

Sponsorship Opportunity



**Saskatchewan
Emergency
Medical
Services
Association**

SEMSA

Saskatchewan Emergency Medical Services Association

February 2009

Introduction

Emergency Medical Services (EMS) have matured and grown in sophistication over the last twenty years. The reality today is that out-of-hospital emergency medical services have become an integral, and increasingly pivotal, part of Canada's acute and long-term health care system. Efficiencies and effectiveness of Saskatchewan's increasingly specialized regionalized health care systems can be best achieved with well-coordinated, fully integrated, emergency medical services. Those having the power to affect the future of health care systems must hear the voice of EMS in Saskatchewan.

Who We Are?

In 1959 the **SRA-Saskatchewan Road Ambulance** was created as a non-profit organization to answer the need for a unified body to represent the ambulance profession in Saskatchewan. The organization was established to provide guidance, support and a common voice on behalf of all ambulance services within Saskatchewan. In later years, the name changed to SAA-Saskatchewan Ambulance Association.

In May 2000, the Saskatchewan Ambulance Association merged with the Saskatchewan Emergency Medical Services Leadership Forum to create the **Saskatchewan Emergency Medical Services Association**. Building on the foundation of the past, **SEMSA** continues to forge a future for Emergency Medical Services (EMS) in this province.

Today **SEMSA** represents 84 out of 109 ambulance services within the province of Saskatchewan. Our mission today has evolved to play a large role in the "best practices" for this province. However we remain grounded to our past providing guidance, support and a common voice on behalf of all.

Provincial vs. National Framework for EMS

A national guiding document that outlines a strategic plan to define the role of EMS in Canada and to encourage and nurture the EMS profession has been published by the EMSCC—(Emergency Medical Services Chiefs of Canada). SEMSA believes in aligning the Saskatchewan EMS industry with the national strategy.

A provincial framework allied with the national one for EMS will help to centralize data and information, identify and promote standards and benchmarks, share knowledge and best practices, and bring forward the issues and challenges facing EMS. SEMSA is working toward a fundamental provincial document that will not only promote and strengthen EMS locally, but also to create a focus and forum for national dialogue.

The Role of Corporate Sponsors

SEMSA is seeking sponsorship from the private sector to provide funding for the following key activities:

1. Produce a provincial EMS Framework (strategic plan) that defines an EMS agenda, engages stakeholders, & collaborates with partners to define the EMS role in health care.
2. Sustainable funding to employ a leadership environment to manage the implementation details for the organization's infrastructure (e.g. organizational processes, accountabilities and roles and responsibilities)
3. Continue to develop and maintain a robust website to provide information to members and to further facilitate corporate sponsorship. The website will perform as a communication tool for members and to entice growth for future membership through marketing sponsors and the resources they offer.
4. Develop an effective marketing and communications strategy, along with the associated marketing materials to attract members and corporate sponsors.

The Benefits of Corporate Sponsors

Gold Corporate Sponsors

Sponsors who contribute funding in the amount of **(\$3,000.00)** annually will receive:

- One (1) meeting with SEMSA's Board of Directors over the course of the sponsorship year, as a time specific agenda item at either a regular board meeting or board evening event.
- AGM gold sponsorship included (see AGM sponsorship levels)
- List of attendees at the annual general meeting
- Membership Listing (contacts, e-mails, phone numbers, etc)
- Corporate logo (with live link to company website) on SEMSA's "HOME" page
- Corporate logo (with live link to company website) and company description on SEMSA's website "Corporate Sponsors" page
- Corporate logo on 'Top 5' most viewed pages on the website
- Corporate logo on any SEMSA publications
- Listing and company description in the "Members Directory" on SEMSA's website
- Capacity to post 6 "Alert/Breaking News" items for one week duration on SEMSA's website per sponsorship year

Silver Corporate Sponsors

Sponsors who contribute funding in the amount of **(\$2,000.00)** annually will receive:

- Corporate logo (with live link to company website) and company description on SEMSA's website "Corporate Sponsors" page
- AGM silver sponsorship included (see AGM sponsorship levels)
- Membership Listing (contacts, e-mails, phone numbers, etc)
- Corporate logo on 'Top 3' most viewed pages on the website (not including "HOME" page)
- Corporate logo on any SEMSA publications
- Listing in the "Members Directory" on SEMSA's website
- Capacity to post 2 "Alert/Breaking News" items for one week duration on SEMSA's website per sponsorship year

