

NATIONAL COLLEGE OF NATURAL MEDICINE PARTNERS PROGRAM



National College of Natural Medicine (NCNM) is the oldest accredited naturopathic college in North America, the roots from which other accredited naturopathic colleges have sprung. It offers four exceptional degree programs—Doctor of Naturopathic Medicine (ND), Master of Science in Oriental Medicine (MSOM), Master of Acupuncture (MAc) and Master of Science in Integrative Medicine Research (MSiMR). The college has access to nearly 20 local clinics offering diverse clinical experiences, and supports a tightly-knit, collaborative and inspiring learning environment, as well as an active research community.

NCNM cultivates teaching, research, and patient care, providing an exceptional learning environment for medical students—an ideal terrain for industry partners who want to become aligned with the professions we serve. NCNM Partners enjoy access to newly minted doctors and medical students who are launching medical practices in the Pacific Northwest and throughout the United States and Canada. Affiliation with the country's premier natural medicine college and access to alumni and students are part of the ROI of a partnership with NCNM.

NCNM AT A GLANCE

- NCNM is the oldest naturopathic college in North America, with academic programs regionally accredited by the U.S. Department of Education.
- A nonprofit college of natural medicine, NCNM offers graduate medical degree programs in naturopathic medicine and classical Chinese medicine, and a Master of Science in Integrative Medicine Research degree.
- NCNM is located in Portland, Oregon, a city that prizes medical education and offers naturopathic, Chinese medicine, chiropractic and allopathic medical teaching colleges—all within the city's boundaries.
- Upon the city of Portland's approval of NCNM's master plan, the college's southwest Portland campus footprint and building space is expected to triple in size from 2011 to 2015.
- In fall 2011, NCNM has 550 students and 2,300 alumni. We expect to grow our enrollment to 800 students and increase the number of graduates to a total of nearly 3,000 by 2015.
- NCNM's campus clinic and nearly 20 community clinics serve approximately 33,000 patient visits each year.
- There are more naturopathic physicians (NDs) per capita in Oregon than anywhere else in the United States. The scope of practice for NDs in Oregon is the most comprehensive in the U.S., championing naturopathic physicians' intrinsic role in primary and preventive care.
- NCNM's School of Classical Chinese Medicine, established in 1995, is a recognized leader in Chinese medicine education.
- The classical Chinese medicine approach is especially suited to give new insights into the treatment of difficult and recalcitrant diseases that are difficult to cure or even diagnose.

NCNM PARTNERS PROGRAM BENEFITS

Benefit	Regents' Circle	President's Circle	Deans' Circle	Diamond Partner	Platinum Partner	Gold Partner	Silver Partner	Bronze Partner	1,000 Friends
Board of Regents Member	✓								
Multiyear Project Partner (Research, Residencies & Others)	✓	✓	✓						
Naming Opportunity	✓	✓	✓	✓					
Product Knowledge Lunch	✓	✓	✓	✓	✓				
Annual Project Partner	✓	✓	✓	✓	✓	✓			
CE Partner	✓	✓	✓	✓	✓	✓	✓		
Health Biz Expo Featured Partner and Free Booth	✓	✓	✓	✓	✓	✓	✓		
Medicinary Featured Sponsor	✓	✓	✓	✓	✓	✓	✓	✓	
Starter Medicinary	✓	✓	✓	✓	✓	✓	✓	✓	
NCNM Intranet Page	✓	✓	✓	✓	✓	✓	✓	✓	
Graduation Gala Sponsor	✓	✓	✓	✓	✓	✓	✓	✓	
Alumni Newsletter Featured Sponsor	✓	✓	✓	✓	✓	✓	✓	✓	✓
Student Newsletter Featured Sponsor & Article Contributor	✓	✓	✓	✓	✓	✓	✓	✓	✓
Website Link on Featured Sponsor Landing Page	✓	✓	✓	✓	✓	✓	✓	✓	✓
1,000 Friends of NCNM	✓	✓	✓	✓	✓	✓	✓	✓	✓
Product Presence	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sampling Tables	✓	✓	✓	✓	✓	✓	✓	✓	✓
Community Clinics Medicinary Program	✓	✓	✓	✓	✓	✓	✓	✓	✓
Booth Partner	✓	✓	✓	✓	✓	✓	✓	✓	✓
Student Rep Access	✓	✓	✓	✓	✓	✓	✓	✓	✓
Commencement Guest	✓	✓	✓	✓	✓	✓	✓	✓	✓
Convocation Guest	✓	✓	✓	✓	✓	✓	✓	✓	✓



