

2017

MEMPHIS MEDICAL SOCIETY

MEMPHIS MEDICAL FOUNDATION

PARTNERSHIP GUIDE



150 YEARS of MEDICINE in MEMPHIS

The Memphis Medical Society is honored to celebrate 150 years of advancing medicine, supporting physicians, and strengthening the health of our community. On April 30, 2027, we will mark the beginning of our next 150 years with with our annual **Physicians' Gala** —an elegant evening that will bring together physicians, healthcare leaders, community partners, and friends to honor the legacy of medicine in Memphis.

This celebration offers sponsors a unique opportunity to showcase their commitment to the medical community, align their brand with physician leaders, and be recognized as a vital partner in shaping the future of healthcare.

Together, we will celebrate the past, honor the present, and invest in the next 150 years.

PARTNERSHIP GUIDE

MEET OUR BOARD

For 150 years, the Memphis Medical Society has been led by a group of local physicians serving on the Board of Directors. With physicians leading the organization, the Memphis Medical Society is uniquely equipped to protect the practice of medicine and advocate for the community.



Catherine Womack, M.D.
President
UT Health Sciences



James Beaty, Jr. M.D.
Immediate Past President
Campbell Clinic Orthopaedics



David Cannon, M.D.
President-Elect
Lt. Col. Luke Weathers, Jr.
VA Medical Center



Perisco Wofford, M.D.
Vice-President
Perisco Wofford, M.D. PLLC



Melanie Woodall, M.D.
Secretary
Baptist Medical Group
Family Physicians Group



Emily Coursey, M.D.
Treasurer
Medical Anesthesia Group

MEMBERS-AT-LARGE

Michelle Allmon, M.D. • **Melissa Barnhart, M.D.** • **Dale Criner, M.D.** • **George Flinn, M.D.**
Aric Giddens, M.D. • **Diego Hijano, M.D.** • **Jacqueline Majors, M.D.** • **Shirin Mazumder, M.D.**
James Wang, M.D. • **Andrew Watson, M.D.** • **Jason Yaun, M.D.**

Donna Pendergrass, *MD, CPPM, CPCO, CDEO MGMA Board President*

Jessica Ruffin, *MD Bluff City Medical Society President*

about the MEMPHIS MEDICAL SOCIETY



A PILLAR of the MEDICAL COMMUNITY for 150 YEARS

The **Memphis Medical Society** (MMS) is a physician-led professional organization serving as the local voice for physicians and medicine in Shelby County. Founded in 1876, MMS advocates for physicians, advances the practice of medicine, and improves community health. Its mission is to support, serve, and empower physicians so they can focus on delivering quality care to patients. MMS accomplishes this through advocacy, education, leadership development, physician wellness, and philanthropic initiatives like Project Access West Tennessee. With more than **2,600 members**, MMS fosters collaboration among physicians, healthcare leaders, and community partners to strengthen medicine and ensure better health outcomes for all.

PARTNERSHIP GUIDE

HALL of FAME



As the Memphis Medical Society celebrates 150 years, we've proudly unveiled a new tradition, the **Memphis Medical Society Hall of Fame**.

For a century and a half, MMS has stood alongside the physicians of Memphis and Shelby County—supporting their practices, championing their voices, and advancing the health of the community. Now the Society formally recognizes the physicians whose impact extends far beyond the exam room.

The MMS Hall of Fame honors those who have not only cared for patients with skill and compassion, but shaped Memphis through advocacy, education, leadership, and innovation. These honorees reflect the diverse ways physicians improve lives: from pioneering clinical breakthroughs, to standing at the front lines of public health, to serving as tireless advocates for the profession.

PARTNERSHIP GUIDE



2027 PHYSICIANS' GALA

In 2026, we commemorated 150 years of our Society at an elevated evening bringing together physicians, partners, and community leaders from across the Mid-South. The landmark event featured the anniversary recognition, the debut of the Memphis Medical Society Hall of Fame, and the transition from Past President Dr. Jim Beaty to 2026 President Dr. Catherine Womack, in front of a standing-room-only crowd of more than 350 physicians, healthcare professionals, and their families and friends.

