



It is painful reading the morning news. Bad news after bad news after bad news.

That's the good thing about CMEpalooza – we don't do bad news. We had another groundbreaking event in the spring and are gearing up for another brouhaha on Wednesday, Oct. 13 with our Fall event. We continue to top 1,000 attendees on our live broadcast day, attracting kudos for the variety, rigor, and, let's face, goofiness of some of our sessions.

There is a price, however, to success. Most of our primo sponsorships were gobbled up very quickly, forcing us to think creatively with some new ideas.

There are a variety of sponsorships available, as well as other creative opportunities to promote your company. If there is anything particularly creative you have in mind, come talk to us. We'll keep our social distance to work with you on a safe but effective campaign.

**Derek Warnick**

**Scott Kober, MBA**

Co-Producers, CMEpalooza

[thecmeguy@gmail.com](mailto:thecmeguy@gmail.com)

[scott@medcasewriter.com](mailto:scott@medcasewriter.com)

## CMEpalooza Fall Sponsorship Opportunities

### Bronze Level

**\$750**

- 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 the Spring, this involved the CMEpalooza Flash Mob)
- 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.

### Platinum Level

**\$25,000**

**(limit 1 for the year)**

- **NEW IN 2021** (Will anyone dare?)
- You get it all – all of the goodies listed in the above levels, plus a CMEpalooza Spotlight, plus special private trivia nights for your team hosted by Derek and Scott (with cash prizes) in the spring and fall, 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 a lot of other stuff we haven't even thought of yet. If you are potentially interested, let's talk.

### CMEpalooza Spotlight

**\$3,000**

- **BACK FOR AN ENCORE:** 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. We did two of these in 2020 and another in July 2021, each of which was viewed by approximately 125-150 learners in the live setting and a similar number with the archived version.

### CMEpalooza King for a Day

**\$3,500**

**NEW THIS FALL!**

- This gives you one day where you basically take over the CMEpalooza website. Your company logo gets incorporated into the CMEpalooza logo on our website for 24 hours, you get to write two blog entries (not entirely nonpromotional, but some is OK), and a special CMEpalooza

Spotlight broadcast (which is a \$2500 value on its own). It's basically our kitchen sink sponsorship. This would happen on a day of your choosing at least one week separated from CMEpalooza Fall.

**5 Questions With...**

**\$750**

**NEW THIS FALL**

- We used to do this a few years ago where we would ask 5 questions of session moderators, typically on topics related to their session, with one fun question thrown in at the end. For this sponsorship, we would record a 5-question interview with a member of the your team related to your line of business and then promote it on our blog.

**Silver Level**

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

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

**SOLD OUT FOR 2021**

- All of the above, plus title sponsorship for one session of your choosing (limit 1 sponsor per session)
- All silver sponsors will be included in a special CMEpalooza Sponsor Poetry promotion, where Derek will wax poetic about your organization via haiku. Suitable for framing (frame not included)

**Gold Level**

**SOLD OUT FOR 2021**

- 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 Audience Response System (Limit 1)**

**SOLD OUT FOR 2021**

- 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 for every one of our sessions, so that's a lot of mentions.

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

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

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

**SOLD OUT FOR 2021**

- 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**

**SOLD OUT FOR OCTOBER 2021**

- 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.

## **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 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 Director/Grant Officer, Dermatology & Vaccines 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 at MedCaseWriter, Inc., and Managing Partner at Excalibur Medical Education. He is 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)
- Platinum Sponsor –\$25,000
- CMEpalooza Spotlight – \$3,000
- CMEpalooza for a Day – \$3,500
- CMEpalooza 5 Questions With... – \$750

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”**

163,996 – The number of page views that the CMEpalooza website has attracted since its launch

9,125 – The number of unique viewers of the CMEpalooza website in 2020 (a 1-year record by almost 50%)

4,283 – The number of times individual CMEpalooza sessions originally occurring 2020 were viewed – combined live and archived – by learners (a 1-year record by more than 30%)

3,962 – The combined number of unique visitors to the CMEpalooza website on the months of our live 2020 broadcast for CMEpalooza Spring (April) and Fall (October) (a 1-year record)

35.7 – The percentage of viewers from CMEpalooza who reported on a post-activity survey that they worked in the MECC setting (our largest audience). An additional 20.9% worked in hospitals, 9.6% for industry, 7.8% in medical schools, along with a smattering of other work settings.

61 – The number of new blog posts written for our website in 2020 – 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 tell us that we’re the best duo since Gilbert and Sullivan (whoever they are)