



SPONSORSHIP PACKET
2021 - 2022



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SPONSORSHIP PACKET

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PRESIDENT'S WELCOME



ASIAN PACIFIC AMERICAN MEDICAL STUDENT ASSOCIATION

www.apamsa.org

Dear Prospective APAMSA Partner,

Thank you for your interest in supporting the Asian Pacific American Medical Student Association (APAMSA). We are the largest, official 501(c)(3) nonprofit, nonpartisan organization of healthcare students committed to addressing the unique health challenges of Asian and Pacific Islander American (APIA) communities through leadership, mentorship, advocacy, and service. Since 1995, APAMSA has served as a national forum for student leaders to discuss APIA health issues and implement national initiatives. Because our work is focused on providing for underserved communities, our success hinges on the confidence of business/community leaders with interests in improving health.

Our accomplishments include registering thousands of much-needed minorities to the national bone marrow registry, organizing local health fairs in communities that rely on these services as their main access to healthcare, and engaging the community and legislature to end hepatitis health disparities through public service announcements, educational webinars, national conferences, and community screenings and immunizations, and much more.

This year as we transition from virtual reality to in-person engagement, we would like to continue to offer grants to our medical students to benefit our pan-Asian communities through initiatives such as conducting community outreach events, coordinating hepatitis screenings, and hosting bone marrow drives. Offering exclusive member scholarships in research and advocacy projects relevant to minority health, access to care, and health disparities can help students contribute to eliminating the health disparities in minority populations. Lastly, our 9 Regional and 2 National conferences which bring together hundreds of students annually are always set up for larger student, physicians, and community attendance with highlighted sponsorship support. Sponsors such as yourself contribute to the strengthening of uplifting Asian American medical trainees and physicians as we commit ourselves to the serve humanity.

APAMSA is a rapidly growing and diverse organization with more than 120 chapters nationwide representing over 6,000 students of all heritages across the country. We have outlined various benefits in this sponsorship packet to help you and your organization obtain exclusive maximum exposure to our members and influence the next generation of Asian American physicians. Our National Sponsorship Chairs will work directly with you to make sure we fulfill each benefit that suits your needs best.

We are committed to these efforts as medical students because health disparities affect our families and others we care for. We are a community of 6,000 volunteers who will become future physician leaders in our communities. When you invest in APAMSA, you can count on our members to deliver with passion and dedication. Thank you again for your consideration. We hope you will be our partner in the fight.

Sincerely,

Donna Tran



Donna Tran
National President
Asian Pacific American Medical Student Association
president@apamsa.org

APAMSA is a non-profit 501(c)(3) organization that does not deny membership on the basis of race, color, sex, religion, national or ethnic origin, sexual orientation or physical disability.

WHO WE ARE

APAMSA AT LARGE

We are dedicated to addressing cultural competency issues, promoting diversity in health care, addressing medical student needs, and building strong community relations.



