



# SPONSORSHIP PROSPECTUS

2024 - 2025\*

**THE POCUS PEOPLE**

\*1ST JULY 2024 - 30TH JUNE 2025

## ABOUT EMUGS

EMUGs is a grassroots community that rallies together expertise to enable best practice in the utilisation of focused ultrasound in clinical care.

EMUGs advocates that POCUS be recognised as a core competency for Emergency Medicine doctors and that POCUS training should be available to all emergency medicine practitioners.

This is achieved via:

- an active and passionate community
- face to face & online meetings and events
- clinical education and training
- networking
- sharing of clinical resources
- industry collaboration
- focussed outcome projects



2024-2025

## WHO WE ARE

EMUGs is a not-for-profit special interest group of ultrasound users and supporters who primarily work in the emergency departments of Australia and New Zealand.

## OUR VISION

Improved patient outcomes through the universal practice of focused ultrasound in acute care settings.

## OUR PURPOSE

To support clinicians to perform and integrate high quality ultrasound in acute care.



2024-2025

## WHY SPONSOR US?

Our sponsorship program provides a unique opportunity to reach our extensive community of actively engaged and passionate industry leaders in the sphere of focused ultrasound in emergency medicine.

### **Our alliance of point-of-care ultrasound (POCUS) enthusiasts across Australasia includes:**

- Emergency Medicine (EM) Physicians, ranging from newly-qualified Consultants to those in senior and management roles
- Emergency Medicine trainees
- Residents and Interns in Emergency Medicine
- Supportive sonographers and sonographer educators (SEEDs) with an interest in POCUS
- Medical students with an interest in EM or ultrasound
- Interested consultants and trainees from other specialities including Intensivists, GPs and anaesthetists.

**As an EMUGs sponsor you are directly enabling our mission of advancing focused ultrasound in critical care to improve patient care and outcomes.**



2024-2025

## EMUGs Reach

Our sponsorship packages put you in front of your target audience both in-person and online - providing your brand greater reach to those that care about your products and services and have influence within their departments.

Digital Asset	Reach / Engagement
Doppler Newsletter	2100+ Subscribers
Twitter	4800+ Followers
Facebook	2.4K Likes / 2.6K Followers
EMUGs Blog	1000 Visitors Per Month
Live Events	30-80 Attendees per Event
Online Events	30-120 Attendees per Event.

There has been 30% growth in all areas in the past 12 months.



2024-2025

# SPONSORSHIP PACKAGES

EMUGs offers single event packages or annual packages.

Select a level of sponsorship that fits your organisation's objectives.

	LIVE EVENT PACKAGE	ANNUAL PACKAGES		
		SILVER	GOLD	PLATINUM
<b>DIGITAL MARKETING</b>				
Logo inclusion on the EMUGs website	✓	✓	✓	✓
Acknowledgement at all online events		✓	✓	✓
Priority positioning on our website sponsor page				✓
Social media spotlight *		1 per year	2 per year	4 per year
Doppler inclusion *		1 per year	2 per year	4 per year
Blog post*		1 per year	2 per year	4 per year
Dedicated EDM*			1 per year	2 per year
<b>EXCLUSIVE COLLABORATIONS</b>				
Exclusive sponsor run live event *				1 per year
Exclusive sponsor designed webinar *		1 per year	2 per year	3 per year
<b>LIVE REGIONAL EVENTS</b>				
Event marketing logo placement	✓	✓	✓	✓
Exhibit table and signage	✓	✓	✓	✓
Networking at event	✓	✓	✓	✓
Mention in event social posts	✓	✓	✓	✓
Presentation to attendees	✓		✓	✓
Priority equipment use ~			✓	✓
EDM to event attendees				✓
<b>Term</b>	Per Event	Per Annum	Per Annum	Per Annum
<b>Cost (\$AUD, ex-GST) excludes SONIC conferences</b>	\$2,500	\$14,000	\$20,000	\$26,000

\* With an educational focus

~ When there are uneven numbers of stations and machine sponsors, higher tier sponsors (eg. platinum and then gold) will be given priority to bring extra machines, providing them with more exposure

+ SONIC Conference Sponsorship Prospectus available upon request.

+ Additional digital marketing can be purchased to enhance your package. Digital promotions menu is available.

