



UTAH ACADEMY
of FAMILY PHYSICIANS

Choice Partner Program





Why Choice Partnership?

The UAFP Choice Partner Program goes beyond traditional sponsorship by offering a strategic, year-round partnership for organizations seeking to build lasting relationships with Utah's family physicians. Through coordinated engagement across conferences, publications, digital communications, social media, and member outreach, Choice Partners repeatedly **reach more than 1,200 family physicians, residents, and medical students throughout Utah.**

Unlike one-time sponsorships or standalone exhibitor opportunities, the Choice Partner Program emphasizes repeated exposure across multiple platforms because research shows audiences are more likely to recognize, trust, and act on organizations they encounter consistently. With recurring visibility at conferences, in UAFP publications, on social media, in e-newsletters, and on the UAFP website, **Choice Partners maintain a sustained presence that keeps their organization top-of-mind with family physicians over a 12-month period.**

The program is intentionally limited to ensure exclusivity and maximize partner visibility. With a select number of spots available on a first-come, first-served basis, Choice Partners gain access to a targeted physician audience without the noise of larger sponsorship programs. This allows Choice Partners to enjoy long-term value, statewide reach, and meaningful brand recognition within Utah's family medicine community.

We're excited to work with you. Choice Partners play a vital role in supporting Utah's family physicians, and we're committed to delivering real, year-round value in return.



Choice Partner Program *Benefits*

Two Major Events. One Partnership. As a Choice Partner, your organization will be featured at both of UAFP's flagship annual events:

- **Southern Utah Family Medicine Conference (SUFMC) — November 2026, St. George, UT**
- **CME & Ski — February 2027, Park City, UT**

Both events are included at each partnership level.

Program Benefits	Gold-Level Choice Partnership (\$10,000)	Platinum-Level Choice Partnership (\$15,000)
Presentations at Both Events	<ul style="list-style-type: none"> • 3-minute presentation at one breakfast at each event 	<ul style="list-style-type: none"> • 5-minute presentation at SUFMC Networking Dinner and CME & Ski Welcome Dinner
Experience Sponsorship	<ul style="list-style-type: none"> • Not included 	<ul style="list-style-type: none"> • Experience Sponsorship (1 per event). Options include: <ul style="list-style-type: none"> ◦ Après-ski branding, Wellness/activity, Charging station sponsor, or Snack break
Attendee Lists	<ul style="list-style-type: none"> • Attendee list from both events with names, specialties, and email addresses 	<ul style="list-style-type: none"> • Attendee list from both events with names, specialties, and email addresses
Booth (per event)	<ul style="list-style-type: none"> • Standard booth with best access 	<ul style="list-style-type: none"> • Premium Double Booth with best access
Logo Placement	<ul style="list-style-type: none"> • On all conference materials (conference app, printed materials, booth bingo, social media, website, e-news) 	<ul style="list-style-type: none"> • PREMIUM placement on all conference materials (conference app, printed materials, booth bingo, social media, website, e-news)
Social Media (per event)	<ul style="list-style-type: none"> • 1 sponsored post recognizing your sponsorship across Facebook and Instagram each runs for 4 days 	<ul style="list-style-type: none"> • 2 sponsored posts recognizing your sponsorship across Facebook and Instagram; each runs for 7 days
Magazine Promotion	<ul style="list-style-type: none"> • Quarter-page ad in both Spring/Summer edition and Fall/Winter edition 	<ul style="list-style-type: none"> • Full-page ad or full-page article in both Spring/Summer edition and Fall/Winter edition
Monthly Showcase (see next page for details)	<ul style="list-style-type: none"> • 1 Month 	<ul style="list-style-type: none"> • 2 months

Monthly Showcase Benefits

Your monthly showcase is your dedicated window to speak directly to UAFP's membership. UAFP will coordinate timing so you have time to prepare your content.

Gold-Level Partnership

Gold-Level Partners — 1 Showcase Month

During your selected showcase month, you will receive:

- A section with one to two paragraphs of text and image of your choice in UAFP's bi-weekly newsletter linking to your preferred page
- 1 custom social media post published across 3 platforms (Facebook, Instagram, and LinkedIn)

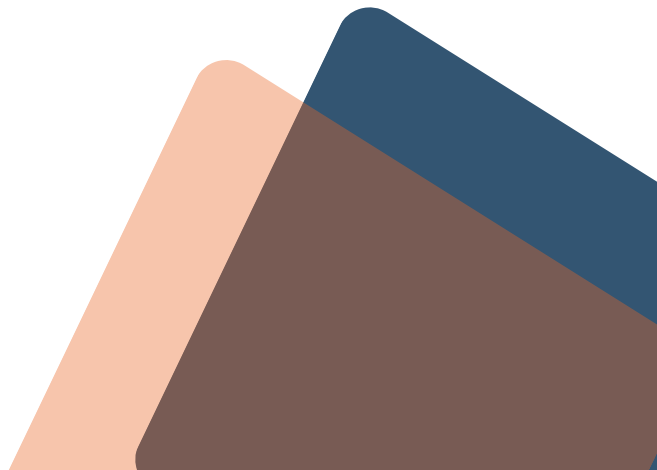
Platinum-Level Partnership

Platinum-Level Partners — 2 Showcase Months

During each of your two showcase months, you will receive:

- A section with one to two paragraphs of text and image of your choice in UAFP's bi-weekly newsletter linking to your preferred page
- A dedicated email sent to UAFP's full membership (1,200+ recipients) featuring your pre-written announcement or company introduction. Content should relate to your organization or be relevant to healthcare.
- 2 custom social media posts across 3 platforms (Facebook, Instagram, and LinkedIn)
- 1 custom blog post published on the UAFP website per showcase month

Scheduling Your Showcase Month: Months are coordinated on a first-come, first-served basis. Once you purchase your package, UAFP staff will work with you to create a timeline and schedule for your content.





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READY TO BEGIN YOUR PARTNERSHIP?!

Scan the QR code below to
visit utahafp.org/Partner or
email munozb@utahafp.org to
schedule a call.