Bronze Corporate Sponsors

Sponsors who contribute funding in the amount of **(\$1,000.00)** annually will receive:

- Corporate logo (with live link to company website) and company description on SEMSA's website "Corporate Sponsors" page
- AGM bronze sponsorship included (see AGM sponsorship levels)
- Corporate logo on SEMSA publications
- Listing in the "Members Directory" on SEMSA's website

Corporate/Associate Member (optional)

Companies can join as a corporate member for **(\$500.00)** annually and will receive:

- Corporate logo (with live link to company website) and company description on SEMSA's website "*Corporate Sponsors'* page
- Listing in the "*Members Directory*" on SEMSA's website
- Literary insert in AGM convention program
- Special discounts on conferences/workshops/symposiums
- Early bird notice on SEMSA publications and special events

Annual Convention, Trade Show and General Meeting Sponsors

Gold Sponsor

- Recognition as Gold Sponsor in the Convention Program and on Sponsorship Board
- Recognition at Convention Events and Specific Sponsored Event
- Opportunity to make a Marketing Presentation to Convention Delegates
- Premier Display Space in the Convention Area
- Meal and Banquet Tickets for four exhibitors
- 2 - double-sided page Product Inserts in the Convention Program

Silver Sponsor

- Recognition as Silver Sponsor in the Convention Program and on Sponsorship Board
- Recognition at Convention Events and Specific Sponsored Event
- Display Space in the Convention Area
- Meal and Banquet Tickets for two exhibitors
- 1 - double-sided page Product Insert in the Convention Program

Bronze Sponsor

- Recognition as Bronze Sponsor in Convention Program and on Sponsorship Board
- Recognition at Convention Events and Specific Sponsored Event
- Display Space in the Convention Area
- Meal and Banquet Tickets for one exhibitor
- 1/4 page Advertisement in the Convention Program

The creation of a **Provincial Framework for EMS** is vital. The support of corporate sponsors will help start, develop and implement this important strategy and related initiatives. Other services, such as a knowledge bank of best practices and research, development of accreditation and other standards, and support to the profession will help service providers to maximize resources and meet the challenges of fiscal restraints within their respective jurisdictions.

Corporate sponsors of SEMSA demonstrate their commitment to the needs and growth of EMS across Saskatchewan. If you understand...and believe...in the value of this organization to the future of EMS, corporate sponsorship is a tangible way to participate.

SEMSA is an opportunity for you to focus your marketing efforts within the EMS profession. We encourage you to become a corporate partner of SEMSA today!

Thank you for helping to advance and align EMS in Saskatchewan, and for demonstrating your support through your active participation as a corporate sponsor.

Our Vision

To strengthen and advance EMS in Saskatchewan by ensuring high-quality, accountable patient care.

Our Mission

Provide guidance, support, and a common voice on behalf of all EMS members.

Our Values

- Renewed commitment
- Networking
- Equality
- Common Voice
- Education
- Accountability
- Communication and Public Awareness
- Client Focused
- Professionalism
- Leadership
- Best Practices
- Benchmarking

Our Focus

- **Information** – Providing independent, credible and shared information that advances innovation, management and leadership in the service delivery organizations;
- **Communication** – Communicating an identity and a clear role for EMS in the context of the health care environment;
- **Strategic Leadership** – Focusing on increasing the capacity of EMS leaders to address strategic matters in emergency medical services, share EMS best practices and advance the overall provision of service at a provincial level;
- **Recognition** – Fostering recognition of EMS as a stakeholder in health care and community services.

Our Realities

Reality 1 – A high-functioning, innovative, value-added, and well-researched EMS system is critically important in the current and rapidly-changing health care environment in Saskatchewan:

- Conventional and customary service (9-1-1 responses and inter-hospital transfers).
- New and expanded-scope service in public safety and prevention.
- Health care reform continues to have a direct impact on EMS systems.

Reality 2 – EMS in Saskatchewan faces crucial service demand issues and challenges which must be addressed:

- The impact of demographic shifts of major proportions, particularly the “aging of our population”
- An exponential growth in demand, out of proportion to the population increase.