For 150 years, Memphis Medical Society has connected the people who shape healthcare in our community. In 2027, nearly 400 physicians, healthcare leaders, community partners and guests will come together for our signature Physicians' Gala. As we welcome our incoming Society Board President and induct our second Hall of Fame class, sponsors will share the evening—and your brands—with one of the most distinguished audiences in Memphis.

"Memphis Medical Society and our annual event have been a part of the Memphis medical community for more than 150 years. We have reimagined our Gala to honor our past through our Hall of Fame, celebrate the present, and look toward the future."

Cailyn Bautista Lillard
Senior Director of Development

PARTNERSHIP GUIDE



Gala SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR — $15,000

(2 AVAILABLE)

- One prominent reserved table of 10
- Logo on media wall
- Opportunity to speak from the stage
- Premier logo placement on Gala webpage, program and event signage
- Verbal recognition during the program
- Dedicated partner spotlight in an MMS email, Gala marketing, and social media
- Post-event recognition
- One (1) full year of full-page ads in our quarterly magazine
- Category exclusivity and first renewal opportunity
- Logo appearance in 4 annual issues of our quarterly magazine

LEADERSHIP SPONSOR — $10,000

- Admission for eight individuals
- Individual prominent signage at event
- Prominent logo placement on Gala webpage, program and signage
- Verbal recognition during program
- Recognition in Gala-related email and social media
- Post-event recognition
- Logo appearance in 4 annual issues of our quarterly magazine

GOLD SPONSOR — $7,500

- Admission for six individuals
- Logo on Gala webpage, program and signage
- Recognition in Gala-related email and social media
- Post-event recognition
- Logo appearance in 4 annual issues of our quarterly magazine

SILVER SPONSOR — $5,000

- Admission for four individuals
- Logo on Gala webpage and event signage
- Name/logo recognition in the Gala program
- Shared social media recognition
- Logo appearance in 4 annual issues of our quarterly magazine

BRONZE SPONSOR — $3,500

- Logo on Gala webpage
- Admission for two individuals
- Name recognition in Gala program
- Shared social media recognition



INDIVIDUAL GALA SPONSORSHIP OPPORTUNITIES

HALL of FAME SPONSOR — $10,000

- Recognition in public-facing marketing
- Recognition in Gala program with Hall of Fame winners
- Logo on banners
- Individual signage at Gala
- Four tickets to Gala
- Logo on HOF website
- Quarterly magazine recognition with HOF winners

HISTORICAL TIMELINE SPONSOR — $5,000

- Recognition in Gala program
- Shared signage at Gala
- Two tickets to Gala
- Recognition on Gala presentation

PRESIDENT'S SPONSOR — $3,500

- Signage at President's table
- One ticket to Gala with seat at President's table
- Logo placement in Gala program

BAR SPONSOR — $2,500

- Signage at Gala bars
- Logo placement in Gala program
- Two tickets to Gala

PHOTO BOOTH SPONSOR — $2,000

- Signage at photo booth at Gala
- Staff person at photo booth
- Logo placement in Gala program
- One ticket to Gala

RAFFLE SPONSOR — $1,500

- Raffle table sponsor station
- Signage at table
- One ticket to Gala
- $500 of sponsorship starts the raffle



SIGNATURE EVENT SPONSORSHIP OPPORTUNITIES

In addition to our annual Physicians' Gala and Hall of Fame, we convene many other events throughout the year. These programs pull in different segments of the medical community, offering sponsorship opportunities that target your brand's audience



Social + Wellness

- Spring Women in Medicine: April
- Physicians' Gala: April
- Resident Welcome: June
- M1 Reception: July
- Medical Student Social Mixer: August
- Fall Women in Medicine: October
- Fall Resident Social: October
- Legislative Dinner: November
- MMS Board of Directors Holiday Celebration: December

