

**SPONSORSHIP AND MEDIA KIT**



## WELCOME TO CREATIVE CAREERS IN MEDICINE

Clinicians have traditionally focused on being providers of direct patient care. Healthcare systems and processes have been designed by others. Help design the system and create a career you love.

### OUR MISSION

To equip clinical professionals with the courage, confidence and skills to take their career on a unique path. Help design the system rather than just be passive end users. We want to create a community of like-minded professionals who can support, motivate and inspire each other to enjoy fulfilling medical careers that may stray from the expected path.

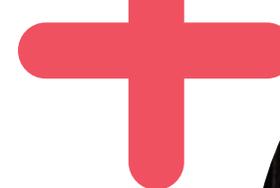
### THE BEGINNING

Our expectations when we first looked at the venue were low, telling the venue manager we would probably get up to 100, maybe 150 if we were lucky. We apprehensively signed the venue contract, knowing that risks were low and all that could be lost was some money and some dignity begging friends and family to buy tickets to our first event.

In May 2018 455 attendees came to Sydney to experience the first CCIM Symposium.

While the number of attendees was impressive, it was the energy in the room that was consistently commented on by attendees, sponsors and speakers that was remarkable as well as the positive feedback after the event -we had certainly found a gap in the market and a need amongst health professionals to feel connected, heard and in control of their career path.

Successful events followed in Melbourne and then in 2019 on the Gold Coast. Our online community has surpassed 7,000+ medical professionals, we've launched a podcast, a student community, a Facebook live series and most recently a membership platform, jobs board and soon a mentoring program. It is certain that the best things for the CCIM community are still to come.





## THE COMMUNITY

Following the inaugural CCIM event in Sydney the community has grown steadily. And whilst we are proud of the following numbers that have been generated in under two months post event, we are most proud of the level of interaction across all platforms and the willingness and desire of the community to get involved and further the CCIM mission.

Whilst those studying or currently working in health fields would be interested in the content presented, CCIM is for those who want to get the absolute most out of their medical career, may currently be disillusioned with their career opportunities or trajectories or those seeking a change of pace. The community, both on and offline, attracts people from all career stages from students through to practicing physicians and those looking to return to the workforce after a career break.

We cover the breadth and width of the health sector, exploring:

- Pharmaceutical Industry
  - Management Consulting
  - Media, Health Technology & Health Informatics
  - Insurance
  - Start-Ups
  - Teaching
  - Corporates
  - Public Health
  - Aviation & Occupational Medicine
  - Defence
  - Cruise Ship Medicine
  - Career Coaching
  - Medical administration
  - Medical writing
- ...and growing!





## WHAT CAN WE DO FOR YOU?

-  Create tailored solutions
-  Provide a highly targeted audience
-  Enhance community engagement
-  Add credibility

CCIM strives to align itself with organisations and private entities that share like philosophies and have a demonstrated commitment to professionalism through quality products, service and business dealings.





## SPONSOR ONE OF OUR PROGRAMS \$12,500+GST



### MENTORING PROGRAM

The CCIM 2020 mentoring program connects those at the start of their careers with those who have been their before. Capitalising on the breadth of talent and experience within the CCIM community, the mentoring program is an opportunity for your organisation to foster the next generation of medical professionals.



### PODCAST

The podcast has become a community favourite, with health writer & journalist Andrew Bracey sitting down with some fascinating doctors to chat about how they're seeking out their own creative professional paths and enriching their personal and professional lives along the way. Co-branding the podcast allows your organisation to uniquely connect with 5000+ listeners again and again.



### JOBS BOARD

CCIM is looking to streamline the influx of job advertisements and requests for CCIMer referrals for a variety of clinical and non-clinical positions. The jobs board will be a first stop for the CCIM community when considering taking the next leap in their career. It's also a great opportunity to co-brand the platform and access a huge talent pool as required.



### STUDENT COMMUNITY

A community within the community, our students are signing up so fast that a special committee has been tasked with the development of student-based initiatives and programs including special resources, events and meet ups, a webinar series and coaching. Multiple opportunities exist for the right partner to engage with this community segment and foster relationships from the get-go.

### ALL PROGRAM SPONSORS ARE ALSO ENTITLED TO:

Quarterly EDMs to the CCIM database

6 x Posts in the Private Facebook Group

1 x Facebook Live session or Group Webinar

Resources listed in the members only section of the website

Events listed on the CCIM website

Website profile

Exhibition booth or 20% discount on any event sponsorships





## ADVERTISE WITH US



### SOCIAL MEDIA POSTS

Facebook group & page  
**\$200 +GST**

Instagram stories (up to 5 story images)  
**\$100 +GST**

Linkedin post  
**\$50 +GST**



### JOB ADVERT

Placement on jobs board in members section  
**\$150 +GST**

Placement on jobs board and post in facebook group  
**\$300 +GST**

Placement on jobs board and post on 3 social media channels  
**\$500 +GST**



### EDM

Single EDM to CCIM database  
**\$500 +GST**

Four EDMs to CCIM database package  
**\$1750 +GST**

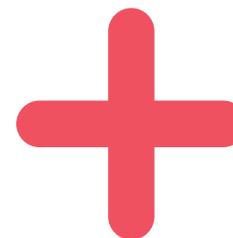


### EVENT LISTING

Listing on website  
**\$50 +GST**

Listing on website and post in facebook group  
**\$300 +GST**

Listing on website and post on 3 social media channels  
**\$500 +GST**



\* Post may be posted as a paid advertisement on social media platforms. Boosting charges are the responsibility of the poster



