



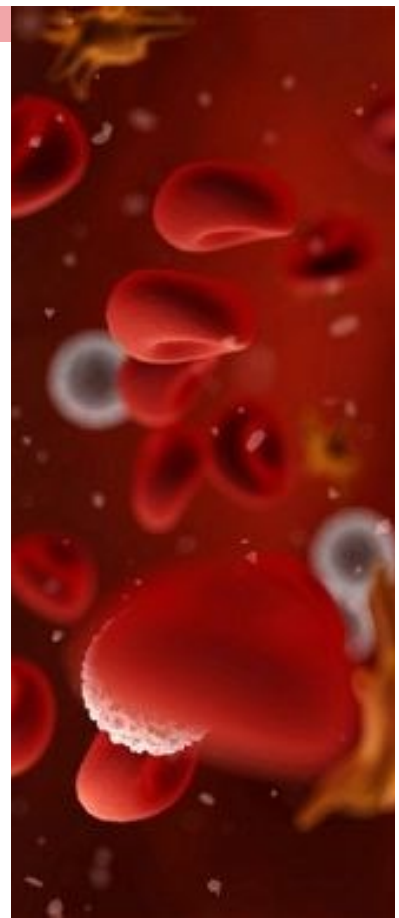
## Annual Society Support Program

On behalf of the CSTM Board of Directors, we want to take the opportunity to thank you for considering our annual society support program proposal.

The Canadian Society for Transfusion Medicine is a non-profit organization funded through membership dues and goods and services revenues.

Our partnerships with Canadian Blood Services and Héma-Québec allow us to create a national scope. The personal connections and interactions achieved by our membership promote greater collaboration in all areas of transfusion medicine.

In the ever evolving world of transfusion, it is imperative that our members keep up with the latest trends. To facilitate this endeavor, your annual financial support can serve to keep our members aware of your products and services and support national educational and society resource funding.



The Canadian Society for Transfusion Medicine is an inter-professional organization that promotes excellence in Transfusion Medicine for Canadians.

## WHY SUPPORT CSTM?

*CSTM has a Canada broad membership of hundreds of physicians, researchers, scientists, nurses, technologists and students which makes them influential gatekeepers for the transfusion medicine market you serve.*

Be recognized within the transfusion medicine community as a valued and trusted supporter.



### SHOW YOUR SUPPORT

Show your support to CSTM by helping to sustain our vision of a Canadian system of transfusion medicine, which encompasses safe, quality processes and facilitates opportunities for education and research in this exciting field.



### PROMOTE & SHOWCASE

Promote and showcase your brand to an audience of major industry leaders while fostering opportunities with key physicians and healthcare professionals from across the country.

### PARTICIPATE IN SOCIAL MEDIA OUTREACH

CSTM will work with you to develop messages for reaching out to the transfusion medicine community through the use of: Twitter, Facebook, LinkedIn, Instagram and of course the CSTM website.



In 2020, the CSTM website received almost 15 000 hits. CSTM email blasts and monthly newsletters reach over 500 people each.

