



THANK YOU FOR TAKING THE TIME TO CONSIDER SPONSORSHIP OF THE ATHLETIC TRAINERS OF MASSACHUSETTS ASSOCIATION. ATOM SERVES ITS MEMBERS THROUGH THE ADVANCEMENT AND PROMOTION OF THE ATHLETIC TRAINING PROFESSION. AS AN ASSOCIATION WE STRIVE TO IMPROVE THE QUALITY OF HEALTHCARE FOR ATHLETES, PATIENTS, AND ALL STAKEHOLDERS BY ENHANCING THE PROFESSION OF ATHLETIC TRAINING THROUGH LEADERSHIP, EDUCATION AND COOPERATIVE EFFORTS WITH ALL ALLIED HEALTHCARE PROFESSIONS. YOUR GENEROUS SPONSORSHIP DOLLARS ARE ESSENTIAL TO OUR SUCCESS. IN RETURN, YOUR ORGANIZATION RECEIVES EXPOSURE TO APPROXIMATELY 900 ATHLETIC TRAINERS.

Jennifer Concannon, DAT, LAT, ATC, CES
ATOM PRESIDENT

Showcase your commitment to athletic trainers and set your organization apart as an ATOM Corporate Sponsor.

THE 2024 ANNUAL SPONSORSHIP PROGRAM MAXIMIZES YOUR MARKETING DOLLARS WITH SPECIALLY PRICED PACKAGES OFFERING A VARIETY OF OPPORTUNITIES TO PROMOTE YOUR COMPANY NAME AND SERVICES. BE RECOGNIZED AS A MARKET LEADER - BECOME AN ATOM ANNUAL SPONSOR!

ENGAGE WITH
ATHLETIC TRAINERS
AND ATHLETIC
TRAINING STUDENTS
ON ISSUES THAT ARE
IMPORTANT TO YOUR
ORGANIZATION

STRENGTHEN YOUR
UNDERSTANDING OF
TRENDS AND ISSUES
FACING ATHLETIC
TRAINERS IN THE
COMMONWEALTH

BENEFITS

NETWORK AND DISPLAY
YOUR ORGANIZATION'S
PRODUCTS AND SERVICES
WITH ATHLETIC TRAINERS
AT ANNUAL MEETINGS AND
SOCIAL/VIRTUAL
GATHERINGS

BUILD LASTING
RELATIONSHIPS WITH
ATHLETIC TRAINERS AND
COMMUNITY MEMBERS

STATISTICS:

- 900 ATHLETIC TRAINERS ON EMAIL CAMPAIGNS
- 82% OPEN RATE FOR EBLASTS
- OVER 700 SOCIAL MEDIA FOLLOWERS
- OVER 800 WEBSITE SESSIONS



ATOM CORPORATE SPONSORSHIP OPPORTUNITIES

Sponsorship Benefit	Platinum \$3000	Gold \$1500	Silver \$750	Bronze \$500	Symposium \$200
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General Benefits

Logo placement/Hyperlink on association website homepage	X	X	X	X	
Logo placement on ATOM newsletter/eblasts	X	X	X	X	
Exposure on social media platforms	X 6 Posts	X 4 Posts	X 2 Posts		
Complimentary participation in fundraising events	X 4 Participants	X 2 Participants			

Symposium Benefits

Prominent logo placement on all event materials	X	X	X	X	X
Acknowledgement as level sponsor during opening/closing remarks	X	X	X	X	X
Dedicated booth in exhibition area to showcase business and career fair tables	X	X	X	X	X
Ad in educational program material	X Full Page	X Half page	X Quarter page		
Opportunity to provide educational content for members during conference (limit to 20 m)	X				