



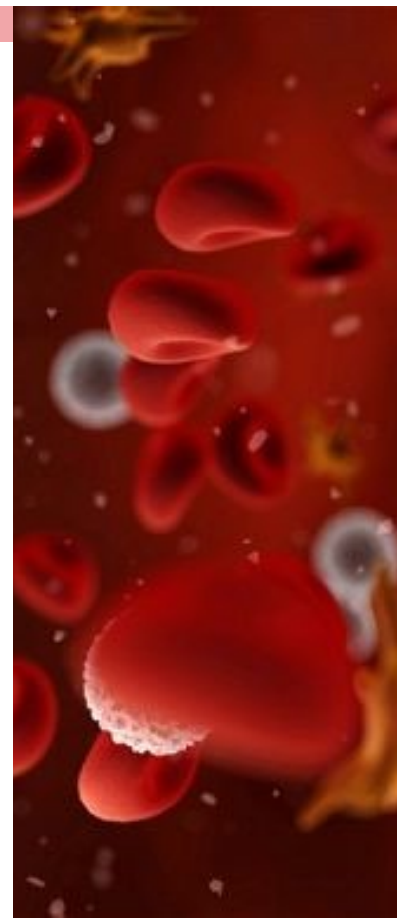
Foundational Support 2020

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

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

CSTM membership is represented in all parts of Canada, and communication occurs in both English and French, allowing 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 endeavour, your foundational support can serve an irreplaceable role for educational funding.



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



WHY PARTNER WITH CSTM?

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.

BE RECOGNIZED

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

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.



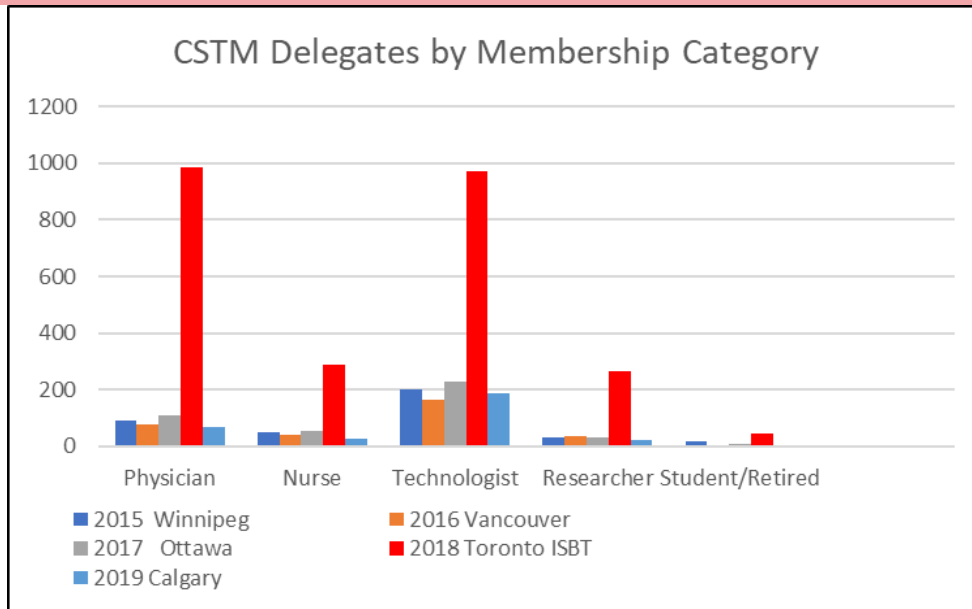
SHOW YOUR SUPPORT

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.

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 and Instagram and of course the CSTM website.

FOUNDATIONAL SUPPORTER BENEFIT	PLATINUM \$20,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
Acknowledgement of your support through these uncertain times	✓	✓	✓	✓
Corporate Logo on CSTM Website homepage with link to corporate website	12 months	6 months	2 months	
Listing on CSTM Members Sponsor Page with link to corporate website	✓	✓	✓	✓
Monthly opportunity to have approved posts placed on CSTM social media	12x	6x	3x	1x
Corporate banner ad in member e-newsletter with link to your homepage	12x	6x	3x	
Dedicated educational email to members <i>(no product ads)</i>	2x	1x		
Promotion of recorded online symposium <i>(organized by sponsor)</i>	✓	✓		
Opportunity to create co-branded online symposium	2x	1x		
Opportunity to meet with CSTM Executives	✓	✓		
Subscribe button for your company newsletter in member e-newsletter	1x			
Survey opportunity to members	1x			



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 foundational supporters may have specific needs and concerns. 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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