

INTEGRATIVE MEDICINE CHAMBER OF COMMERCE

Founding Sponsor Opportunity

Presented by: Sharon Jackson Founder & Executive Director

July 24, 2026

Limited to 7 Founding Sponsors



\$100B+

INTEGRATIVE MEDICINE INDUSTRY

7

FOUNDING SPONSOR POSITIONS

FOREVER

FOUNDING RECOGNITION

THE PROBLEM

We Have a \$100 Billion Industry with No Infrastructure

Integrative medicine generates over \$100 billion annually, yet we operate without the basic infrastructure every legitimate industry requires:

No Unified Advocacy: We have no voice in Washington or state capitols. When regulators create policy affecting Regenerative, Hyperbaric Oxygen Therapy, Functional Medicine, Naturopathy, Chiropractic Care, no one represents our collective interests.

No Central Network: Practitioners operate in isolation. There is no trusted directory for patient referrals, no hub for sharing best practices, no platform connecting the 50,000+ integrative providers nationwide.

No Credibility Infrastructure: Mainstream medicine and insurers dismiss us because we are fragmented. Patients struggle to confirm credentials and find qualified practitioners.

No Commercial Platform: Suppliers, educators, and service providers have no efficient way to reach practitioners at scale. Every relationship requires individual outreach.

The result: A massive, growing industry that punches far below its weight because we lack the organized structure that creates influence, trust, and growth.

01

ADVOCACY

02

NETWORK

03

CREDIBILITY

04

COMMERCE



INTEGRATIVE MEDICINE CHAMBER OF COMMERCE



THE SOLUTION

IMCC: The Industry Coalition Integrative Medicine Deserves

The Integrative Medicine Chamber of Commerce will be what the AMA is for traditional medicine and what the American Bar Association is for lawyers - the central institutional hub for our entire industry.

ADVOCACY Unified voice in regulation, insurance policy, and legislative affairs. When government wants to engage integrative medicine, they will have one credible organization to call.

NETWORK Comprehensive member directory connecting practitioners, suppliers, educators, and patients. Verified credentials, specialty focus, direct hyperlinks for business development.

STANDARDS Industry-recognized certifications and credentialing that build practitioner credibility and patient trust. IMCC certification becomes the gold standard.

EVENTS Annual national conference plus regional summits creating face-to-face collaboration, education, and deal-making opportunities for hundreds of members.

RESOURCES Business tools, legal templates, marketing support, regulatory updates, and best practice frameworks that help members run better practices and grow faster.

MEMBERSHIP STRUCTURE

Seven Tiers, One Mission

Excel

TIER	ANNUAL FEE	TARGET MEMBERS
Founding Sponsor	\$100,000 (one-time, 7 max)	Industry pioneers who will carry IMCC legacy forever
Platinum	\$10,000	Multi-location practices, national suppliers, major platforms
Gold	\$5,000	Established practices, regional suppliers, consultants
Silver	\$2,500	Solo practitioners doing \$500K+, emerging service providers
Bronze	\$1,000	New practices, allied professionals, local suppliers
General Member	\$500	Individual practitioners, students, residents
Access Member	\$250	Curious practitioners, part-timers, retirees

Year One Target: 300+ total members **Year Two Target:** 500+ total members **Year Three Target:** 1,000+ total members

Year One Target



300+ total members

Year Two Target



500+ total members

Year Three Target



1,000+ total members

Founding Sponsors create the foundation. Volume tiers build the network that makes your founding investment exponentially more valuable.

THE FOUNDING ADVANTAGE

FOUNDING SPONSOR BENEFITS

Your Permanent Legacy

FOUNDING SPONSOR DESIGNATION - FOREVER Your name and brand permanently tied to IMCC. Not a one-year sponsorship. This is permanent recognition as one of the seven leaders who built the industry's central institution.

PERMANENT LOGO PLACEMENT

- IMCC homepage (top tier positioning)
- All annual conferences and regional events
- Every annual report and strategic publication
- Press releases and media materials
- Member communications



QUARTERLY PRIVATE ADVISORY SESSIONS Exclusive dinners with IMCC Board and executive leadership. Direct input on:

- Strategic direction and program development
- Certification and credentialing standards
- Partnership and sponsorship opportunities
- Industry positioning and advocacy priorities

BOARD-LEVEL INFLUENCE Shape where IMCC goes. Your voice carries weight in decisions about new programs, regional expansion, certification launches, and strategic partnerships.