## RUN COMMUNITY EVENTS WITH US



### MEMBER ONLY WEBINAR

***\$500 +GST***

Present an exclusive webinar for CCIM paying members on your organisations area of specialty. The webinar could form part of your larger strategy for a product or service launch or we could work with you to tailor a webinar series specifically for membership segments.



### FACEBOOK LIVE

***\$500 +GST***

Broadcast live to the CCIM Facebook page (or Instagram TV as an alternate) reaching 7000+ followers. This highly engaged group can watch live, but the video can be accessed for up to 12 months after recording. This platform allows you to directly interact with the community in a virtual session through Q&A or live screen sharing.



### LIVE EVENT OR WORKSHOP

***POA***

Work with the CCIM team to create and market a tailored live event for the community. Use our extensive reach and marketing channels to target your ideal clients and present relevant and valuable content. The sky is the limit in what we can produce and achieve together through a strategic longer term campaign and onsite capabilities.



# BOOKING FORM

## CONTACT INFORMATION

Contact Name:

Organisation:

Email:

Phone:

## BILLING DETAILS *(if different from contact information)*

Contact Name:

Organisation:

Address:

Email:

Phone:

## PLEASE INDICATE YOUR PREFERENCE BELOW

### PROGRAMS

Mentoring Program \$12,500 +GST

Podcast \$12,500 +GST

Jobs Board \$12,500 +GST

Student Community \$12,500+GST

### ADVERTISING

#### Social Media Posts

Facebook group & page \$200 +GST

Instagram stories (up to 5 story images) \$100 +GST

LinkedIn post \$50 +GST

#### Job Advert

Placement on jobs board in members section \$150 +GST

Placement on jobs board and post in facebook group \$300 +GST

Placement on jobs board and post on 3 social media channels \$500 +GST

### EDM

Single EDM to CCIM database \$500 +GST

Four EDMs to CCIM database package \$1,750 +GST

### Event Listing

Listing on website \$50 +GST

Listing on website and post in facebook group \$300 +GST

Listing on website and post on 3 social media channels \$500 +GST

### COMMUNITY EVENTS

Member only webinar \$500 +GST

Facebook Live \$500 +GST

Live event or Workshop POA

### TOTAL =

Please return completed booking form via email to: [hello@creativecareersinmedicine.com](mailto:hello@creativecareersinmedicine.com). We will be in touch regarding next steps and how to leverage your involvement with CCIM for maximum results.

Yes I have read and agree to the booking terms and conditions outlined in this document.

AUTHORISED BY

SIGNATURE

DATE

# TERMS AND CONDITIONS

These terms apply to all advertising provided to any person (a 'Client') by Creative Careers in Medicine (CCIM).

## 1. Publication of Advertising

- 1.1. Subject to these Terms, CCIM will use its reasonable endeavours to publish advertising submitted by Client ('Advertising') in the format submitted by the Client and in accordance with the placement instructions of the Client. 'Advertising' includes images submitted for publication.
- 1.2. Client grants CCIM a worldwide, royalty-free, nonexclusive, irrevocable licence to publish, and to sub-licence the publication of, the Advertising in any form and in any medium. Client warrants that it has the right and authority to grant CCIM the licence referred to in this clause 1.2.

## 2. Right to Refuse Advertising

- 2.1. Neither these Terms nor any written or verbal quotation by CCIM represent an offer to publish Advertising. A binding contract in relation to a request for Advertising will only be formed between CCIM and a Client when CCIM accepts the Advertising in writing.
- 2.2. Even if a contract has been formed in accordance with the above clause, CCIM reserves the right to refuse or withdraw from publication any Advertising at any time without giving reasons (even if the Advertising has previously been published by CCIM).

## 3. Right to Vary Format and Placement

- 3.1. CCIM reserves the right;
  - a) to vary the placement of Advertising within a particular social media platform or Internet site; and
  - b) to change the format of Advertising.
- 3.2. CCIM will endeavour to notify the Client of any such changes. However, except in accordance with clause 2, CCIM will not be liable for any costs, expenses, losses or damages suffered or incurred by a Client arising from CCIM's failure to publish Advertising in accordance with a Client's request.