Reality 3 – EMS in Saskatchewan faces crucial supply issues and challenges which must be addressed:

- Diversion and through-put delays resulting from the overcrowding of hospital emergency wards
- An aging workforce and other workforce characteristics that are giving reason for concern.

Please contact Larise Skoretz, administrator of SEMSA, at (306) 382-2147 or by email to, semsa@innovationplace.com to discuss your sponsorship package and how you can participate. Should you decide to become a corporate sponsor, we request a verbal indication and we will follow up with a formal contract.

Contact Information

105-111 Research Drive
Saskatoon SK
S7N 3R2

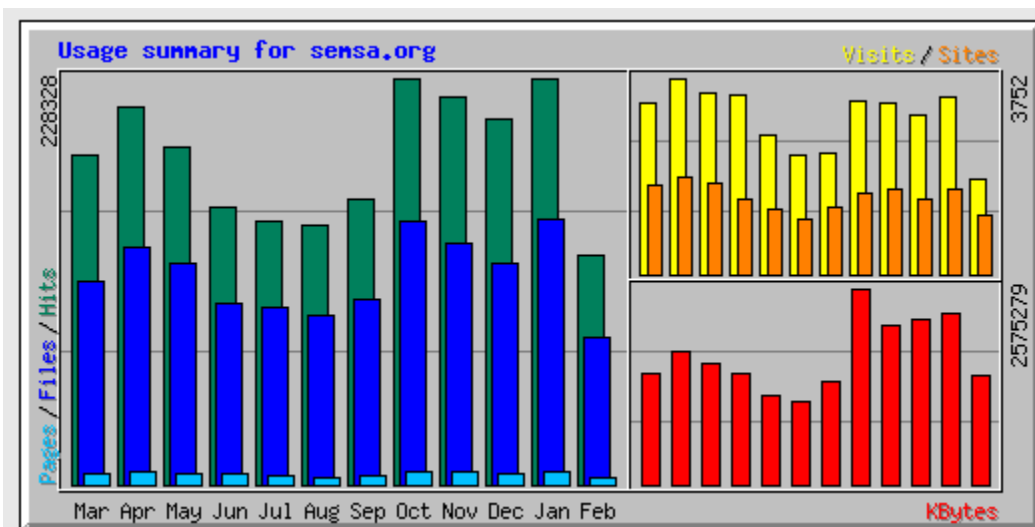
Office: 306-382-2147
Facsimile: 306-955-5353
Website: www.semsa.org
E-Mail: semsa@innovationplace.com

Website Statistics

Since SEMSA has created a dedicated committee to oversee the website design and development, its success has been second to none. SEMSA continues to enhance this resource for all who take advantage of the website.

We want those interested in the sponsorship opportunity to know that the exposure they will be getting, we believe, will be a tremendous asset to their organization through the website and all other aspects of this prospect.

Below is a sample of some statistics from our website taken on February 17, 2009. As you will be able to see, since the restructuring, our usage has increased each month with visits ranging from over 30 different countries.



Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Feb 2009	8588	5482	262	121	1113	1445036	1818	3940	82239	128828
Jan 2009	7365	4821	227	109	1622	2234957	3401	7057	149472	228328
Dec 2008	6623	4012	210	98	1441	2163901	3046	6529	124386	205328
Nov 2008	7237	4525	229	109	1614	2092175	3290	6880	135756	217111
Oct 2008	7354	4764	228	106	1555	2575279	3300	7089	147684	227998
Sep 2008	5350	3468	168	77	1295	1343844	2311	5044	104043	160519
Aug 2008	4703	3062	141	72	1058	1090529	2260	4394	94928	145820
Jul 2008	4763	3225	166	86	1233	1169222	2670	5171	100003	147665
Jun 2008	5188	3404	211	114	1437	1454605	3426	6346	102146	155662
May 2008	6116	4015	210	111	1724	1579900	3448	6520	124468	189610
Apr 2008	7050	4454	237	125	1858	1748305	3752	7124	133634	211522
Mar 2008	5977	3669	209	105	1697	1448588	3275	6502	113755	185299
Totals						20346341	35997	72596	1412514	2203690

