



Two hundred and fifty years ago, Thomas Jefferson sat down in the small house he was renting a few blocks from Independence Hall in Philadelphia and wrote these prophetic words:

“We hold these truths to be sacred and undeniable...”

Yes, yes, I can hear you already. “Wait just a second. I may not have been the best student in Mr. Willis’ 11th grade American history class, but even I know that that isn’t how it goes in the Declaration of Independence. What kind of new-age flimflammy is this?”

And of course, you would be correct. The line in the Declaration of Independence is indeed, “We hold these truths to be **self-evident**...” But that doesn’t detract from the fact that good old Mr. Jefferson did not initially write it this way. It was only through the contributions of others who took an already good idea and polished it to make it something great that we have those special words which we all memorized in our youth.

Taking something good and making it great... that’s been precisely the recipe for CMEpalooza’s success, too. We had a good idea 13 years ago, but it’s only been with the support and participation of the CME community that CMEpalooza has turned into something great, an unquestioned highlight of the calendar twice a year.

As we gear up for CMEpalooza once again (sadly, we don’t have a cool anniversary like our country’s sesquicentennial to celebrate), we’re putting out a call to all of the CME providers, supporters, vendors, technology wizards, and other industry hangers-on to consider a CMEpalooza sponsorship in 2026. We have our dates set for CMEpalooza Spring and Fall – Wednesday, April 22, and Wednesday, October 21 – so now it’s up to you. Do you want to be a patriot and join the 35+ companies who support CMEpalooza annually, or do you want to be a Benedict Arnold (OK, maybe the traitor comparison is a little strong, but you get the point)?

We have the usual array of sponsorship opportunities available, as well as a couple other creative ways we’ve come up with to promote your company. We’ve thrown in a few new and improved goodies again this year as well. If there is anything particularly creative you have in mind, come talk to us, and we’ll figure out something fun (Derek says he’ll recite the Pledge of Allegiance before each Palooza for a nominal fee).

Scott Kober, MBA

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CMEpalooza Sponsorship Opportunities

Bronze Level

\$1,250 for each event

\$2,000 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 2025, this involved CMEpalooza Signs of Spring and CMEpalooza Multiplicity). We're going to do something that will be just as much fun and get your organization just as much attention in 2026.
- Do you have a photo of your team that you want us to show to our audience? We're not sure how and when, but we'll make sure to display this in a fun sort of way.

Silver Level

\$3,000 for each event

\$5,000 for both events (that's an even sweeter discount!)

- All of the above, plus title sponsorship for one session of your choosing (limit 2 sponsors per session)
- All silver sponsors will be included in our special CMEpalooza Sponsor Haiku promotion, where Derek will wax poetic about your organization. He's gotten pretty good at this, making each haiku a collectors' item that is often sold in the public market for many, many dollars.
- During your sponsored session, we'll run a scrolling banner ad at least twice promoting your sponsorship

Gold Level

\$6,500 for each event

\$11,000 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, lunch, or afternoon snack panel that can include representatives of your company (limit 3 sponsors per 'Palooza)

Platinum Level

\$25,000

(limit 1 for the year)

- You get it all – all of the goodies listed in the above levels, plus a CMEpalooza Spotlight, plus special virtual trivia nights for the entire CME community hosted by Derek and Scott in the

spring and fall (with cash prizes), plus the ability to contribute a sponsored post to the highly-popular CMEpalooza blog twice during the year, plus a special survey of our learners for your team's internal use, plus any other ideas that we might brainstorm together. If you are potentially interested in this, let's talk. This is our sixth year offering this sponsorship, and there has yet to be any takers. But we've just begun to fight!

CMEpalooza Audience Response System (Limit 1 per event)

\$2,500 for each event

\$4,500 for both events

- Your company will be mentioned as the sponsor of our audience response system (ARS) every time one is included within a session. We use ARS questions through Poll Everywhere several times within each and every one of our sessions, so that's a lot of mentions.

CMEpalooza Q&A Line (Limit 1 per event)

\$2,500 for each event

\$4,500 for both events

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

CMEpalooza Scavenger Hunt (Limit 3 per event)

\$2,500 for each event

\$4,500 for both events

- On the day of the 'Palooza, you embed the CMEpalooza logo somewhere on your website (ideally, somewhere not too obvious, but not too obscure). We promote the scavenger hunt search throughout the day and people scour through your website, absorbing information about how great your organization is while hunting for the logo. Once they find the logo, they click on it and are taken to a page where they get to enter a drawing for a cash prize. Last year, we had more than 300 people who successfully "scavenged" and entered our prize drawing.