## 4. Quotations

- 4.1 Any written or verbal quotation provided by CCIM to Client, whether in the form of a media kit or otherwise, is a mere invitation to treat and does not constitute a contractual offer.

## 5. Submission of Advertising

- 5.1. Client warrants to CCIM that the Advertising and the publication by CCIM of the Advertising does not breach or infringe:
  - (a) the Trade Practices Act (Commonwealth), Fair Trading Acts (State) or equivalent legislation.

- (b) any copyright, trademark, obligation of confidentiality or other personal or proprietary right.
- (c) any law of defamation, obscenity or contempt of any court, tribunal or royal commission.
- (d) State or Commonwealth anti-discrimination legislation.
- (e) the Privacy Act (Commonwealth)
- (f) the financial services provisions of the Corporations Act; or
- (g) any law or applicable code (including any common law, statute, delegated legislation, rule or ordinance of the Commonwealth, or any State or Territory).

- 5.2. The Client warrants that in respect of Advertising that contains the name or photographic or pictorial representation of any living person and/or any copy by which any living person can be identified, the Client has obtained the authority of that person to make use of his/her name or representation or the copy.
- 5.3. If a Client submits Advertising that looks, in CCIM's opinion, like editorial material, CCIM may publish the Advertising under the heading 'Advertising' and with a border distinguishing it from editorial.
- 5.4. All Advertising material submitted by the Client must comply with CCIM's advertising specifications. CCIM may reject the Advertising material if it is not submitted in accordance with such specifications.

## 6. Advertising Publishing & Performance

- 6.1 CCIM will measure online Advertising (including impressions delivered and clicks achieved) through its own systems. Results from Client or third-party ad-servers will not be accepted for the purposes of CCIM's billing and assessment of Advertising
- 6.2 Subject to clause 2, CCIM is not liable for any loss, damages or liabilities arising from a failure of the internet or any telecommunications structure.

## 7. Errors

- 7.1 CCIM does not accept responsibility for any errors in Advertising material received from third parties.
- 7.2 If a Client wishes to make a claim on CCIM for credit, re-publication or any other remedy in respect of Advertising, the Client must send the claim in writing to CCIM no later than 7 days after the date of the tax invoice.

## 8. Advertising Rates and GST

- 8.1 The Client must pay for Advertising with the rates in CCIM's media kit, unless otherwise agreed. Media kit rates
- 8.2 may be varied at any time by CCIM without notice

## TERMS AND CONDITIONS *(Continued)*

- 8.3 are exclusive of taxes, duties or GST ('Taxes') unless the media kit specifies that GST or other Taxes are included.
- 8.4 All amounts shown in the media kit are in Australian Dollars unless specified otherwise.
- 8.5 Any dispute the Client has with an invoice must be raised with CCIM promptly and no later than 14 days after the invoice date. After that time, Client will be deemed to have accepted that the full amount set out in the issued invoice is due and payable by Client.

### 9. Cancellations

- 9.1 If you wish to stop publication of Advertising or if you request work we are doing for you to stop after you have instructed us to proceed with the work, you must request our consent in writing
- 9.2 If we do consent you must pay us in our absolute discretion, a cancellation fee of up to 100% of the Advertising booking or of the work being done.

### 10. Payment

- 10.1 All amounts shown on our tax invoices are in Australian Dollars unless specified otherwise.
- 10.2 The Client must pay in Australian Dollars.
- 10.3 The Client must pre pay for all costs associated with their booking (advertising will not take place until full payment has been received unless otherwise agreed to in writing by both parties)

### 11. Liability and Indemnity

- 11.1 The Client acknowledges that it has not relied on any advice given or representation made by or on behalf of CCIM in connection with the Advertising.
- 11.2 excludes all other liability to the Client for any costs, expenses, losses and damages suffered or incurred by the Client in connection with these Terms and any Advertising published by CCIM, whether that liability arises in contract, tort (including by CCIM's negligence) or under statute. Without limitation, CCIM will in no circumstances be liable for any indirect or consequential losses, including loss of profits, loss of revenue and loss of business opportunity.
- 11.3 The Client indemnifies CCIM and its officers, employees, contractors and agents (the 'Indemnified') against any costs, expenses, losses, damages and liability suffered or incurred by the Indemnified arising from the Client's breach of these Terms and any negligent or unlawful act or omission of the Client in connection with the Advertising.

### 12. General

- 12.1 These Terms represent the entire agreement of the Client and CCIM in relation to Advertising and cannot be varied except in writing by an authorised officer of CCIM. No purchase order or other document issued by the Client will vary these terms.
- 12.2 CCIM will not be liable for any delay or failure to publish Advertising caused by factors outside CCIM's reasonable control (including but not limited to any Act of God, war, breakdown of plant, industrial dispute, electricity failure, governmental or legal restraint).

## GET IN TOUCH

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