Advocacy + Legislative

- Day on the Hill: March
- House of Delegates: May
- Pizza + Politics: August

PREMIER EVENT SPONSOR — $5,000

- Exclusive Sponsor
- Logo on marketing materials + socials
- Invite to event for up to two individuals
- Tabling opportunity
- 5 minute speaking opportunity
- Follow up contact information
- Follow up e-mail sent on company's behalf to attendees
- Logo appearance in 4 annual issues of our quarterly magazine

COMMUNITY EVENT SPONSOR — $2,500

- Logo on marketing materials+ socials
- Invite to event for up to two individuals
- 5 Minute speaking opportunity at event

THANK YOU

YOUR PARTNERSHIP SUPPORTS MEMPHIS MEDICINE

We're excited you're considering a partnership with MMS.

Your support allows us to create meaningful programs, events, and opportunities that connect and serve physicians throughout every stage of their careers—from residency through retirement.

More importantly, we want your partnership with MMS to be meaningful for you. We value long-term relationships and welcome the opportunity to build a partnership that connects your unique brand with the physicians and healthcare community you want to reach.



Let's build something together

THANK YOU FOR INVESTING IN THE PHYSICIANS WHO CARE FOR MEMPHIS.

Cailyn Bautista Lillard

Senior Director of Development

cbautista@mdmemphis.org

Memphis Medical Society

Memphis Medical Foundation

mdmemphis.org

Memphis Medical Foundation Senior Director of Development Cailyn Lillard brings 12 years of healthcare experience to her role, including 10 years leading MedTemps, a subsidiary of Memphis Medical Society.

Today, she works closely with corporate sponsors and individual donors to ensure their philanthropic investments are thoughtfully directed, managed, and positioned to improve healthcare outcomes in our community.



Partnering with the Memphis Medical Society is an investment reaching beyond a single event. It strengthens those caring for our community, improves patient outcomes, develops the next generation of healthcare leaders, and ensures physician representation on issues shaping healthcare.

A Strong Voice for Physicians

MMS is a collective voice for physicians across specialties, practices, and career stages. We keep members engaged on issues affecting medicine, connecting physicians, policymakers, and leaders to shape an environment focused on what matters most— patient care. MMS ensures that Memphis physicians have a seat at the table when decisions affecting medicine are made.

Investing in Physicians, Patients, & the Future of Medicine

MMF is the charitable arm of the Memphis Medical Society. Its work centers around three impact areas:

- ***Physician Well-Being*** — THRIVE provides physicians with confidential access to professional mental-health and well-being resources that reduce barriers to support and address pressures and burnout, including free counseling sessions.
- ***Public Health*** — Project Access West Tennessee connects uninsured and under-served patients with specialty care, bringing together volunteer physicians, hospitals, clinics, FQHCs, and others while also helping patients navigate other barriers to quality healthcare.
- ***Empowering the Next Generation*** — By investing in those shaping the future of medicine through initiatives like the Mid-South Healthcare Leadership Institute, Money & Medicine, and Pizza & Politics, MMF equips medical students, residents, and emerging leaders with knowledge, connections, and leadership skills extending beyond clinical practice.

A partnership with MMS helps us advocate for physicians, care for those caring for Memphis, connect vulnerable patients to specialty care, and prepare the next generation to lead. Your investment supports a stronger medical community—and A HEALTHIER MEMPHIS.

mdmemphis.org

Our membership represents every medical specialty and hundreds of organizations and practices in the Mid-South, including every major institution.

- ***2,600 MEMBERS***
- ***30+ EVENT OPPORTUNITIES***
- ***BETWEEN 25-400 PEOPLE PER EVENT***
- ***AN AUDIENCE OF MEDICAL PROFESSIONALS FROM THEIR 20's TO 100+***
- ***3,100+ SOCIAL FOLLOWERS***
- ***3,000+ CONTACT EMAIL LIST***