FOUNDING SPONSOR BENEFITS

Commercial & Event Access That Drives Business



GUARANTEED ANNUAL KEYNOTE Speaking slot at IMCC's national conference every year for life. Position yourself as a thought leader in front of 300-500+ practitioners, suppliers, and industry decision-makers.

\$25,000+ IN CONFERENCE CREDITS 10 booth credits over 5 years. Typical booth cost: \$2,500-\$3,000. Use them all yourself or distribute to partners/divisions.

LIFETIME PLATINUM MEMBERSHIP All Platinum benefits (\$10,000/year value) included permanently:

- Top homepage placement with direct hyperlink to your website
- Monthly email feature to entire IMCC membership
- Featured listing in member directory
- Priority access to all sponsorship opportunities
- Quarterly strategy calls with IMCC leadership

NAMING RIGHTS Choose one IMCC signature program to name:

- Annual scholarship fund
- Certification program
- Industry award
- Regional summit
- Educational initiative

Your brand becomes permanently associated with that program.

FIRST-MOVER COMMERCIAL ACCESS 90-day exclusivity window for category partnerships before other sponsors. Early access to member data for research, surveys, and product development (within privacy guidelines).

LIFETIME

PLATINUM MEMBERSHIP

ANNUAL

KEYNOTE ACCESS

90 DAYS

FIRST-MOVER WINDOW

THE CAPITALIZATION PLAN

THE NUMBERS - YEAR ONE REVENUE

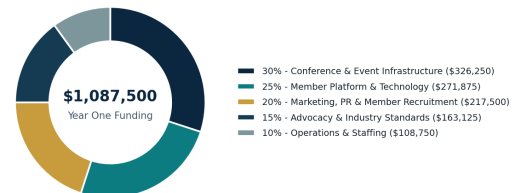
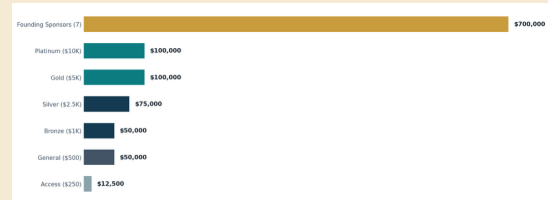
\$1,087,500 in Year One Funding

Excel

MEMBERSHIP TIER	MEMBERS	REVENUE
Founding Sponsors (7)	7	\$700,000
Platinum (\$10K)	10	\$100,000
Gold (\$5K)	20	\$100,000
Silver (\$2.5K)	30	\$75,000
Bronze (\$1K)	50	\$50,000
General (\$500)	100	\$50,000
Access (\$250)	50	\$12,500
TOTAL	267	\$1,087,500

What This Means: Your \$100,000 is part of over \$1 million in year one funding. IMCC launches fully capitalized with the resources to build professional infrastructure, deliver real benefits, and establish immediate credibility.

This is not a startup hoping to survive year one. We are launching as the established central institution our industry deserves.



WHERE YOUR MONEY GOES

Investment Allocation - Full Transparency

30% - Conference & Event Infrastructure (\$326,250)

- First annual IMCC national conference (300-500 attendees)
- Two regional summits
- Venue, A/V, speakers, materials
- Professional event management

25% - Member Platform & Technology (\$271,875)

- Professional website with full member directory
- Hyperlink and lead tracking capability
- CRM system for member management
- Email platform for monthly features and communications
- Mobile-responsive design

20% - Marketing, PR & Member Recruitment (\$217,500)

- Press release announcing Founding Sponsors
- Ongoing media outreach and thought leadership
- Member recruitment campaigns targeting 300+ year one
- Content creation (articles, videos, resources)
- Brand development and positioning

15% - Advocacy & Industry Standards (\$163,125)

- Regulatory monitoring and position development
- Initial certification program development
- Relationship building with government and insurance
- Industry research and white papers

10% - Operations & Staffing (\$108,750)

- Executive Director salary (year one partial)
- Operations manager
- Office infrastructure
- Legal and accounting
- Administrative systems

You will receive quarterly reports showing actual spending vs. budget on every line item.



