Benefits of Being a Circle of Friends Sponsor

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

Internal Communications

The Circle of Friends sponsors have access to internal Medical Society physician communications through the Physicians Link and the Practice Resource 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.

San Antonio Medicine Magazine

A Monthly Publication

San Antonio Medicine magazine, (SAM) is the only official medical magazine published and distributed by the Bexar County Medical Society. The 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

Your company information will be 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) America Subcontractors Association. 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 and 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 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 1-2 times per year.

Rockport ay Fishing Trip

Guide, hotel and dinner.

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New Member Welcome

A social mix and mingle event for old and new members.

Women in Medicine Event

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.



Silver Supporter level **\$3,000**
Market and stay in touch with BCMS Members

Gold The Business Building Level **\$5,000**
A great platform to enter and expand your medical foot print.

Platinum The Concierge Level **\$10,000**
for having made such a generous donation, the Medical Society offers you exclusive access to its members.

**PLATINUM / GOLD
GENERAL BENEFITS**

PLATINUM EXCLUSIVE

Membership Benefits

MEDICAL SOCIETY LEADERSHIP

BCMS Board of Directors meeting

Your company representative(s) will receive a special introduction with a question and answer time at a BCMS Board of Directors meeting. Meet the leaders of our medical community.

DISPLAY OPPORTUNITY

Bexar County Medical Society Main Boardroom Display

The BCMS boardroom is a busy venue. As a Platinum Sponsor, you can have a company display in a prominent location. You can feature company literature, handouts, graphics, etc. Your display will be highly visible to physicians, medical executives, government officials and visitors at all meetings.

High Visibility Exposure

EXCLUSIVE PRINT MEDIA: SAN ANTONIO MEDICINE MAGAZINE

Quarter page introductory ad in a Professional Publication

As a Platinum sponsor, we can publish a quarter-page ad with your content. In addition, we can add header text welcoming you as a new/renewing Platinum sponsor to the Bexar County Medical Society with a specific message asking Physician members to give you their support and patronage.

High Visibility/ PR!

@ MEDICAL SOCIETY EVENTS

Minute at The Mic

Your company may receive a minute at the mic presenter/speaker opportunities at general BCMS events for Platinum sponsors to address attendees about your company's products and services. (details apply).

E-MEDIA

The Practice Resource e-Newsletter

As a Platinum sponsor, your company can be featured in the phenomenally successful Practice Resource e-Newsletter. I can set up an interview to discuss your company and what it offers to the physician community in a feature story or news items with full-color graphics.

Physicians Link e-Newsletter

As a Platinum sponsor, you can publish your companies' events and notice for our physician members in the "Important Physician News and Deadlines" of our official newsletter the Physician's Link (details apply).

MEDICAL SOCIETY EVENTS

Signage

Your company name will be listed as part of the Society's Circle of Friends on signage for all events in which you participate in.

Recognition

Your company will receive special recognition in all BCMS event programs.

PRINT MEDIA: SAN ANTONIO MEDICINE MAGAZINE

Publish Educational Articles

As a PLATINUM / GOLD sponsor, you can publish an educational article based on your expertise. You can demonstrate your knowledge of a given subject to thousands of physicians and other healthcare workers that read the San Antonio Medicine magazine (8000 plus subscription base!). In addition, your byline will contain special notice of your sponsorship and support! *This is a great business builder!*

FACILITIES AND VENUE

PLATINUM, may hold up to 4 daytime events, GOLD may hold up to 2 daytime events free of charge in one of BCMS conference rooms(during normal business hours).



Silver

Supporter level **\$3,000**
Market and stay intouch with BCMS Members

Gold The Business Building Level **\$5,000**
a great platform to enter and expand your medical foot print.

Platinum The Concierge Level **\$10,000**
for having made such a generous donation, the Medical Society offers you exclusive access to its members.

**PLATINUM / GOLD / SILVER
GENERAL BENEFITS**

Membership Benefits

MEDICAL SOCIETY EVENTS

Attendance and Vendor Tables:

- PLATINUM may invite up to 4 representatives to attend any BCMS events
- GOLD may invite up to 3 representatives to attend up to 4 BCMS events
- SILVER may invite up to 2 representatives to attend up to 2 BCMS events (there may be additional fees involved for some events)

PRINT MEDIA: SAN ANTONIO MEDICINE MAGAZINE / PHYSICIAN MEDICAL DIRECTORY

Complimentary Subscriptions

- PLATINUM up to 4 subscriptions
- GOLD up to 3 subscriptions
- SILVER up to 2 subscriptions

Directory Listing in the San Antonio Medicine Magazine

PLATINUM /GOLD (SILVER no logo) information will be published in the Society's monthly San Antonio Medicine with other Circle of Friends members, logo, and your company's contacts and company name for 12 months.

Physician Medical Directory Listing

PLATINUM /GOLD (SILVER no logo) will be added to the Circle of Friends recognition ad in the Society's annual Physician & Medical Directory.

Physician Medical Directory Complimentary Copies

- PLATINUM may receive up to 4
- GOLD may receive up to 3
- Silver may receive up to 1

E-MEDIA

The Practice Resource e-Newsletter

You can publish information about your products, services, personnel, events, and announcements about your company. Almost any item of interest that you want the physician community to know about.

This e-newsletter is sent to our entire membership!

Physicians Link e-Newsletter

Publish full-color ads /announcement in our Physicians Link weekly e-Newsletter

Complimentary Subscriptions to the Physician's Link the official Bexar County Medical Newsletter for your company

- PLATINUM 4
- GOLD 3
- Silver 2

MEMBERSHIP MAILING LABELS

- PLATINUM up to 4 sets
- GOLD up to 3 sets
- SILVER 1set

ONLINE

Full-color graphic listing (SILVER line listing only) on the BCMS website under your sponsorship level.

The Online Physicians Purchasing Directory

PLATINUM /GOLD (SILVER no logo) information will be published in the Society's monthly magazine San Antonio Medicine with other Circle of Friends members, logo, and your company's personnel and company name for 12 months.