+ All EMUGs sponsorship packages are non-exclusive so there may be other like-industry organisations with the same package.

## **DIGITAL MARKETING DESCRIPTIONS**

### **Logo inclusion on EMUGs website**

Your logo will be displayed in accordance with your level of sponsorship in key locations on our website and on our supporters page.

### **Social Media Spotlight**

Tap into the EMUGs community with an educational post of your choice published across all of our social channels.

### **Doppler Inclusion**

Include educational content of your choice within our quarterly POCUS newsletter; The Doppler.

### **EMUGs Blog Post**

Your blog post of an educational nature shared via the EMUGs blog.

### **Dedicated EDM**

Your own sponsored EDM distributed to the entire EMUGs Database or a relevant sub-section



## **EVENT PACKAGE\***

### **Event Exhibitor**

This package enables you to sponsor a single EMUGs event. \*

With this package your company logo will be included on the event webpage, event signage and digital and print event marketing materials as well as on the sponsor page of the EMUGs website.

In addition, your company will be mentioned in a social media post around the time of the event.

This package includes an exhibit table or stand at the event as well as the opportunity to network with meeting attendees.

You will also have the opportunity to deliver a short presentation to meeting attendees during the event.

\*Excluding SONIC conferences





## **ANNUAL PACKAGES**

July 1 2024 - June 30 2025

### **\*Silver**

The Silver Package provides you with the opportunity to have your logo on the EMUGs website, events pages, event signage and event related digital and print marketing materials for a 12 month period including acknowledgement at online events.

This package includes an exhibit table or stand at EMUGs events with the opportunity to network with meeting attendees. Your company will be mentioned in social media posts describing live events.

The Silver Package includes 1 dedicated social media spotlight, 1 Doppler newsletter inclusion and 1 blog post and 1 exclusive sponsor run webinar during the year.

### **\*Gold**

Our Gold Package provides you with all of the benefits of our silver package with the addition of some key opportunities to raise your profile with our community.

Gold sponsors also have the opportunity to deliver a short presentation to meeting attendees at live events. When extra machines are required for additional stations, first platinum and then gold tier machine sponsors are given priority, providing them with more exposure.

The Gold Package includes 2 each of; dedicated social media spotlights, Doppler newsletter inclusions and blog posts, 2 exclusive sponsor led webinars, and 1 dedicated EDM to the EMUGs community during the year.

Gold Sponsors have the option to collaborate with EMUGs on a project (see note on p.10) of your choice to grow your involvement with our organisation and community.

\* Excludes SONIC conferences



## **\*Platinum**

The Platinum Package places you in the optimal position to ensure your brand remains in the forefront of our communities minds for 12 months.

Your logo will be featured in a prime position on the EMUGs website and in a prominent position on EMUGs events pages, signage and event related digital and print marketing material. Your company will also be acknowledged at online events.

You will have an exhibit table or stand at EMUGs live events and the opportunity to network with and deliver a short presentation to meeting attendees at each event.

When extra machines are required for additional stations, platinum tier machine sponsors are given priority, providing them with more exposure.

After each event an EDM can be sent to attendees on your behalf and your company will be mentioned in social media posts around each event.

The Platinum Package includes 4 dedicated social media spotlights, 4 Doppler newsletter inclusions, 4 blog posts, 2 dedicated EDMs to the EMUGs community and 3 exclusive sponsor led webinars.

The opportunity exists to an exclusive live event, designed and hosted by your company, in collaboration with EMUGs for the EMUGs community.

As a Platinum Sponsor we offer you to collaborate with EMUGs on a project\* of your choice to strengthen your involvement with EMUGs.(See note below)

### **Exclusive Project Opportunities**

EMUGs is proud to work in collaboration with our **Gold and Platinum Sponsors** on positive impact projects to advance our Vision of '**Improved patient outcomes through the universal practice of focused ultrasound in acute care settings**'.

Sponsors can initiate or may be invited to collaborate on any project that is aligned with our purpose including but not limited to research programs or outreach initiatives.



**FOR MORE INFORMATION CONTACT:**

**Romy Blecher**

Management Team - General Manager

E: [romy@emugs.org](mailto:romy@emugs.org)

**[WWW.EMUGS.ORG](http://WWW.EMUGS.ORG)**