NCNM IN GROWTH MODE *IT'S ALL ABOUT THE NUMBERS.*

- By growing our campus facilities and student body, NCNM can graduate more NDs and Chinese medicine practitioners. Having 30 percent more natural medicine doctors in North America would allow treatment of hundreds of thousands more patients.
- More naturopaths across the U.S. increase the likelihood that more states will legislate ND licensing and include natural medicine in health reform.
- More licensed NDs and acupuncturists increase the pressure for inclusive insurance coverage of natural medical professionals and the products they use.
- NCNM's Helfgott Research Institute and the college's unique Master of Science in Integrative Medicine Research program are increasing the evidence-base for natural medicine research, leading to more acceptance and usage of natural medicine by patients, government funders and providers.

As NCNM and the professions grow, your business also grows.

NCNM PARTNER INVESTMENT LEVELS

	Monthly Giving	Per Year	Total
Regents' Circle	\$16.66k	\$200k x 5	\$1 million
President's Circle	\$8.33k	\$100k x 5	\$500k
Deans' Circle	\$6.25k	\$75k x 5	\$375k
Diamond Partner	\$4.16k	\$50k x 5	\$250k
Platinum Partner	\$2.08k	\$25k x 5	\$125k
Gold Partner	\$1.6k	\$20k x 5	\$100k
Silver Partner	\$833	\$10k x 5	\$50k
Bronze Partner	\$416	\$5k x 5	\$25k
1,000 Friends Member	\$83	\$1k x 5	\$5k

NCNM PARTNERS PROGRAM BENEFITS

Board of Regents Member

Members serve the crucial role of advisors and networkers for the board of directors and the president in advancing the mission of the college, its programs and clinics. Meetings are semi-annual.

Multiyear Project Partner

Members support the goals and activities of the following at NCNM: Helfgott Research Institute, Residency Program, State-of-the-Art Clinic Funds, Student Scholarship Fund, Faculty Scholarship, Library and Learning Resource Fund, E-education Sustaining Fund, Foundations of Naturopathic Medicine Sustaining Fund, Peer Helpers Program, Institute for Natural Medicine Public Education Fund, Distinguished Lecture Series, Green College Fund, NDI Global Outreach Fund, and Customized Projects. Individual projects are described in detail on the following page.

Naming Opportunities

Corresponding to their levels of giving, our partners will be given the option of naming buildings, clinics, lecture halls, classrooms, hallways, the library, rare books room, cafeteria pavilions, bookstore, anatomy lab, and grounds and gardens of NCNM. Similarly, naming opportunities exist for residencies, scholarships, chairs of departments, lecture series and events.

Product Knowledge Lunch Partner

Our partners' product information is presented to students and alumni in an organized, advertised event one day each year of the partnership. Lunch is provided by NCNM.

Annual Project Partner

Our partners can underwrite student projects such as advocacy brigades to states with active licensure efforts or student clubs that promote natural medicine in the community, or periodic promotional events sponsoring student clubs on campus. Annual projects may also include student orientation events or faculty academic retreats.

Continuing Education Sponsored Partner

Opportunity to create new elective and credit course material for inclusion in NCNM CE offerings; opportunity to select and underwrite speakers who will write curriculum to be presented to the college's Program and Curriculum Review Committee and the Oregon Board of Naturopathic Examiners, or other licensed state regulatory body for Continuing Education approval and credit. CE will be open to health care professionals, including naturopathic doctors, chiropractors, dentists, nurses, acupuncturists, etc.

