



The best way to increase visibility among influential medical practice executives in North Carolina is through the North Carolina Medical Group Managers.

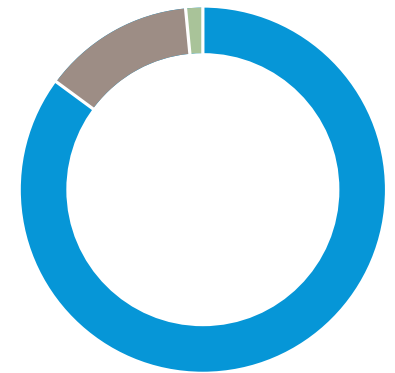
Active Members - practice managers - are the backbone of NCMGM membership

Alliance Sponsorship Program

Alliance sponsorship spans from January 1 through December 31, each year. Each level of sponsorship includes core sponsorship benefits as well as a maximum set point value. Use the Alliance points to select from a menu of sponsorship opportunities on the reverse side of this page. Alliance sponsors receive preferred placement in many of the sponsorship items, so pre-selecting your opportunities ensures maximum recognition and premium selection.

New This Year!

Bronze Level sponsorship just got a whole lot easier. We've picked tried-and-true sponsorship benefits and created a high-impact, entry-level sponsorship. You get **all the Alliance core benefits plus an exhibit booth and event sponsor recognition at our spring and fall conferences**. The Bronze Level sponsorship is a great way to start a solid marketing foundation in NCMGM!



Active Members (81%)
Affiliate Members (16%)
Lifetime, Student & Honorary Members (3%)

Alliance Sponsorship Benefits

• CORE BENEFITS

- An Affiliate membership for a key contact in your firm.
- A copy of the mailing list, provided quarterly.
- Recognition and link in the quarterly electronic newsletter.
- A link on the NCMGM website.

• SPONSORSHIP LEVELS

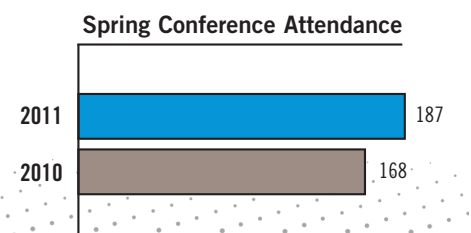
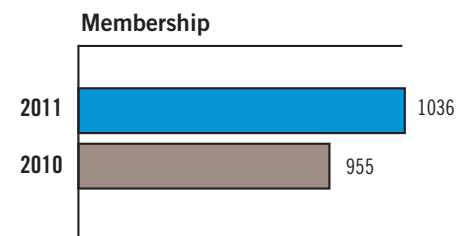
| | INVESTMENT | POINTS |
|--------------------|------------|----------------|
| • Diamond Sponsor | \$30,000 | SOLD |
| • Platinum Sponsor | \$10,000 | 115 |
| • Gold Sponsor | \$6,500 | 68 |
| • Silver Sponsor | \$4,000 | 37 |
| • Bronze Sponsor | \$2,500 | Fixed Benefits |

For questions about the Alliance Sponsorship structure and benefits, please contact the NCMGM office at 800-753-6462 or 704-365-0565. **Alliance Sponsorship Program sign up cutoff date is December 31, 2011.**

About NCMGM

Founded in 1971, NCMGM has grown to over 1000 members representing medical groups from all across North Carolina, from the mountains to the coast. Our membership includes small and large single- and multi-specialty groups, medical school clinics, management service organizations, independent practice associations, and physician-hospital organizations.

