

The Society of Family Planning is a community of family planning scholars, clinicians, partners, and leaders who represent a broad range of disciplinary and specialty backgrounds and who are passionately united by a shared interest to advance science that will lead to more just and equitable abortion and contraception.

To support this growing community and our efforts to expand our reach and impact, we are seeking to build partnerships with like-minded organizations to join us as sponsors throughout the year.

Through your visible support of the Society, you will be able to demonstrate to our broad and far reaching membership that you share their values.

Partnership opportunities

Specialty webinar—\$6,000 *Sliding scale discount available to non-profit organization or government agency*
Showcase your latest product or promote your services with an hour-long webinar to the family planning community. Host a thought leadership webinar to introduce new products, and/or gather feedback from a panel of prospective clients.

Includes:

- Personalized assistance from a Society team member to develop webinar programming
- Promotion and marketing of the presentation to Society members and the wider community on the members portal and through email communications (targeted outreach available upon request)
- Live technical support
- Lead generation with a list of registered attendees shared
- Enduring presence as the webinar lives on the Society resource page for up to one year
- Listing on Society website and within member portal
- 10% discount on booth purchase for the 2022 Annual Meeting

Digital ad—\$2,500 - 6 month rate

Prominent advertising within the Society member portal, the central hub where members access community news, offerings, dues payments, and Annual Meeting updates. With 3,100 unique monthly visitors and 44,000 monthly page views, use this marketing space to promote your products and/or offer discounted rates for services with key stakeholders in the family planning community.

Includes:

- Custom 300x300 ad and messaging will appear on member portal pages
- Unlimited impressions
- Quarterly metrics updates upon request
- Listing as a partner on Society website

Newsletter spotlight—\$1,000 - 1 month rate *Discounts available for multi-month campaigns*

The Society monthly member newsletter offers an opportunity to have prime advertising space and direct to inbox contact reaching over 1,000 community members. The sponsor corner is featured in a dedicated newsletter block with a custom message.

Includes:

- Email sent to membership with average 42% open rate
- Listing on Society website and member portal

Community snapshot

Areas of expertise



56%
Provide essential healthcare

- OB/GYN
- Nursing professionals
- Physician assistant



44%
Conduct cutting edge research

- Family medicine
- Internal medicine
- Sexual/reproductive health



9%
Change the world through law and advocacy

- Pharmacy
- Endocrinology
- Pediatrics

22% Current or graduated fellows in **Complex Family Planning**



21% Students or residents

West — 35%

Midwest — 15%

Northeast — 32%

Southwest — 6%

Southeast — 13%

Represent

483

unique organizations

We look forward to partnering with you.
Contact us at Info@SocietyFP.org.