120+
ACTIVE CHAPTERS



10,000+
SERVICE HOURS
PER YEAR



4500+
MEDICAL STUDENTS



10+
NATIONAL/REGIONAL
CONFERENCES PER YEAR

10,000+
EMAIL SUBSCRIBERS



NATIONAL INITIATIVES



BONE MARROW DRIVE

Register hundreds of new bone marrow donors every year



HEPATITIS PROJECT

Provide screenings and immunizations against Hepatitis B



PRE-MEDICAL OUTREACH

Provide mentorship to pre-medical students across the nation



HEALTH ADVOCACY INITIATIVE

Engage in activism through national discussion and forums



CANCER INITIATIVE

Promote awareness of common cancers that affect APIA populations



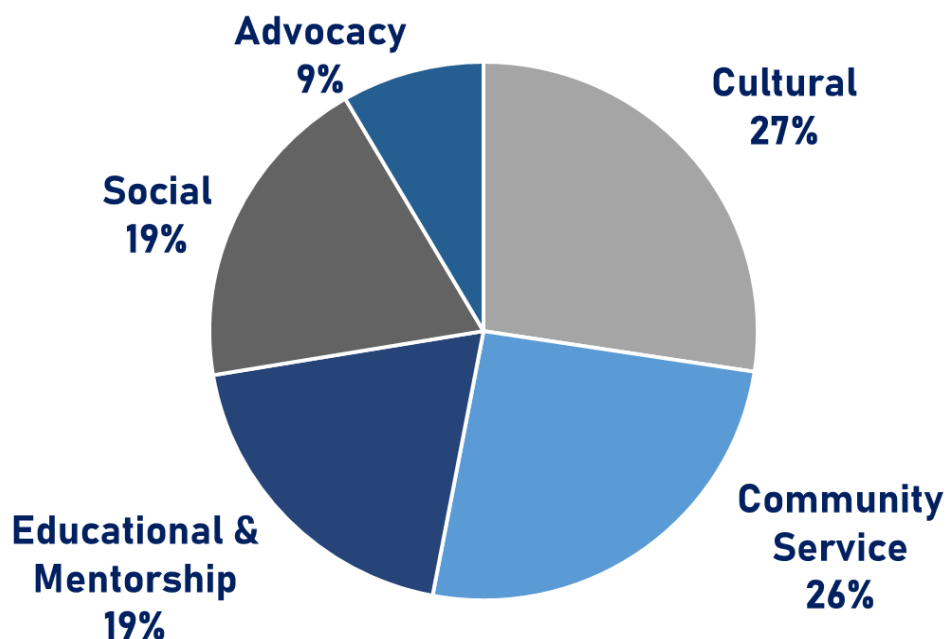
COMMUNITY OUTREACH INITIATIVE

Organize community health fairs across the nation



MENTAL HEALTH INITIATIVE

Advocate for awareness of mental health stigma and cultural barriers



ANNUAL CONFERENCES

Our Annual Conference and Hepatitis Conference are well-attended by 500+ allied health students (medicine, pharmacy, nursing), physicians, healthcare professionals, public health advocates, and community members. These conferences represent the largest gathering of healthcare and pre-health students where they discuss action plans and brainstorm new ideas for engaging with APIA communities. National conferences allow your organization access and exposure to physicians and students from across the nation.

APAMSA National Conference Highlights:

THE LAND OF OPPORTUNITY: BREAKING THE BARRIERS IN APIA HEALTHCARE

Date: Oct 4-6th, 2019

Location: NYU Grossman School of Medicine

Keynote Speaker: Dr. Imelda Dacones

President and CEO of Northwest Permanente (NWP)



450+
ATTENDEES



27
SPEAKERS/
PANELISTS



ANNUAL CONFERENCES

National Hepatitis B/C Conference Highlights:

TO PROMOTE EDUCATION & ACTION WITHIN
HEPATITIS B/C, TO EMPOWER THE NEXT GEN OF
APIA PHYSICIANS

Date: Nov 8-9th, 2019

Location: Harvard Medical School

Keynote Speaker: Dr. Anna Suk-Fong Lok
*MBBS, MD, Research Professor in Hepatology
at the University of Michigan*



120+
ATTENDEES



20+
SPEAKERS/
PANELISTS



REGIONAL CONFERENCES

Our prominent regional conferences are planned by directors from 9 geographic regions to allow physicians, healthcare professionals, medical students, and community members to coalesce and engage in important issues about APIA health disparities, community advocacy, public health research, and medical advances. With over 600 attendees, Regional Conferences can provide the forefront exposure for your organization and targeted access to our local physicians and medical students.

2020 REGIONAL CONFERENCES:

REGION I & II
Northeast/NY/NJ
Fall 2020

REGION III
Mid-Atlantic
Fall 2020

REGION IV
Vanderbilt University
February 15, 2020

REGION V
Ohio State University
February 15, 2020

REGION VI
Central
Fall 2020

REGION VII
University of California
Los Angeles
February 22, 2020

REGION VIII
Northwest
Fall 2020

REGION IX
Tulane University
March 7, 2020

**2021 Regional
Conferences**
TBA



SPONSORSHIP OPPORTUNITIES

APAMSA offers several sponsorship packages that combines different methods of advertising for your company/organization via our student conferences, website, and social media. This is the most flexible yet involved means of partnering with APAMSA and supports the overall programming and structure of our organization. This table describes pre-selected benefits of each sponsorship level.

