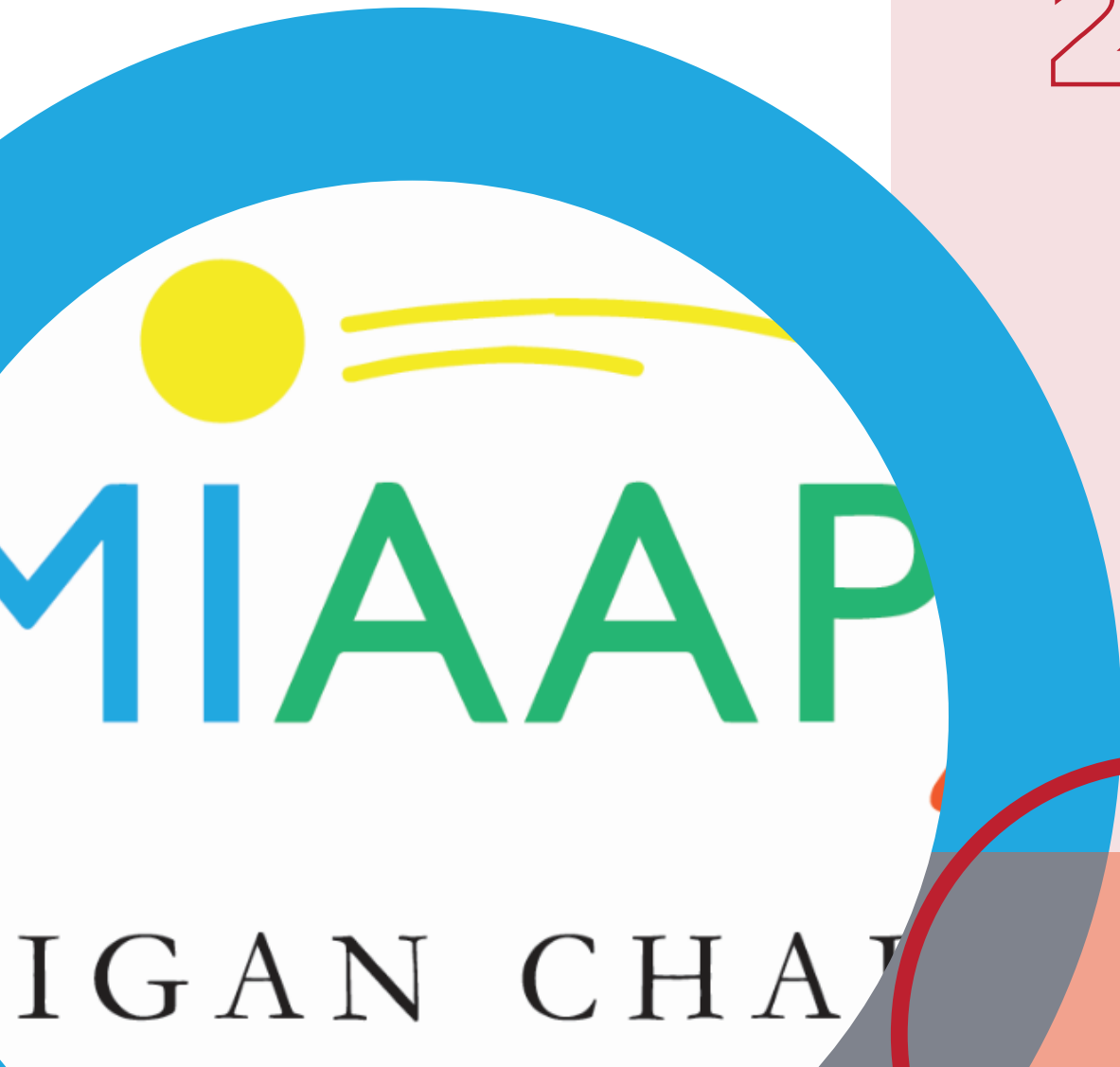


MIAAP SPONSOR OPPORTUNITIES

20
24



ABOUT MIAAP

MIAAP has been the leading child welfare and safety advocacy organization in Michigan since 1949. MIAAP is committed to improving the physical, mental and social health of Michigan's infants, children, adolescents and young adults; partnering with pediatric providers, parents and communities; and supporting members by increasing their engagement, education, and expertise.

MIAAP represents over 1400 pediatricians, pediatric specialists, residents and medical students statewide. Our board is comprised of pediatricians from the hospital, private practice, and academic setting.

