



Kansas Academy of Family Physicians

# Choice Partner Program

# Choice Partner Benefits



The KAFP Choice Partner Program demonstrates a strong commitment to Kansas family physicians by supporting essential CME, innovative programming, and impactful outreach. **Thank you** for playing a vital role in advancing health of Kansans.

## Program Benefits

### Fam Med Forward, Friday, June 6

Plus any additional conferences KAFP plans throughout the year

- Preferred exhibit hall booth
- Event signage
- Social media recognition
- CME speaker/topic submission and special consideration for selection
- Pre-conference member email recognizing Choice Partnership
- 2 tickets to Fam Med Forward social event

General Partnership  
\$5,000/yr

Health Networks  
\$10,000/yr



Includes All Benefits Found Here

Double Booth and 4 Tickets to the Fam Med Forward Social Event

### Social Media

2x individual posts within monthly showcase

Content reposted on Facebook and X

CME opportunities & healthcare announcements share

X

X

X

X

✓

### Website and Newsletter Content

Logo linking to partner website on KAFP Choice Partner page & footer

Bi-monthly showcase included in E-News

1 custom newsletter entry within monthly showcase outreach, with same content used for blog post, and linked to on the Choice Partner Page

Quarterly blog post share or CTA opportunity (up to 4x per year)

X

X

X

X

X

X

✓

### Print Publication & Print Materials

1x article submission opportunity (Quarterly Magazine)

Logo included on select event materials throughout year

X

X

✓

# Your Monthly Showcase



## **Emails to Members**

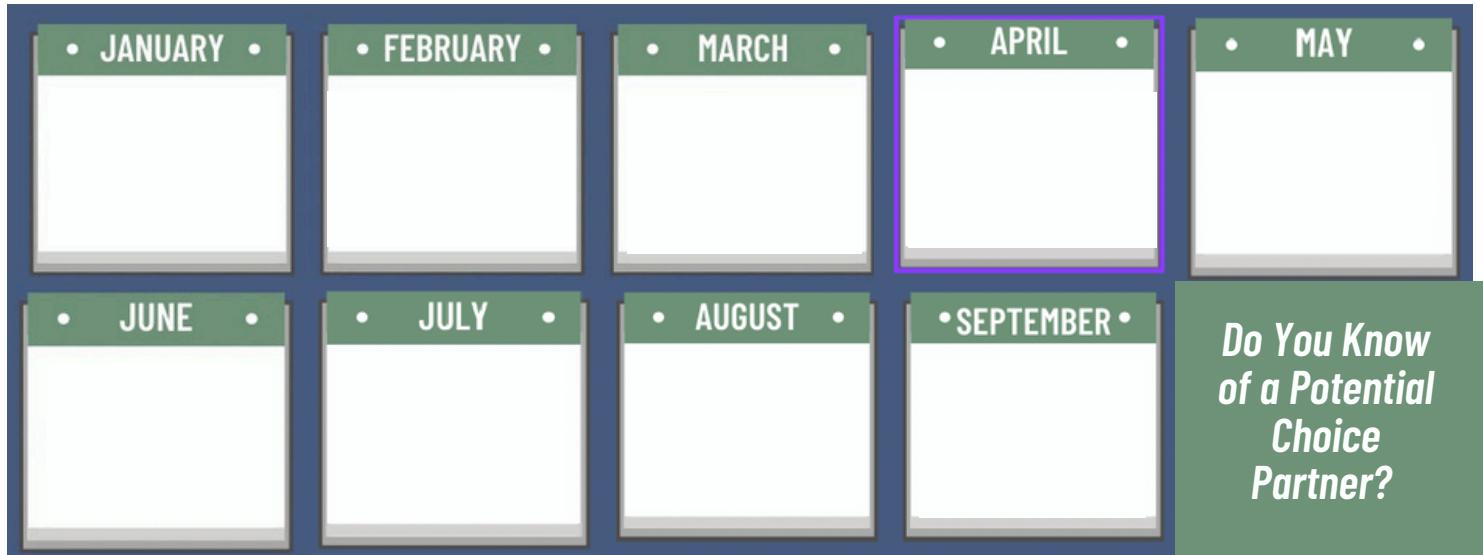
- 1x Monthly Showcase Email: During the month of your showcase, you can submit a pre-written announcement/email to introduce your business or organization to members of the KAFP (1600+ targeted recipients)
  - Content should be related to information/announcements from your business/organization or focused on healthcare

## **Website Recognition**

- 1x Custom Blog Post, containing same messaging as monthly showcase email
  - Featured on Choice Partner Page
  - Linked to partner website
  - Featured photo/message (includes links to partner social pages)

## **Social Media**

- 2x Custom Social Media Posts + Details/Links
  - Resharing posts throughout the month on Facebook and X



# Reminders and Resources



## Reminders for Choice Partners

- **Monthly Showcase Content:** To be coordinated by the KAFP. You will be notified of your monthly showcase at least 3 weeks prior to the due date.
- **General Content-Sharing Opportunities:** The following content should be submitted on the Choice Partner Page of the KAFP website:
  - CME opportunities & healthcare announcements
  - Up to 3x content/article submissions or CTAs (*due on the 15th of the month prior - no more than 1x per quarter*)
- **Blog Post Entries/Articles:** Up to 4x a year (1x per quarter) - 5 business days needed
- **Social Media:** Outside of your Monthly Showcase, we encourage Choice Partners to tag the KAFP on Facebook, LinkedIn, X and Instagram.



@KSAFP



@kansas-academy-of-family-physicians/



@KansasAFP



@kansasafp

## Content Due Dates to Keep in Mind

- **Quarterly Magazine Content:** Choice Partners can submit up to a one-page article to be included in the Quarterly magazine. Please keep in mind this should not be used for ad space, but for relevant content.
  - **January 15 (Q1 2025)** ----- (Projected Delivery: Mid-March)
  - **March 18 (Q2 2025)** ----- (Projected Delivery: Mid-May)
  - **July 21 (Q3 2025)** ----- (Projected Delivery: Mid-Sept)
  - **October 13 (Q4 2025)** ----- (Projected Delivery: Mid-December)
- **Email Content Submissions:** Due by the 15th of the month prior to being included in the newsletter for showcase
  - All other content entries up to 4x a year - must be submitted 5 days prior to the share date (*business days and holidays considered*)



KANSAS ACADEMY OF  
FAMILY PHYSICIANS  
CARING FOR KANSANS

## READY TO BEGIN YOUR PARTNERSHIP?!

Scan the QR code below to visit  
[kafponline.com/Partner](http://kafponline.com/Partner) or email  
us at [info@kafponline.com](mailto:info@kafponline.com) to  
schedule a call.

