



WISCONSIN ACADEMY
OF FAMILY PHYSICIANS

Member Mobile App SPONSOR PROSPECTUS



2025-2026

Connect With Us!

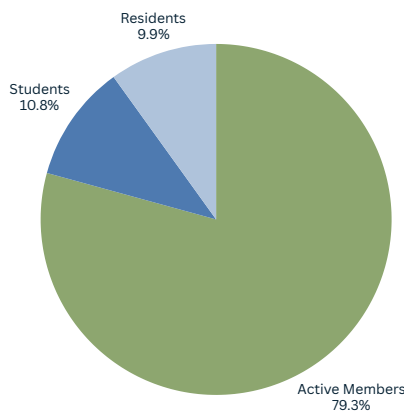
-  wafp.org
-  academy@wafp.org
-  (262) 512-2606

About the Academy & Foundation

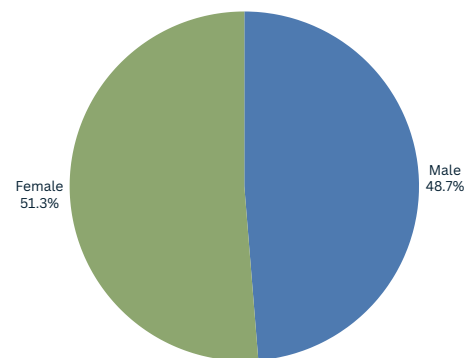
The Wisconsin Academy of Family Physicians is a chapter of the American Academy of Family Physicians and is the largest professional medical specialty society in Wisconsin. Its 2,800+ members include practicing Family Physicians, Family Medicine Residents, and medical students interested in specializing in Family Medicine. WAFP works to preserve and promote quality, cost-effective healthcare. Our efforts promote the art and science of Family Medicine and works toward providing Wisconsinites with well-trained Family Physicians who render the highest quality of care for their patients. The Academy provides advocacy, representation, and leadership for the specialty of Family Medicine. Our goal is to support the professional needs of its members as they continue to serve their patients.

WAFP BY THE NUMBERS

NEARLY 3,000 MEMBERS



- **79.3%** Active Members
- **10.8%** Students
- **9.9%** Residents



- **51.3%** Female, **48.7%** Male
- **49** Average Age

Invitation to Sponsor

The WAFP is launching its very own member app!

WAFP invites you to partner by offering an exclusive opportunity to sponsor this app. This app will serve as a center for all WAFP communications and resources for all WAFP members. For WAFP partners and related organizations, this app provides an opportunity to gain visibility for your company and demonstrate your support of the industry.

By becoming a sponsor, your organization will reach WAFP's entire group of esteemed members, with benefits that carry through the full year.

Who has access?

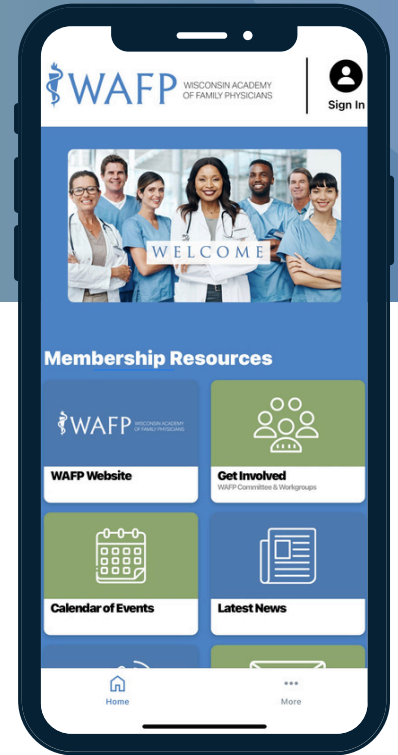
The WAFP Member App will draw nearly 3,000 members, which includes family medicine physicians, residents, and students. Though years in practice will vary, as will practice profiles, this group represents buying power and embodies the front line of healthcare delivery in their respective communities.



Top Reasons to Sponsor:

Seize the opportunity to sponsor the **WAFP Member App!**

- Reach **2,800+** Family Physicians, Family Medicine Residents and medical students.
- Increase **brand recognition** and **exposure** among Wisconsin Family Physicians, residents and students.
- Gain **visibility** for your company and demonstrate your support of the industry.



4 levels of partnership, offering a variety of touch points via the app, email communications, social media and our website.



Comprehensive and consistent promotion—**Reach all 2,800+ WAFP members.**



Stay ahead of your competition—Sponsors provide a **great opportunity to promote competitive products on the market.**

Personalized push notifications, banner ads, and profiles are a great way to **connect with physicians.**



Measurable outcomes provided to partners in comprehensive follow-up reports are delivered quarterly. Reports will include metrics (page views, engagements) to track your engagement.

Sponsorship & Exhibitor Opportunities

Enhanced Sponsor Packages

Choose a package designed to engage attendees and provide measurable visibility to build brand awareness year-round.



DIAMOND

\$5,000

App Benefits:

- Introduction to members
- Personalized Banner Ad
- Up to 16 personalized app announcements (4 per quarter)
- Social media recognition
- Email recognition
- Personalized event promotion for up to 4 events
- Personalized feature on home screen

Additional Benefits:

- 20% discount on event sponsorships
- Recognition in monthly newsletters
- Logo and link on website

PLATINUM

\$4,000

App Benefits:

- Introduction to members
- Personalized Banner Ad
- Up to 12 personalized app announcements (3 per quarter)
- Social media recognition
- Email recognition
- Personalized event promotion for up to 4 events

Additional Benefits:

- 15% discount on event sponsorships
- Recognition in monthly newsletters
- Logo and link on website

GOLD

\$3,000

App Benefits

- Introduction to members
- Personalized Banner Ad
- Up to 8 personalized app announcements (2 per quarter)

Additional Benefits:

- 10% discount on event sponsorships
- Logo and link on website

SILVER

\$2,000

App Benefits:

- Introduction to members
- Personalized Banner Ad
- Up to 4 personalized app announcements (1 per quarter)

Additional Benefits:

- 5% discount on event sponsorships
- Logo and link on website

WAFP

TERMS & CONDITIONS

Application Process

Please note this is an application process. You will be advised of your selection as a sponsor within **30 days** of application submission. Payment options will be given once sponsor is notified of approval.

Contract

The Terms and Conditions become binding upon acceptance of this contract between the applicant, inclusive of employees and agents, and the Wisconsin Academy of Family Physicians (WAFP). Payment in full is required **30 days prior to our start date**. If payment is not received by this date, your community information and logo will not be displayed on the app, email communications, or any other social media platforms.

Questions?

Contact Madeline Wimmer at **(262) 512-0606** or by email at madeline@wafp.org.