50K+
YEAR-ONE IMPRESSIONS

50–200
QUALIFIED LEADS ANNUALLY

\$25K+
BOOTH CREDIT VALUE

YOUR ROI - WHAT \$100,000 RETURNS

Brand Visibility

Logo on every IMCC touchpoint:

- Homepage viewed by 500+ members year one, 2,000+ by year three
- Conference materials seen by 300-500 attendees annually
- Monthly email communications to growing membership base
- Annual reports distributed to industry stakeholders
- Press releases reaching trade and mainstream media

Estimated impressions: 50,000+ in year one, 200,000+ by year three

Lead Generation

Homepage placement + monthly email features:

- Top positioning drives consistent qualified traffic to your site
- Monthly spotlight to entire membership (300+ year one, 500+ year two)
- Estimated 50-200 qualified leads annually based on typical chamber conversion rates

Conservative ROI examples:

- **Supplement company:** 2% of 500 members = 10 customers at \$3,000 average = \$30,000 revenue
- **Multi-location practice:** 10 new patients from directory at \$5,000 lifetime value = \$50,000 revenue
- **Equipment supplier:** 5 sales to practices at \$15,000 average = \$75,000 revenue

Event Access

- \$25,000+ value in booth credits over 5 years
- Keynote positioning establishes thought leadership
- VIP networking with industry decision-makers
- First access to partnership opportunities

Strategic Influence

Shape programs that benefit your business:

- Input on certification standards
- Early visibility into partnership opportunities
- Influence on event programming and speakers
- Advisory role in industry positioning

Category Authority

Permanent association with industry's central institution:

- When media covers integrative medicine, they will reference IMCC and see your name
- Practitioners seeking credible partners will see you as a founding leader
- Your brand equity compounds as IMCC grows



90 DAYS TO A NATIONAL PLATFORM



90-DAY TIMELINE

Next 90 Days - What You'll See

DAYS 1-14: Close Founding Sponsors

- Finalize 7 Founding Sponsor commitments
- Execute agreements and process payments
- Gather logos, bios, and positioning materials

DAYS 15-30: Public Announcement

- Press release announcing IMCC launch and Founding Sponsors
- Outreach to integrative medicine media and publications
- Initial website launch with Founding Sponsor recognition
- Social media campaign begins

DAYS 31-60: Platform Launch & Tier Enrollment

- Full website and member directory go live
- Platinum and Gold membership enrollment opens
- Email platform and CRM operational
- First member recruitment campaign launches
- Target: 50+ members enrolled

DAYS 61-90: Community Building

- Silver, Bronze, General, and Access tiers open
- First quarterly Founding Sponsor advisory dinner scheduled
- Target: 100+ total members enrolled
- First quarterly progress report delivered to Founding Sponsors

Q[X] 20[XX]: First Annual Conference

- 300-500 attendee national conference
- Founding Sponsors featured prominently
- Keynote slots, booth presence, VIP reception

WHO ELSE IS IN

Founding Sponsors Committed or In Discussion

[Use this format for each if you have commitments, otherwise use placeholder language below]

[Name/Company 1] *[Brief descriptor: Multi-location functional medicine group serving 5,000+ patients across Arizona]*

[Name/Company 2] *[Brief descriptor: National supplement supplier with distribution to 800+ integrative clinics]*

[Name/Company 3] *[Brief descriptor: Leading integrative medicine education platform]*

[If you don't have commitments yet, use this alternative:]

Building the Foundation - Your Fellow Founding Sponsors

I'm in active discussion with leaders across multiple integrative medicine disciplines:

- **Multi-location functional medicine practices** with national reach
- **Established supplement and equipment suppliers** serving thousands of practitioners
- **Education platforms and certification bodies** shaping practitioner training
- **Naturopathic and chiropractic networks** with regional and national presence

I want you in this group because: [Customize this section for each prospect]

- Your [practice network/product line/expertise] reaches exactly the practitioners IMCC will serve
- Your credibility in [their specialty] gives IMCC immediate legitimacy in that discipline
- Your vision for [specific thing they care about] aligns perfectly with IMCC's mission

You belong at this table as one of the seven leaders who built the industry's central institution.



**10**

QUALIFIED LEADERS ASKED

7

POSITIONS AVAILABLE

14 DAYS

DECISION WINDOW

WHY YOU, WHY NOW

You are One of the 7 for a Reason

[Customize this entire page for each prospect - here's a template with examples]

Your Network Is IMCC's Foundation [Example: You've built the largest functional medicine practice group in the Southwest with 12 locations and 40+ practitioners. Those relationships and your understanding of multi-location practice dynamics are exactly what IMCC needs to serve practitioners at scale.]

Your Expertise Shapes Our Credibility [Example: Your certification programs have trained 3,000+ practitioners. That educational infrastructure and your understanding of credentialing standards will help IMCC build certification programs the industry actually respects and adopts.]