OFFICIAL PARTNERSHIPS

	FRIEND	BENEFACTOR	BRONZE SPONSOR	SILVER SPONSOR	GOLD SPONSOR
INVESTMENT	\$500	\$1,000	\$5,000	\$10,000	\$20,000
WEB ADVERTISING ON APAMSA.ORG	Text link on "Sponsor and Partner" web pages	Logo or banner link on "Sponsor and Partner" web page (300*50 px)	Logo or banner link on "Sponsor and Partner" web page (300*50 px)	Logo or banner link on every subpage (300*50 px)	Logo or banner link on every subpage (250*100 px)
LOGO ON 2022 NATIONAL CONFERENCE PROGRAM	✓	✓	✓	✓	✓
ADVERTISEMENTS IN 2022 NATIONAL CONFERENCE			✓	✓	✓
4-TIME QUARTERLY RECOGNITION ON NATIONAL APAMSA SOCIAL MEDIA			✓	✓	✓
10 MINUTES SPEAKING SLOT AT 2022 NATIONAL CONFERENCE				✓	✓
12-TIMES MONTHLY NEWSLETTER ADVERTISING				Sidebar ad 300*50 px	500 characters at 350*300 px
BANNER/LOGO ON OFFICIAL APAMSA NEWSLETTERS AND EMAILS					12 months
ADVERTISEMENT IN 2021 REGIONAL CONFERENCES					✓
50 MIN WORKSHOP AT 2022 NATIONAL CONFERENCE					✓

Consists of all email advertisement options listed in pages 10-12

SPONSORSHIP OPPORTUNITIES

CONFERENCE SUPPORT

The National Conference, Hepatitis B Conference, and 8 Regional Conferences are events at which your organization can reach our membership through exhibition and/or advertising in the program booklet. Advantageous exposure to local and national medical students, physicians, and community members places your group as our forefront partner.

EXHIBITOR TABLE SPACE:

COLOR/BW LOGO ON A SINGLE 2021 REGIONAL CONFERENCE PROGRAM BOOKLET	\$100
COLOR/BW LOGO ON 2022 NATIONAL OR 2021 HEPATITIS B/C CONFERENCE PROGRAM BOOKLET	\$200
EXHIBITOR TABLE AT A SINGLE 2021 REGIONAL CONFERENCE	\$300
EXHIBITOR TABLE AT THE 2021 NATIONAL HEPATITIS CONFERENCE	\$400
EXHIBITOR TABLE AT THE 2022 NATIONAL ANNUAL CONFERENCE	\$500
ONE EXHIBITOR TABLE AND LOGOS IN PROGRAM BOOKLET AT EVERY 2021 REGIONAL CONFERENCES	\$1,000

****Logo dimensions will be agreed upon during contract****

****Exhibitor table includes one table with 2 chairs and text listing in program booklet****

SPONSORSHIP OPPORTUNITIES

INITIATIVE SUPPORT

If your organization has an interest in a health advocacy or education initiative, we would be happy to work with you to make a donation that is specific for a particular area (e.g. hepatitis screening). You may also choose to sponsor an APAMSA-run event within a specific initiative.

HEALTH SCREENINGS

INCLUDING BUT NOT LIMITED TO:

- » CANCER DRIVES
- » MENTAL HEALTH
- » BONE MARROW
- » COMMUNITY OUTREACH

AVERAGE POPULATION SERVED: 70 PER EVENT
AVERAGE DURATION: 4-6 HOURS

\$300

MEDICAL/HEALTH EDUCATION SESSION:

AVERAGE POPULATION SERVED: 30 PER EVENT
AVERAGE DURATION: 1-2 HOURS

\$200

Population and duration are not guaranteed and can vary by events

Each screening/session package is custom can include the following: program advertising, social media, photo ops, tabling, etc. Sponsorship Directors will work with your organization and the initiative event to customize

SPONSORSHIP OPPORTUNITIES

WEBSITE/EMAIL/SOCIAL MEDIA ADVERTISING

Our membership obtains information and engages with the APAMSA community through social media, a monthly newsletter, a listserv, and our national website. We have a reach of 2800+ on social media and 10,000+ emails on our listserv. The options listed below detail a way your company/organization can partner with us to maximize exposure and outreach.