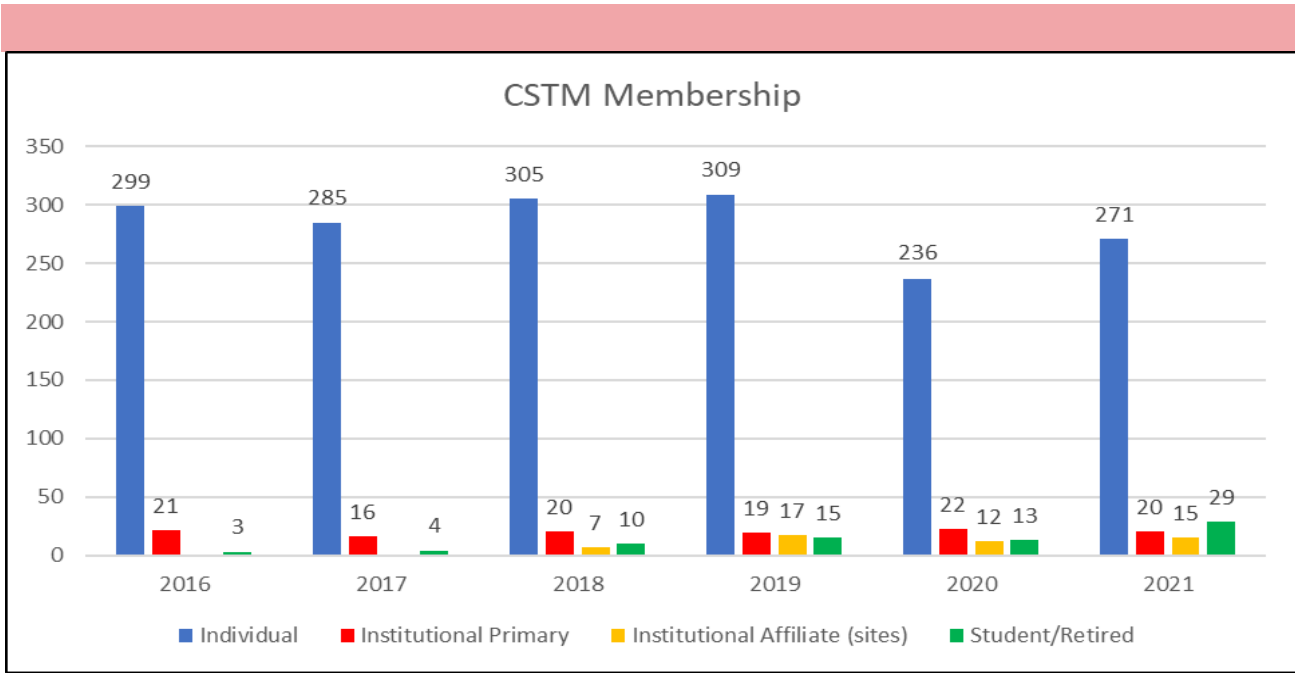
<b>ANNUAL SUPPORTER BENEFIT</b>	<b>PLATINUM \$30,000- \$20,000</b>	<b>GOLD \$19,999- \$15,000</b>	<b>SILVER \$14,999- \$9,999</b>
Corporate logo, linked to your corporate website, on sponsor banner on all CSTM website pages	✓	✓	✓
Listing with link to your corporate website, on CSTM website Sponsor page	✓	✓	✓
Monthly opportunity to post on CSTM social media	12x	6x	3x
Acknowledgement in member e-newsletter with link to your corporate website	12x	6x	3x
Dedicated educational email to members ( <i>no product ads</i> )	3x	2x	1X
Sponsored social media ad	3x	2x	1x
Opportunity to create co-branded online symposium	3x	2x	1x
Promotion of recorded online symposium ( <i>organized by sponsor</i> )	✓	✓	
Opportunity to meet with CSTM Executives	✓	✓	✓
Survey opportunity to members	1x		

### **Unique Opportunity:**

In the wake of the Covid-19 pandemic, 2020-2021 has identified the need for flexibility and change. With that in mind, the CSTM Board has determined that there is a need to improve our online presence and website functionality. It has been 5 years since a major overhaul was completed and, as we all know, technology evolves very quickly.

We are hoping that industry leaders will help us achieve our goal of providing clear, concise web interfaces to facilitate sharing of Transfusion Medicine resources with the community of transfusion medicine specialists worldwide.

Please contact us to discuss if your organization would be interested in dedicated one-time or ongoing funding for this project.



*The personal connections and interactions achieved by our membership promote greater collaboration in all areas of transfusion medicine.*

### CSTM Vision:

To inspire and promote safe transfusion practices

To promote quality and provide guidance for hospital transfusion services

To facilitate opportunities for education and research in transfusion medicine

To cultivate regional, national, and international partnerships with key stakeholders

We know that our annual society supporters may have specific needs and requests. We are pleased to answer any questions that you may have!

Please inform us if you have ideas for enhancing your presence with CSTM and we will work with you to customize a package that best suits your needs.

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