Your Business Benefits Directly [Example: You supply regenerative medicine protocols to 500+ clinics. IMCC's directory and platform will give you direct access to another 500-1,000 qualified practices within 18 months, with your Founding Sponsor positioning creating instant credibility.]

This Amplifies What You're Already Building [Example: You're already doing conferences, education, and advocacy individually. IMCC gives you a larger platform, shared infrastructure, and collaborative leverage with 6 other industry leaders who bring different networks and capabilities.]

I am not asking 50 people. I am asking 10, and I want 7.

You are on this list because IMCC needs what you have already built - and because you need a platform like this to amplify your impact and reach.

THE ASK

Founding Sponsor Investment

INVESTMENT: \$100,000

Payment Options:

- Full payment at signing, OR
- \$50,000 now + \$50,000 within 90 days

Limited Availability:

- Only 7 Founding Sponsor positions available
- First committed, first secured
- Once filled, this opportunity closes permanently

Decision Timeline: I need your commitment within 14 days to secure your position. I am talking to 10 qualified candidates for 7 spots.

Next Steps

1. Review this presentation and discuss with your team/partners (48-72 hours)

2. Schedule follow-up call to address questions (within 7 days)

- ROI specifics for your business model
- Naming rights options for signature programs
- Advisory role and influence structure
- Any concerns or modifications needed

3. Commitment decision (within 14 days)

- Sign Founding Sponsor agreement
- Process first payment (\$100K or \$50K)
- Provide logo, bio, and positioning materials

4. Launch sequence begins (Day 15)

- You're announced as IMCC Founding Sponsor
- Quarterly advisory dinner scheduled
- Platform build includes your featured positioning

Questions or Ready to Commit?

Contact: [Your Name] Founder & Executive Director
Integrative Medicine Chamber of Commerce

[Phone] [Email] [Website if you have one]

"Join the seven leaders who will build the institution integrative medicine has needed for 30 years."



INTEGRATIVE MEDICINE CHAMBER OF COMMERCE

AGREEMENT SUMMARY

\$100,000

ONE-TIME INVESTMENT

PERMANENT

FOUNDING STATUS

QUARTERLY

REPORTING + ADVISORY

APPENDIX - FOUNDING SPONSOR AGREEMENT SUMMARY

Key Terms Overview

Term: Permanent (Founding Sponsor benefits are lifetime, not annual)

Payment: \$100,000 one-time investment

- Option A: Full payment at signing
- Option B: \$50,000 at signing + \$50,000 within 90 days

Benefits Included:

- Founding Sponsor designation (permanent)
- Permanent logo placement (homepage, events, reports)
- Lifetime Platinum membership (\$10,000/year value)
- Guaranteed annual keynote slot (lifetime)
- 10 conference booth credits over 5 years
- Quarterly advisory sessions with Board
- Naming rights on one signature program
- First-mover commercial access (90-day exclusivity on category partnerships)

Advisory Role:

- Quarterly private dinners with Board and leadership
- Strategic input on programs, certifications, partnerships
- Not operational control - IMCC leadership retains decision authority
- Your voice carries significant weight but you're not obligated to vote or attend every session

Exit Provisions:

- Your Founding Sponsor status and benefits are permanent regardless of IMCC's future structure
- If IMCC is acquired, merged, or restructured, your recognition and benefits transfer
- If IMCC dissolves (unlikely given funding structure), you receive recognition in any successor organization

Exclusivity:

- IMCC may accept other sponsors in your general category at lower tiers
- You receive 90-day first notice on any direct competitor being considered for Founding Sponsor status
- Category exclusivity available at Platinum level (\$10K/year) if desired

Reporting:

- Quarterly financial and progress reports delivered to all Founding Sponsors
- Annual comprehensive report on membership growth, events, advocacy, ROI metrics
- Monthly metrics dashboard showing your lead generation and visibility

Geographic and Discipline Scope

IMCC serves all integrative medicine disciplines:

- Functional medicine
- Naturopathic medicine
- Chiropractic
- Integrative MD/DO practices
- Acupuncture and Traditional Chinese Medicine
- Ayurveda and holistic nutrition
- Mind-body medicine
- Energy medicine
- Regenerative and anti-aging medicine

Geographic focus:

- Year 1: National US presence with regional events in 3-4 major markets
- Year 2-3: Expand to all major US metro areas
- Year 3+: Consider Canada and international chapters

Your Founding Sponsor status applies across all disciplines and geographies as IMCC expands.