



Let's go ahead and make a prediction – you are going to be exhausted by all of the election talk by, oh, January 10. In fact, many of you probably already are.

One thing, though, we can promise you – pulling the lever for a CMEpalooza sponsorship is always going to be a winning choice. While we won't viciously target you in a tweet if you decide against a sponsorship in 2020, we will surely give you a very public pat on the back if you make the wise business decision to climb aboard our campaign.

Yes indeed, the voters have spoken and CMEpalooza will be back for its sixth year, with the usual Spring and Fall meetings on tap. You can mark your calendars now if you want to – Wednesday, April 15 and Wednesday, October 14.

We are again inviting CME providers, supporters, and service companies to take advantage of sponsorship opportunities with CMEpalooza Spring and Fall in 2020. There were 31 organizations who sponsored CMEpalooza in 2019 and we hope that even more forward-thinking organizations stuff the sponsorship ballot box this year.

There are individual and package sponsorships available, as well as other creative opportunities to promote your company. We've thrown a few new goodies out again this year as well. If there is anything particularly creative you have in mind, come talk to us. No matter what your political persuasion may be, we'll be happy to work with you on a suitable compromise.

**Derek Warnick**  
**Scott Kober, MBA**  
Co-Producers, CMEpalooza  
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## CMEpalooza Sponsorship Opportunities

### Bronze Level

**\$750 for each event**

**\$1,250 for both events (that's a pretty sweet discount!)**

- Listing on the Sponsor recognition web page, along with a brief description of your company (100 word maximum), your company logo, a link to your website, and a promotional video (if available, up to 5 minutes)
- Recognition on all pre-CMEpalooza communications
- Recognition on a sponsor slide at the start of each broadcast during CMEpalooza
- Participation in our CMEpalooza Sponsorship event (specific details TBA – in 2019, this involved CMEpalooza Pursuit and CMEpalooza Bingo!! We're going to do something new this year that will be just as much fun)
- **NEW IN 2020:** Do you have a company mug, thermos, or other branded doohickey that you want to show off during CMEpalooza? Send it to us and we'll be sure to surreptitiously feature it on camera during one of our sessions. No extra charge.

### Silver Level

**\$1,750 for each event**

**\$3,000 for both events (that's an even sweeter discount!)**

- All of the above, plus title sponsorship for one session of your choosing (limit 1 sponsor per session)
- **EXPANDED IN 2020:** All silver sponsors will be included in a special CMEpalooza Sponsor Poetry promotion, where either Derek will wax poetic about your organization via haiku or Scott will demonstrate his literary prowess in a limerick.

### Gold Level

**\$3,500 for each event**

**\$6,000 for both events (that's the sweetest discount of all!)**

- All of the above, plus the opportunity to work with the CMEpalooza planning committee to develop a sponsored breakfast or lunch panel that can include representatives of your company (limit 2 sponsors per event)

### CMEpalooza Q&A Line (Limit 1)

**\$1,500 for each event**

**\$3,000 for both events**

- Your company will be mentioned every time a question is posed to presenters through our text line. With approximately 5-7 questions per session, that's a lot of mentions.

**CMEpalooza Website Banner Ad**

**\$500 per month**

- You provide the design of the banner ad (approximately 240x240 in size) and we'll drop it at the top of the CMEpalooza website along with a clickable link to your site. We get anywhere from 500 to 5,000 hits per month so that's 1,000 to 10,000 eyes that will see your company. If 3-eyed aliens discover the CMEpalooza site, that figure will grow even more.

**CMEpalooza Stretch**

**\$250 per session (up to 8 sessions per event)**

- **NEW IN 2020:** At the 30-minute mark of every CMEpalooza session, we'll ring a special bell to announce that it's time for a "10-second Company XYZ stretch!" (insert the name of your company in place of Company XYZ, obviously). Too much sitting is bad for everyone, so let your company show its dedication to wellness by sponsoring a stretch for all CMEpalooza viewers.

## **About CMEpalooza**

CMEpalooza Spring and Fall are online events that feature a series of discussions focused on timely, relevant education for the CME community. Broadcasts stream live via the YouTube Live platform (formerly Google Hangout On Air) and are immediately available on YouTube upon their conclusion. All sessions are archived on the CMEpalooza website and available for viewing within 24 hours of the conclusion of the conference. There is no charge for participants to view or participate in any of these sessions. For more information about CMEpalooza, visit [www.cmepalooza.com](http://www.cmepalooza.com).

## **About the CMEpalooza Organizers**

Derek Warnick is a Grant Officer at Pfizer and a vocal advocate of social media and new technology in the CME field. He can be reached at [thecmeguy@gmail.com](mailto:thecmeguy@gmail.com). Scott Kober is President of MedCaseWriter, Inc., and an active user of YouTube Live in both his professional and personal life. He can be reached at [scott@medcasewriter.com](mailto:scott@medcasewriter.com).

## Sponsor Commitment Form

### Primary Contact (Individual who will receive information and updates on CMEpalooza)

First Name:		Last Name:	
Title:		Organization:	
Work Address Street:	City:	State:	Zip Code:
Work Phone:		Email Address:	

### Sponsor Fee

- Bronze Sponsor – 1 event (\$750)
- Bronze Sponsor – both events (\$1,250)
- Silver Sponsor – 1 event (\$1,750)
- Silver Sponsor – both events (\$3,000)
- Gold Sponsor – 1 event (\$3,500)
- Gold Sponsor – both events (\$6,000)
- CMEpalooza Q&A Line – 1 event (\$1,500)
- CMEpalooza Q&A Line – both events (\$3,000)
- Website Banner Ad – \$500 per month x \_\_\_ months = \$\_\_\_

Payments can be made either via check or PayPal. Checks should be made out to MedCaseWriter, Inc., 2328 Brown St., Philadelphia, PA 19130. If you prefer to pay via PayPal or Venmo, please email us at [scott@medcasewriter.com](mailto:scott@medcasewriter.com), and we will send you a link with payment details.

### **CMEpalooza “By the Numbers”**

129,814 – The number of page views that the CMEpalooza website has attracted since its launch

6,237 – The number of unique viewers of the CMEpalooza website in 2019 (a 1-year record)

2,999 – The number of times individual CMEpalooza sessions originally occurring 2018 were viewed – combined live and archived – by learners

2,920 – The combined number of unique visitors to the CMEpalooza website on the months of our live 2018 broadcast for CMEpalooza Spring (April) and Fall (October) (a 1-year record)

28.4 – The percentage of viewers from CMEpalooza Fall who reported on a post-activity survey that they worked in the MECC setting (our largest audience). An additional 16.4% worked in hospitals, 16.4% as freelancers/consultants, 10.4% in medical schools, 6.8% for industry, along with a smattering of other work settings.

44 – The number of new blog posts written for our website in 2019. Those are typically the most highly trafficked non-broadcast days for the CMEpalooza website

100 – The percentage of CMEpalooza viewers asking for “More costumes, more creativity” in future sessions. Who are we to let down our adoring public?