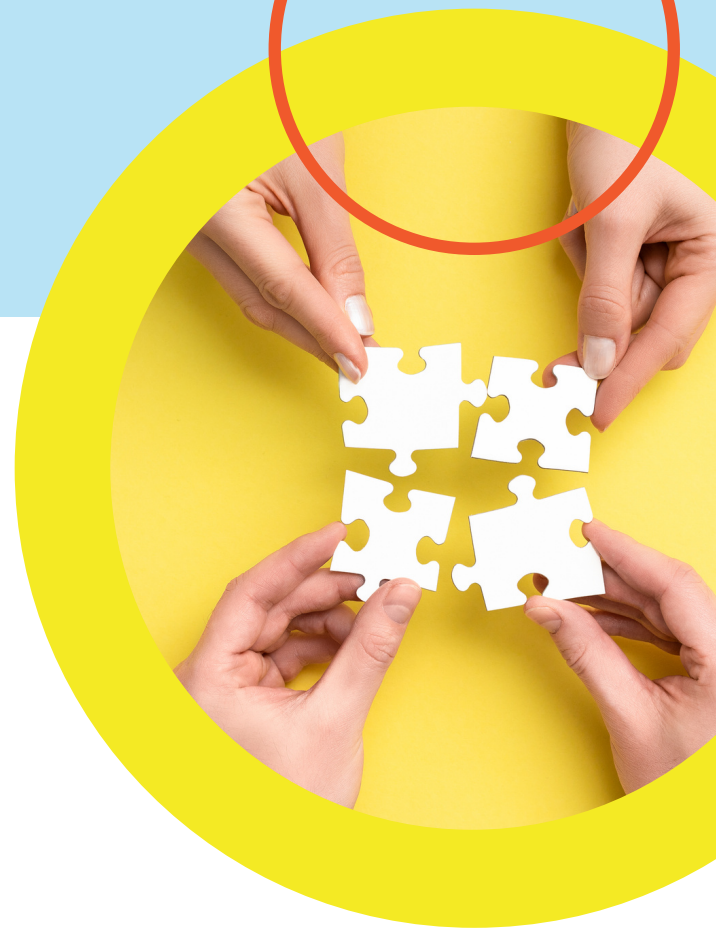


PARTNERSHIPS

At MIAAP, we believe that partnerships are the key to success. By collaborating with like-minded organizations and individuals, we can make a greater impact in our communities and achieve our shared goals.

Our partnership opportunities range from round table discussions where our members can share their knowledge and experiences, to grant collaboration where we can pool our resources and expertise to secure funding for important initiatives.

We welcome new ideas and are always looking for ways to expand our network of partners.



OPTIONS



PRESENT TO MIAAP BOARD \$1,500

GET IN FRONT OF A DIVERSE GROUP OF 12 MIAAP MEMBERS WHO REPRESENT MULTIPLE FACETS OF PEDIATRICS, FROM HOSPITALISTS TO PRIVATE PRACTICE. YOU WILL HAVE 30 MINUTES TO EXPLORE YOUR TOPIC WITH MEMBERS.



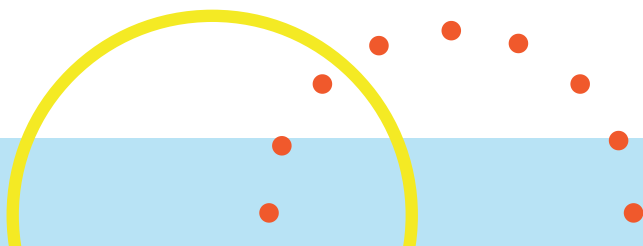
SURVEY MIAAP MEMBERS \$1000/EBLAST

MIAAP HAS A LISTSERV OF OVER 1500 PEDIATRICIANS, PEDIATRIC SPECIALISTS, MED STUDENTS, AND RESIDENTS. WE WILL SEND OUT YOUR SURVEY TO OUR MEMBERS USING OUR COMMUNICATION PLATFORM.



GRANT PROGRAMS

JOIN FORCES WITH US TO MAKE A LASTING IMPACT ON PEDIATRIC HEALTHCARE. WE'RE SEEKING PARTNERS TO COLLABORATE WITH ON THE PROCUREMENT AND FULFILLMENT OF GRANTS.



ADVERTISING

MIAAP's website and weekly eNewsletters, provide balanced, accurate and newsworthy information about current issues in pediatrics and the activities of the Michigan Chapter of the AAP. These include but are not limited to chapter events, links to AAP and partner activities and other updates.

The weekly eNews is sent to current members in good standing as well as partners in child health advocacy. . Our eNews has a high read rate of 80%.

MIAAP Twitter and Facebook accounts have over 1,000 followers and post daily M-F.



OPTIONS



WEBSITE ADVERTISING - \$250/QUARTER

ADS ROTATE ON THE HOME PAGE AND INDIVIDUAL PAGES OF THE EVENTS AND ABOUT US PAGES. ARTWORK IS HYPERLINKED TO THE URL OF YOUR CHOICE.



WEEKLY ENEWSLETTER - \$250/MONTH

ADS APPEAR ON THE SIDEBAR OF THE WEEKLY EDITION FOR ONE MONTH. ARTWORK IS HYPERLINKED TO THE URL OF YOUR CHOICE.



SOCIAL MEDIA - \$150/QUARTER

ADS APPEAR AS POSTS ON MIAAP SOCIAL MEDIA ACCOUNTS. ONE QUARTER ADVERTISEMENTS EQUATES TO 12 POSTS TOTAL.



WEBINARS

- MIAAP hosts an ongoing webinar series providing 1 CME credit per webinar to our members. These webinars are live and typically have 40 attendees. Webinar Eblasts are sent to all 1400 members and include the webinar title, speaker, and any pertinent links.

MIAAP offers educational institutions and groups the opportunity to present webinars to our members..

Topics and speakers must be approved by the Education Committee.

PRICING

\$2500/webinar - CME credit and speaker must be provided by the sponsor.

PRODUCT THEATERS

MIAAP recognizes the value that non-CME opportunities provide to our members. We offer the option to host a product theater immediately following one of our webinars, or as a stand alone feature.

Product theaters include advertisement in eNewsletters, eBlast attendee recruitment, and artwork hyperlinked to the URL of your choice on our website.

Topic and speaker must be approved by the Education Committee.

Pricing: \$2500

READY TO SPONSOR?

CONTACT:
EMILY RAMBO
EMILY.RAMBO@MIAAP.ORG
OR
517-449-7128