Health Biz Expo Featured Partner

Featured as a presenting sponsor of the annual "Health Biz Expo" events held at NCNM. Health Biz Expos will invite 500 local alumni, 600 medical students, 200 faculty and staff, and the public to learn about natural products and natural medicine. Partners will be provided with a free premier exhibitor booth.

Medicinary Featured Sponsor

Partner will be a featured medicinary sponsor and be given a display shelf in the NCNM Medicinary each term. Partner products will be on display for patients, students and practitioners.

Starter Medicinary

Partners provide a set amount of products on consignment for each new graduate who opts into this program. The graduate pays for the initial inventory within one year or returns the product. This program facilitates product knowledge and helps to build a relationship between the recent graduates and partners' local representatives.

NCNM Intranet Page

Partners receive an intranet page for digital catalogs, price lists, order forms, new account forms, etc., for easy ordering access by our students, faculty, staff and residents.

Graduation Gala Sponsor

Partner will be the featured sponsor of the annual June commencement gala involving NCNM alumni, family and friends of the new graduates, and all students and faculty. Partners will receive free admission and will be formally recognized at the event.

Alumni Newsletter Featured Sponsor

Partners will be a featured sponsor of the monthly alumni newsletter distributed to more than 2,000 alumni.

Student Newsletter Featured Sponsor and Article Contributor

Partners will be a featured sponsor of the twice-monthly student newsletter, the *Partners Connection*. Partners may submit short 150-word articles, which typically focus on a product, promotion, research, purity, sourcing, GMP and professional development. Links to longer articles are welcomed.

Website Link

Partners will have an active link on the NCNM website.

1,000 Friends of NCNM

Partners will automatically be included in the "1,000 Friends" network of NCNM (alumni network, 1,000 Friends-sponsored continuing education events).

Product Presence

Partner products will be featured on campus in display cases located in the main corridors of the Academic Building.

Sampling Tables

Partner is able to reserve a sampling table in our main student corridor on campus each month for three hours. Partners' student reps typically conduct sampling to maximize peer-to-peer education, which is much more effective at generating sales and new accounts.

Community Clinics Medicinary Program

The students and faculty at NCNM's 20 Community Clinics attend to more than 17,000 patient visits annually. The program allows students and faculty to see the efficacy of remedies through routine donations of the same products. Companies are acknowledged for their donation of product, which may move partners to higher partnership levels based on the amount of donated product.

Booth Partner

Partner will be a "featured booth sponsor" at all events in which NCNM participates. NCNM will provide sponsor plaques to all partners at the event.

Student Rep Access

Partners may decide to hire an NCNM student representative. This is a private contract position between the company and the student. Partners' student reps are allowed to conduct sampling, distribute product information, coordinate seminars, set up product displays and interact with students and faculty. These student leaders help companies gain additional access. Peer-to-peer teaching is highly encouraged at NCNM.

Commencement Guest

Partner will be invited to the NCNM Commencement ceremony each June.

Convocation Guest

Partner will be invited to and introduced at the NCNM Convocation ceremony each September.

MULTIYEAR PROJECT PARTNER OPPORTUNITIES

1. Helfgott Research Institute

Partner contributions fund groundbreaking research, endow Research Scholars, support Research Fellows, and underwrite student research projects and scholarships.

2. Residencies & Post-Graduate Medical Education

Partner contributions expand the creation of new residencies at NCNM such as the Cancer Care Residency or approved off-site residencies.

3. State-of-the-Art Clinic Funds

Partner contributions support NCNM's teaching clinic, ensuring state-of-the-art equipment, medical supplies, tests and medicines. Contributions may also support our growing network of Community Clinics, enhancing access, service and collaboration.

4. Student Scholarship Fund

Partner contributors endow a permanent fund for student bursaries and scholarships.

5. Faculty Scholarship Fund

Partner contributions support faculty development as faculty create new texts, design new curricula, undertake research, write scholarly journal articles, become visiting professors at other medical colleges, act as mentors, or lead scholarly visitations to China or Peru to study global medicines.