CMEpalooza Spotlight

\$3,000

- This is a special sponsored session that occurs outside of our usual broadcasts where you work with us to decide upon a topic and invite up to 4 members of your team to join Scott (who moderates) on the panel. Depending upon topic and overall level of interest, we anticipate approximately 150-200 viewers of the live broadcast and an equal amount for the enduring version.

CMEpalooza Archive (Limit 1 per event)

\$2,000 for each event

\$3,500 for both events

- You do know that every CMEpalooza session in history is available, for free, in our archives, right? So do hundreds of other CME professionals. This opportunity gives you sole sponsor of our archives for a 6-month period. We'll note your sponsorship at the end of each live CMEpalooza session and through various blog/social media posts leading up to and following each live event. Your company name will also be prominently displayed as the archive sponsor on the Archive tab itself.

CMEpalooza Feeds the People

\$1,000 per 25 people

- People get hungry while watching CMEpalooza, but instead of having them run to the kitchen to make themselves a tuna sandwich, why not help treat them to lunch? This sponsorship will be used to enroll a batch of hungry CMEpalooza viewers in a Grubhub program that provides them with a \$20 voucher good only for use during our live broadcast day. Your sponsorship will be acknowledged to every individual who enrolls in the program, as well as via our usual social media efforts.

CMEpalooza Meet n' Greet

\$3,500 (plus event expenses)

- You may be aware that we've done a few live events that were huge successes (ie, CMEpalooza Trivia Night). If you want to attract the movers and shakers of our industry to a private event at one of the usual live CME community get-togethers (ie, the Alliance Annual Conference), you may want our help. We'll work with you to help plan an event where you'll have an opportunity to chat up providers and funders in an exclusive, social setting.

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 StreamYard 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.

About the CMEpalooza Organizers

Derek Warnick is the Director of U.S. Independent Medical Education Type 1 Diabetes at Sanofi. His favorite cartoon character is Wile E. Coyote. He can be reached at thecmeguy@gmail.com. Scott Kober is Managing Partner at Excalibur Medical Education. His favorite cartoon character is Captain Caveman. He can be reached at scott@excaliburmeded.com.

Sponsor Commitment Form

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

First Name:	Last Name:
Title:	Organization:

Sponsor Fee

- ☐ Bronze Sponsor – 1 event (\$1,250)
- ☐ Bronze Sponsor – both events (\$2,000)
- ☐ Silver Sponsor – 1 event (\$3,000)
- ☐ Silver Sponsor – both events (\$5,000)
- ☐ Gold Sponsor – 1 event (\$6,500)
- ☐ Gold Sponsor – both events (\$11,000)
- ☐ Platinum Sponsor – \$25,000
- ☐ CMEpalooza ARS – 1 event (\$2,500)
- ☐ CMEpalooza ARS – both events (\$4,000)
- ☐ CMEpalooza Q&A Line – 1 event (\$2,500)
- ☐ CMEpalooza Q&A Line – both events (\$4,000)
- ☐ CMEpalooza Scavenger Hunt – 1 event (\$2,500)
- ☐ CMEpalooza Scavenger Hunt – both events (\$4,000)
- ☐ CMEpalooza Archive – 1 event (\$2,000)
- ☐ CMEpalooza Archive – both events (\$3,500)
- ☐ CMEpalooza Spotlight – \$3,000
- ☐ CMEpalooza Feeds the People – \$1,000 (per 25 people) x ____ groups of 25 = \$____
- ☐ CMEpalooza Meet n' Greet – \$3,500

Payments can be made either via check or PayPal/Venmo. Checks should be made out to CMEpalooza, 2328 Brown St., Philadelphia, PA 19130. If you prefer to pay via PayPal or Venmo, please email us at scott@excaliburmeded.com, and we will send you a link with payment details.

**CMEpalooza “By the Numbers”
(as of November 1)**

13 – The number of years CMEpalooza has been around. We’re not going anywhere, folks.

340,898 – The number of page views that the CMEpalooza website has attracted since its launch in 2014

13,924 – The number of unique viewers of the CMEpalooza website in 2025

4,345 – The number of times individual CMEpalooza sessions originally occurring 2025 were viewed – combined live and archived – by learners

7,604 – The combined number of unique visitors to the CMEpalooza website on the months of our live 2025 broadcasts for CMEpalooza Spring (March) and Fall (October)

29.3 – The percentage of viewers from CMEpalooza who reported on a post-activity survey that they work in the MECC setting (our largest audience). An additional 23.7% work in hospitals, 13.1% for industry, 10.5% in medical specialty societies, along with a smattering of other work settings.

90 – The number of new blog posts written for our website in 2025 so far – that’s a lot of content! Days with new blog posts are typically the most highly trafficked non-broadcast days for the CMEpalooza website.

100 – The percentage of CMEpalooza viewers who are rooting for the return of the Whig party