



**NCPA LTC**



# **NCPA LTC DIVISION**

**SPONSORSHIP PACKAGE**

## Let's collaborate!

The National Community Pharmacists Association is pleased to present you with a proposal for collaboration, which will help grow your independent long-term care pharmacy market and increase your company's visibility within this segment.

## NCPA's LTC Division

### A RESOURCE AND ADVOCATE FOR LONG-TERM CARE PHARMACY PROVIDERS

Membership in the NCPA Long-Term Care Division offers pharmacists resources to improve operating efficiencies and guidance on how government actions may impact profitability. Many issues are hitting pharmacy's bottom line at the federal and state levels, and NCPA's LTC Division and Advocacy Center serve as the voice for independent pharmacy. LTC pharmacy providers have an advocate in Washington, and your support can help us in the fight for fair reimbursement, to ease audit concerns, and to resolve other issues affecting your customers.

### Snapshot of the LTC market



**52%**

**of the 18,900 independent community pharmacies are in the LTC business**

## Sponsorship level overview

NCPA will provide sponsors with a combination of marketing services and other benefits via multiple NCPA media channels during each successive twelve (12) month period.

### BRONZE \$5,000

- Exhibit and attend one Business of Long-Term Care Workshop
- Showcase your logo on the LTC Division webpage and monthly e-newsletter
- Receive special recognition in the monthly LTC Division e-newsletter
- Enroll up to three company executives to have access to LTC Division membership benefits
- Special booth signage at the NCPA Annual Convention
- A highlight in the LTC issue of *America's Pharmacist*<sup>®</sup>, NCPA's monthly magazine
- Company listing in the NCPA Long-Term Care Buyer's Guide

### SILVER \$15,000

- A customized email sent to the LTC Division members
- Opportunity to provide a webinar or podcast to NCPA members
- Quarterly briefing on top LTC advocacy issues

**+ Benefits from the Bronze level**

### GOLD \$25,000

- Personalized Long-Term Care session for your internal team
- Full page ad in *America's Pharmacist* magazine

**+ Benefits from the Silver Level**

### DIAMOND \$50,000+

A customizable sponsorship package featuring benefits that are specific to your requests.



## BRONZE \$5,000

- **Exhibit and attend 1 Business of Long-Term Care Workshop per year:** The Business of Long-Term Care Workshop teaches pharmacy owners and operators how to implement or expand senior care pharmacy services in their communities. As a sponsor of the LTC Division, your company will be offered a complimentary tabletop exhibit, have the opportunity to network with attendees, and have access to program participant lists for follow-up.
- **Showcase your logo on the NCPA LTC Division webpage and monthly e-newsletter:** The webpage ([www.ncpa.org/ltc](http://www.ncpa.org/ltc)) includes the latest regulatory updates, business resources, webinar and newsletter archives, and other topics of interest to help independent LTC pharmacies remain competitive.
- **Receive special recognition in the monthly LTC e-newsletter:** Submit a banner ad highlighting your company or product for inclusion in an edition of the monthly e-newsletter.
- **Access to LTC Division membership benefits:** LTC Division supporters are entitled to enroll up to three company executives as members of the LTC Division and receive all of the corresponding benefits (monthly e-newsletters, access to member-only webpages, etc.).
- **Special booth signage at the NCPA Annual Convention:** As an LTC Division sponsor, you will receive special recognition if you exhibit at the NCPA Annual Convention.
- **A highlight in the LTC issue of *America's Pharmacist*<sup>®</sup>, NCPA's monthly magazine**
- **Receive a free company listing in the NCPA Long-Term Care Buyer's Guide**



## SILVER \$15,000

- **Exhibit and attend the Business of Long-Term Care Workshop:** The Business of Long-Term Care Workshop teaches pharmacists how to implement or expand senior care pharmacy services in their communities. As a sponsor of the LTC Division, your company will be listed as a sponsor on all materials, offered a complimentary tabletop exhibit at all workshops during the year, have the opportunity to network with attendees, and have access to program participant lists for follow-up.
- **Showcase your logo on the NCPA LTC Division webpage and monthly e-newsletter:** The webpage ([www.ncpa.org/ltc](http://www.ncpa.org/ltc)) includes the latest regulatory updates, business resources, webinar and newsletter archives, and other topics of interest to help independent LTC pharmacies remain competitive.
- **Receive special recognition in the monthly LTC e-newsletter:** Submit a banner ad highlighting your company or product for inclusion in an edition of the monthly e-newsletter.
- **Access to LTC Division membership benefits:** LTC Division supporters are entitled to enroll up to three company executives as members of the LTC Division and receive all of the corresponding benefits (monthly e-newsletters, access to member-only webpages, etc.).
- **Special booth signage at the NCPA Annual Convention:** As an LTC Division sponsor, you will receive special recognition if you exhibit at the NCPA Annual Convention.
- **A highlight in the LTC issue of *America's Pharmacist*<sup>®</sup>, NCPA's monthly magazine**
- **Receive a free company listing in the NCPA Long-Term Care Buyer's Guide**
- **A customized email sent to the LTC Division members**
- **The opportunity to provide a webinar or podcast to NCPA members:** As a sponsor you can present a one-hour webinar or podcast to NCPA members. NCPA will advertise and market the program. The sponsor will provide the speaker, topic, and materials for the webinar or podcast.
- **Quarterly briefing on top LTC advocacy issues:** At your request, the NCPA Advocacy Center experts will provide quarterly briefings on regulatory and legislative issues to your team. This forum gives you the opportunity to comment on regulatory and legislative actions that may affect your customers' businesses as well as their patients.