6. Library and Learning Resource Fund

Partner contributions expand NCNM's library by adding to thousands of texts in the Friedhelm Kirckfeld Rare Books Room Collection, sponsoring the purchase of books, journals, software and new technologies, as well as sustaining mobile reference medical libraries for local community clinics.

7. E-education Sustaining Fund

Partner contributions will enable NCNM through its Continuing Education department to inspire high-quality online and electronically mediated educational programming (e-learning). This fund enables NCNM to capture and share the best of continuing education offerings, grand rounds, distinguished guest lectures and Product Knowledge lunch events.

8. Peer Helpers Center Fund: The "Higher Ground" Center

Partner contributions fund the training and supervision of eligible students for peer-tutoring and peer-counseling services at NCNM. This ensures that support is in place for the successful completion of medical school. It also helps our students as they prepare to launch new medical careers.

9. Distinguished Lecture Series

Partner contributions support a series of nationally and internationally known speakers who are distinguished for their research, writing or advocacy regarding paradigm shifts in health care.

10. Green College Fund

Partners may support projects which create carbon offsets, the design and rollout of an approved environmental medicine degree or certificate, a speaker series, approved CE activities and campus recycling, repairing and composting.

11. A Customized Project

Partner contributions go toward the development of a project which will enrich the future of naturopathic or classical Chinese medicine (e.g., the ZRT Cup, the Bob's Red Mill Intercollegiate Speech Cup, and the Sokenbicha Essay Challenge).



HOW TO PARTNER WITH NCNM

<p>1) SPONSOR ONE OF OUR THREE TOP PRIORITIES:</p> <ul style="list-style-type: none"> a. Cutting-Edge Natural Medicine Research b. Professional Residencies c. Clinical Education & Scholarships <p><i>Or choose your own special project with high visibility such as the ZRT Cup, Sokenbicha Essay Challenge or Bob's Red Mill Intercollegiate Speech Cup.</i></p>	<ul style="list-style-type: none"> • Minor Surgery Suite \$35,000 • IV Therapy Treatment Room \$45,000 • Laboratory \$50,000 • Conference Rooms \$50,000 • Hydrotherapy and Nature Cure Wing \$125,000 • Physiotherapy Wing \$150,000 • Women's Health Wing \$250,000
<p>2) GIVE A FIXED AMOUNT EACH MONTH OR YEAR <i>(see NCNM Partner Investment Levels on page 3)</i></p>	<p>Labs and Classrooms:</p>
<p>3) STRATEGIC PRODUCT PLACEMENT IN THE NCNM COMMUNITY CLINICS</p>	<ul style="list-style-type: none"> • Small Classrooms \$25,000 • Herbs Lab \$200,000 • NCNM Great Hall \$250,000
<p>4) OFFER A STUDENT SCHOLARSHIP IN YOUR NAME/BRAND</p>	<p>Green Campus Environment:</p>
<p>5) SPECIAL NAMING OPPORTUNITIES</p> <p>Campus Facilities:</p> <ul style="list-style-type: none"> • Campus Murals Project \$175,000 • Academic Building Windows Replacement \$800,000 • Historic Building Renovation \$1 million • NCNM Faculty & Administration Building \$4.5 million • NCNM Clinic \$5 million • Library & Student Life Center \$7 million 	<ul style="list-style-type: none"> • Living Wall \$15,000 • Min Zidell Healing Garden Features: <ul style="list-style-type: none"> Greenhouse \$15,000 Arbor \$40,000 Statue \$10,000 • Campus Recycling System \$75,000 • Vegetable Teaching Garden \$75,000 • Roof Garden \$150,000
<p>NCNM Clinic:</p>	<p>Helfgott Research Institute: \$1.3 million</p>
<ul style="list-style-type: none"> • Shiatsu Rooms \$20,000 • Treatment Rooms \$25,000 • Colonic / Sauna Suite \$35,000 	<p>Community-Focused Spaces:</p> <ul style="list-style-type: none"> • Covered Stage and Amphitheatre \$150,000 • Early Childhood Center \$750,000
	<p>Endowed Academic Professorships: \$125,000 annually</p>

For more information, please visit www.ncnm.edu/partners or contact:

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