

JOIN THE NAFC

TRUSTED PARTNER PROGRAM



The NAFC is committed to delivering patients and caregivers meaningful, real-world solutions for their bladder and bowel conditions. That's why we've developed the **NAFC Trusted Partners Program**. It's designed to help patients identify proven resources they can count on for world-class products and service.

We select only the most exceptional companies to be a part of this program - providers who have earned a name for themselves for outstanding reliability, quality and customer care. That's why we're reaching out to you today.

NAFC Now Offers Two Levels of Participation to Fit Your Needs and Budget

Silver Level: \$3,000

- **A listing on the new Trusted Partners Page on NAFC.org** - Your listing will include an overview of your company and the services you provide. You may include a logo or image, a link to your website and information about any special offers you may have.
- **A dedicated page on NAFC.org** - In addition to inclusion on our master Trusted Partners directory, you will receive a dedicated page specifically and solely for your company and offering. This page will include your logo, your own corporate graphics or images, details about any incentives you're offering and other custom information you'd like to provide.
- **Site-wide access to your listing** - NAFC will place a link to our Trusted Partners in multiple areas across site, including on the main menu, on relevant conditions pages and blog pages.
- **Ad placement in multiple newsletters** - You will receive 4 ads in our consumer newsletter, which reaches more than 10,000 subscribers. You may include information about your company, your logo, offers to NAFC readers and links to your site.
- **Featured placement online** - Trusted Partner ads will appear sitewide on a rotating basis throughout the year, giving you exposure to hundreds of thousands of motivated, relevant visitors. Your ad may include information about your company, your logo, offers to NAFC readers and links to your site.
- **Ad placement on NAFC's message boards** - NAFC's message boards will include a promotional link to your company page. You may also place an ad in the NAFC message board emails, which are sent to our readership each time a new thread is created, a private message is sent or someone responds to a thread they are involved in. Our online community is highly active and engaged, sharing resources, discussing treatment options and expressing their feelings about their conditions.
- **NAFC Trusted Partner Seal** - You will receive digital files for NAFC's Trusted Partner Seal for the year you participate in the program, to be used as you like across your website, in promotional materials or on packaging. This seal is a validation of your exceptional quality and customer service, assuring customers that you offer world-class solutions.
- **Proud Supporter Branding** - An official NAFC Supporter logo to promote your affiliation with our organization.
- **Blog participation** - You will have the opportunity to contribute to NAFC's highly read BHealth Blog, which reaches 250,000 people each year. Blogs must be educational in nature and may contain an "about your company" section at the end of each post.
- **Press Release Announcing You As A Trusted Partner** - NAFC will issue a media release to announce that you have been named a Trusted Partner.
- **Periodic Callouts On Social Media** - NAFC will push out 2-3 posts per year on our social media channels (Facebook/Twitter/Instagram) highlighting your Trusted Partner status.

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Gold Level: \$6,000

ALL BENEFITS OF SILVER LEVEL PARTICIPATION PLUS...

- **Podcast Ads** – NAFC’s Life Without Leaks podcast is among NAFC’s highest-profile opportunities to reach an audience of engaged patients and providers. Gold Level Trusted Partners will receive advertising placement during their featured month in all podcasts that we have published.
- **Podcast Guest Participation** – You will have the opportunity to have one podcast episode feature a representative from your company to discuss your products, services or offerings.
- **Research Access** – NAFC conducts ongoing research on a range of incontinence topics, including our annual State of Incontinence survey that examines patient attitudes, experiences and expectations in great detail. As a Trusted Partner, you will receive early access and/or data presentation for all research we conduct. You will also receive a “Trusted Partner Pack” of supportable claims and imagery that you will be able to use in your own promotions and social marketing efforts.
- **Find A Doctor Advertising** – You will receive ad placement on NAFC’s Find A Doctor site, giving you direct exposure through one of our most widely used online resources.
- **Ask The Expert Participation** – As a Gold Level Partner, you will have the ability to provide the top 3 questions you get asked by patients and customers, and we will feature these – along with your answers to them – in our “Ask The Expert” series.

Optional Add-ons

The following add-on promotional opportunities are available to all Silver- and Gold-Level Trusted Partners:



Dedicated Emails - Standard Packages

Single Emails: NAFC will send one email dedicated solely to your company, product or service to our audience of more than 10,000 patients. Content may be provided by you, though NAFC’s team is available to provide imagery and copywriting if you wish.

Cost: \$2,000 per email

Email Packages: If you’re interested in an email campaign, 4-email packages are available. Emails may be sent once per month over the course of the year and a maximum of 3 packages may be purchased per partner. Emails may be sent over consecutive months, quarterly, or in another configuration of your choosing.

Cost: \$6,000 for 4 emails

Newsletter Ads

You may purchase individual ads in On-The Go, NAFC’s consumer newsletter, each month for up to 6 months total.

Cost: \$350 per ad or a package of 6 for \$2,000

Podcast Ads

Become a supporter of NAFC’s new hit podcast, Life Without Leaks! “Supported By” ads will run once per episode and may be purchased in packs of **4 for \$1,500**.

Licensing Opportunities

Trusted Partners will have the option to license content from NAFC.org, including blog articles, videos and other elements for use on their own website and in their own outreach efforts.

Cost: Will vary based on content and length of licensing term; call for details.



To become a **Trusted Partner**, email Steven Gregg, NAFC Executive Director, at memberservices@nafc.org.