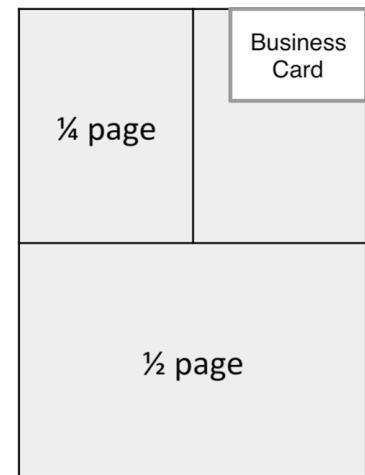
ONE FACEBOOK & TWITTER POST ON NATIONAL APAMSA ACCOUNT	\$100
LOGO ON PROMOTIONAL VIDEO (E.G. NATIONAL/REGIONAL CONFERENCE, INITIATIVES, ETC.)	\$200/VIDEO
ONE TIME MONTHLY NEWSLETTER EMAIL OR AD (500 CHARACTERS OR 350*300 PX PER EMAIL)	\$300
SPONSOR LINK OR LOGO ON OUR "SPONSOR & PARTNERS" WEBPAGE FOR 1 YEAR	\$500
RECURRING EMAIL SIDEBAR LOGO IN MONTHLY NEWSLETTER FOR 3 MONTHS	\$500
RECURRING EMAIL FOOTER BANNER IN MONTHLY NEWSLETTER FOR 3 MONTHS	\$500
LOGO AND BANNER ON EVERY SUBPAGE OF WEBSITE (300*50 PX FOR 1 YEAR)	\$3,000

SPONSORSHIP OPPORTUNITIES

2022 NATIONAL CONFERENCE PROGRAM ADVERTISEMENT

The National Conference program booklet is a comprehensive guide to the speakers, panels, and workshops at the conference and will be distributed to hundreds of attendees. We offer several options for the size of your advertisement.

SIZE	PRICE
FULL PAGE (8.5" X 11") COLOR	\$1,200
FULL PAGE (8.5" X 11") GRAYSCALE	\$1,000
1/2 PAGE (8.5" X 5.5") COLOR	\$800
1/2 PAGE (8.5" X 5.5") GRAY SCALE	\$600
1/4 PAGE (4.25" X 5.5") COLOR	\$400
1/4 PAGE (4.25" X 5.5") GRAY SCALE	\$300



****Bag inserts included in each attendee's bag (\$200)**

TO SPONSOR THE NATIONAL CONFERENCE,
PLEASE CONTACT US AT CONFERENCE@APAMSA.ORG

WHO SPONSORS APAMSA?

APAMSA is grateful to have received the sponsorship of these organizations (a selection from within the last 3 years).



American University of the Caribbean
School of Medicine



KAISER PERMANENTE®



MEDSCHOOLCOACH
helping you achieve your medical school dreams



NBME
National Board of Medical Examiners



AMBOSS



CHINESE AMERICAN MEDICAL SOCIETY

美洲中華醫學會

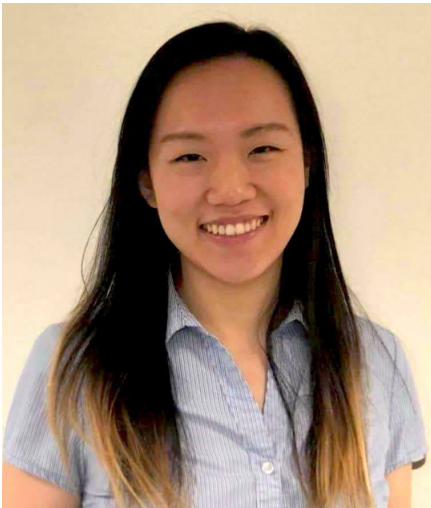


CONTACT INFORMATION

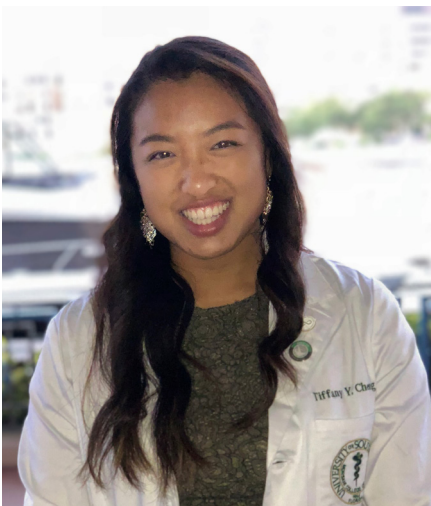
We are here to help you anytime, including custom sponsorship packages at sponsorship@apamsa.org. For general or other inquiries, please contact externalvp@apamsa.org.



MICHAEL PHAN
SPONSORSHIP DIRECTOR



LAUREN CHAN
SPONSORSHIP DIRECTOR



TIFFANY CHENG
CFO/EXTERNAL AFFAIRS VP

*THIS SPONSORSHIP PACKET WAS DESIGNED BY
MADELEINE Z. WONG
COMMUNICATIONS VICE PRESIDENT*