Our membership and event participation continues to grow



2012 NCMGM Alliance Sponsorship Opportunities Menu

| Spring/Fall Conference | Points | Code | Details |
|---------------------------------------|--------|-------------|--|
| Keynote Speaker | 35-75 | S6101/F6101 | Name in program book, introduction of speakers at general session, attendee handouts and sign outside of meeting room |
| Dinner (Thursday) | 35 | S6109/F6109 | Name in program book, sign, attendee handouts and special mention during meeting |
| Thursday Evening Entertainment | 30-50 | S6117/F6117 | Name in program book, sign, attendee handouts and special mention during meeting |
| Tote Bags SOLD | 30 | S6100/F6100 | Logo on bags and name in attendee handouts |
| WiFi Sponsor | 20 | S6118/F6118 | Onsite WiFi area for attendees. Name in program book, sign, attendee handouts and special mention during meeting |
| Thumb Drives | 25 | S6103/F6103 | Logo on thumb drives. Name in program book, attendee handouts and sign. |
| Hotel Key Cards | 15 | S6113/F6113 | Logo and conference logo on hotel key card, name in meeting program book, attendee handouts and sign |
| Badge Holders or Lanyards SOLD | 7-15 | S6104/F6104 | Name on lanyard, sign at registration desk, and sponsor name in attendee handouts |
| Attendee Hotel Drop-off | 11 | S6116/F6116 | Name on sign, program book, and attendee handouts. Promotional materials dropped off at each attendee hotel room during conference |
| AV Equipment | 11 | S6112/F6112 | Name in program book, attendee handouts and sign outside of meeting room |
| Print Media Sponsor | 11 | S6115/F6115 | Logo and sponsor recognition on the conference attendee brochure or in attendee handouts (multiple opportunities are available) |
| Exhibit Booth | 8 | S6114/F6114 | Name in attendee brochure, program book and email promotions -- Point value is per booth |
| Breakfast (Thursday or Friday) | 7 | S6106/F6106 | Name in program book, attendee handouts and sign outside of meeting room |
| Hospitality/Welcome Reception | 7 | S6111/F6111 | Name in program book, attendee handouts and sign outside of meeting room |
| Lunch (Thursday) | 5 | S6107/F6107 | Name in program book, attendee handouts and sign |
| Refreshment Break (each) | 5 | S6108/F6108 | Name in program book, attendee handouts and sign |
| Breakout Sessions (each) | 3 | S6105/F6105 | Name in program book, attendee handouts and sign |
| Registration Desk | 3 | S6102/F6102 | Name in program book, attendee handouts and sign outside meeting room |
| Publications | | | |
| Salary Survey SOLD | 50 | 6205 | Name on promotional materials and on survey results |
| Quarterly Newsletter Sponsor | 15 | 6201 | 327 x 182 pixel ad, article, logo and link to website in sponsor issue; 470 x 61 pixel color ad in 3 following issues (4 opportunities available) |
| Website Banner Ad | 8 | 6209 | 470 x 61 pixel, full-color display ad on the NCMGM website home page for six (6) months |
| Newsletter Advertiser (each) | 5 | 6202 | One 470 x 61 pixel color ad in one issue |
| News Flash Email Broadcast (each) | 3 | 6207 | Name on one News Flash email broadcast |
| Meetings/Membership | | | |
| Chapter Outreach | 30 | 6304 | Name in promotional materials - print/electronic |
| Member Database Launch | 20 | 6306 | Name in promotional materials - print/electronic |
| Membership Drive / Awareness | 20 | 6303 | Name in promotional materials - print/electronic |
| Student Scholarship Program | 20 | 6305 | Name in promotional materials - print/electronic |
| Leadership Council Luncheon | 5 | S6302/F6302 | Name in program book, sign, and attendee handouts |



Alliance Sponsorship Program Sign Up Form

SPONSORSHIP LEVEL PREFERENCE

| | | |
|--|-----------------|-----------------------|
| <input checked="" type="checkbox"/> Diamond Sponsor - SOLD! | \$30,000 | 215 points |
| <input type="checkbox"/> Platinum Sponsor | \$10,000 | 115 points |
| <input type="checkbox"/> Gold Sponsor | \$6,500 | 68 points |
| <input type="checkbox"/> Silver Sponsor | \$4,000 | 37 points |
| <input type="checkbox"/> Bronze Sponsor | \$2,500 | Fixed Benefits |



SPONSORSHIP OPPORTUNITIES SELECTION - This portion **must** be completed.

Please list the code numbers for the sponsorship opportunities you have chosen:

SPONSOR CONTACT INFORMATION

Company _____

Contact(s) _____

Please assign Affiliate membership to _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____ Web _____

Brief Company Description (50 words or less) _____

2012 SPONSORSHIP PROGRAM RULES & GUIDELINES

- Exclusive sponsorship will be offered to a sponsor that covers 100% of the cost. If you are interested in an exclusive sponsorship, please contact the NCMGM offices.
- Alliance sponsors must be confirmed by December 31, 2011. Upgrades of certain sponsorship levels are allowed throughout the year.
- Direct communications with our Alliance sponsors will be created throughout the year and will include announcements about sponsorship upgrades, new sponsoring companies, and News Flashes to members to provide recognition.

METHOD OF PAYMENT

Check VISA MasterCard AMEX

Credit Card # _____

CID # on front of card above CC# (AMEX) _____ Last 3 digits from # on back of card (VISA/MC) _____

Expiration Date _____

Name on Card _____ Signature _____

Billing Address _____

City/State/Zip _____

To become an NCMGM Alliance Sponsor please mail or fax this form with payment to: NCMGM, 1300 Baxter St., Ste. 360, Charlotte, NC 28204, or fax, with credit card payment information, to 704-365-3678. **Alliance sign up cutoff date is December 31, 2011.**