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## GOLD \$25,000

- **Exhibit and attend the Business of Long-Term Care Workshop:** The Business of Long-Term Care Workshop teaches pharmacists how to implement or expand senior care pharmacy services in their communities. As a sponsor of the LTC Division, your company will be listed as a sponsor on all materials, offered a complimentary tabletop exhibit at all workshops during the year, have the opportunity to network with attendees, and have access to program participant lists for follow-up.
- **Showcase your logo on the NCPA LTC Division webpage and monthly e-newsletter:** The webpage ([www.ncpa.org/ltc](http://www.ncpa.org/ltc)) includes the latest regulatory updates, business resources, webinar and newsletter archives, and other topics of interest to help independent LTC pharmacies remain competitive.
- **Receive special recognition in the monthly LTC e-newsletter:** Submit a banner ad highlighting your company or product for inclusion in an edition of the monthly newsletter.
- **Access to LTC Division membership benefits:** LTC Division supporters are entitled to enroll up to three company executives as members of the LTC Division and receive all of the corresponding benefits (monthly newsletters, access to the member-only webpages, etc.).
- **Special booth signage at the NCPA Annual Convention:** As an LTC Division sponsor, you will receive special recognition if you exhibit at the NCPA Annual Convention.
- **A customized email sent out to the LTC Division members**
- **The opportunity to provide a webinar or podcast to NCPA members:** As a sponsor you can present a one-hour webinar or podcast to NCPA members. NCPA will advertise and market the program. The sponsor will provide the speaker, topic, and materials for the webinar or podcast.
- **Quarterly briefing on top LTC advocacy issues:** At your request, the NCPA Advocacy Center experts will provide quarterly briefings on regulatory and legislative issues to your team. This forum gives you the opportunity to comment on regulatory and legislative actions that may affect your customers' businesses as well as their patients.
- **A full page ad in America's Pharmacist®, NCPA's monthly magazine**
- **A highlight in the LTC issue of America's Pharmacist®, NCPA's monthly magazine**
- **Receive a free company listing in the NCPA Long-Term Care Buyer's Guide**
- **Personalized Long-Term Care session for your internal team:** NCPA will host a session to provide the latest updates in LTC to your internal sales team.

## DIAMOND \$50,000+

- **A customizable sponsorship package featuring benefits specific to your requests.**



### CONTACT

Whitney Lynch  
Associate Director, Business Development  
703.838.2656  
[whitney.lynch@ncpa.org](mailto:whitney.lynch@ncpa.org)



# LTC DIVISION SPONSORSHIP APPLICATION

Please complete and submit this form to [whitney.lynch@ncpa.org](mailto:whitney.lynch@ncpa.org). *If you have any questions contact Whitney Lynch at 703.838.2656.*

### ALL FIELDS REQUIRED

Company name \_\_\_\_\_

Mailing address (Street | City | State | ZIP) \_\_\_\_\_

Telephone \_\_\_\_\_

Company website \_\_\_\_\_

In 25 words or less describe your company's products or services (*will be listed in the NCPA Long-Term Care Buyer's Guide*)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### SPONSORSHIP LEVEL

- DIAMOND \$50,000+
- GOLD \$25,000
- SILVER \$15,000
- BRONZE \$5,000

### PAYMENT INFORMATION

Amount due \$ \_\_\_\_\_

American Express  Discover  MasterCard  Visa

Name on card \_\_\_\_\_

Card number \_\_\_\_\_

Exp. date \_\_\_\_\_

ACH \_\_\_\_\_

**Beneficiary address:** 100 Daingerfield Rd.,  
Alexandria, VA 22314

**Beneficiary account:** 1000177607883

**Beneficiary name:**

National Community Pharmacists Association

**Account routing/ACH number:** 055002707

### WIRE INSTRUCTIONS

**Bank name:** Truist Bank

**Bank address:** 214 N Tryon St., Charlotte, NC 28202

**ABA routing number:** 053101121

**SWIFT code:** BRBTUS33

**Checks made payable to NCPA and mailed to:**

ATTN: Accounting Department

PO Box 791223

Baltimore, MD 21279-1223

***Sponsors are entitled to enroll up to three managers, officers, or board members as NCPA LTC Division members.***

### MAIN CONTACT FOR SPONSORSHIP

Name \_\_\_\_\_ Title \_\_\_\_\_

Preferred mailing address (Street | City | State | ZIP) \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail address \_\_\_\_\_

### CONTACT #2

Name \_\_\_\_\_ Title \_\_\_\_\_

Preferred mailing address (Street | City | State | ZIP) \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail address \_\_\_\_\_

### CONTACT #3

Name \_\_\_\_\_ Title \_\_\_\_\_

Preferred mailing address (Street | City | State | ZIP) \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail address \_\_\_\_\_

### CONTACT FOR BUYER'S GUIDE

*\*Will be included in the company listing for who NCPA members should contact to make a purchase.*

Name \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail address \_\_\_\_\_

***Sponsors will have their logo on the NCPA LTC Division website and newsletter.***

(Email to [whitney.lynch@ncpa.org](mailto:whitney.lynch@ncpa.org) along with your application.)

Company logo for website (215w x 90h)

Company logo for newsletter (150w x 50h)

Company banner ad for newsletter (600w x 100h)

Website that logos and banner ad should link to:

\_\_\_\_\_