

2025

SPONSORSHIP OPPORTUNITIES

UCA URGENT CARE
ASSOCIATION®

STAND OUT AS A LEADER IN URGENT CARE


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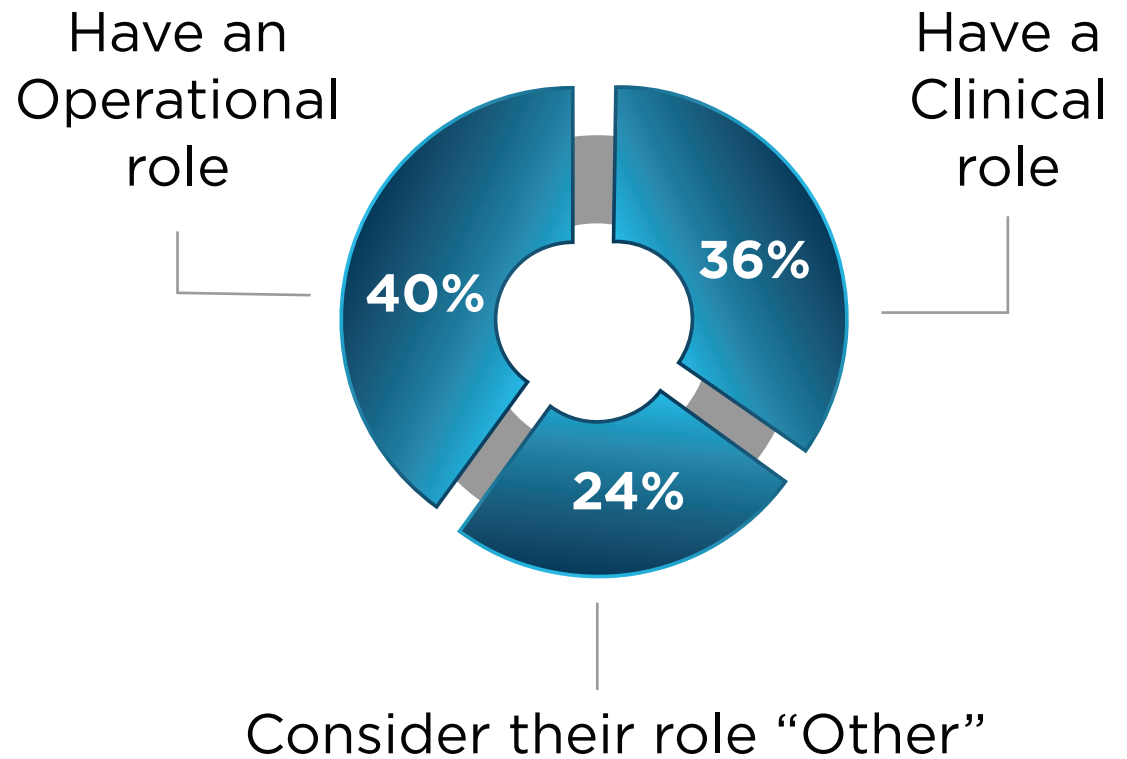
CORPORATE MEMBERSHIP



**BY THE
NUMBERS**

Urgent Care Audience

UCA's audience consists of 18,880-plus Urgent Care clinicians, operators and others who serve the industry.



Industry Audience
18,880+

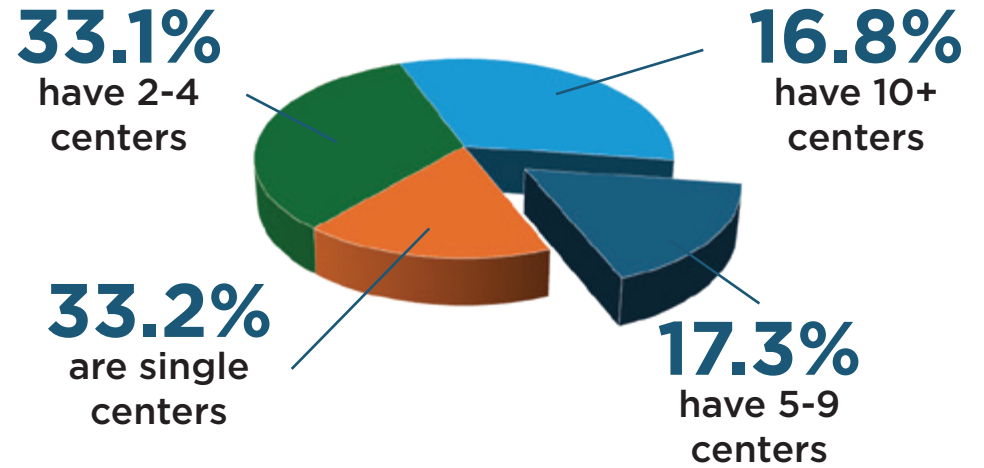
The entire UCA Membership is represented within our audience reach. UCA members account for 30% of all Urgent Care centers nationwide, and we continue to add new members every month.

4,324
Member Centers

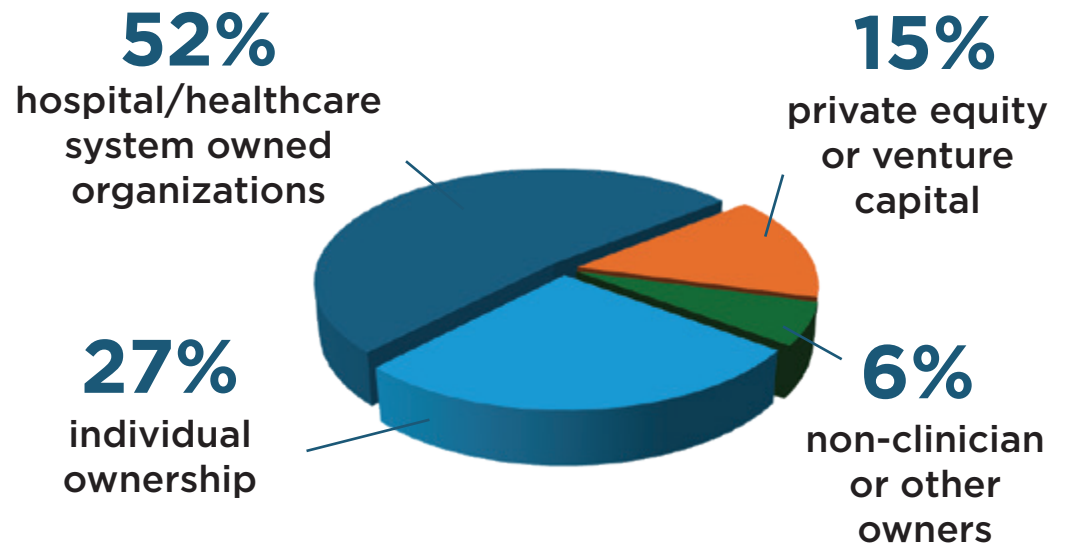
381
Member Organizations

SNAPSHOT

WITHIN OUR MEMBERSHIP:



UCA ORGANIZATIONAL MEMBER OWNERSHIP MIX:



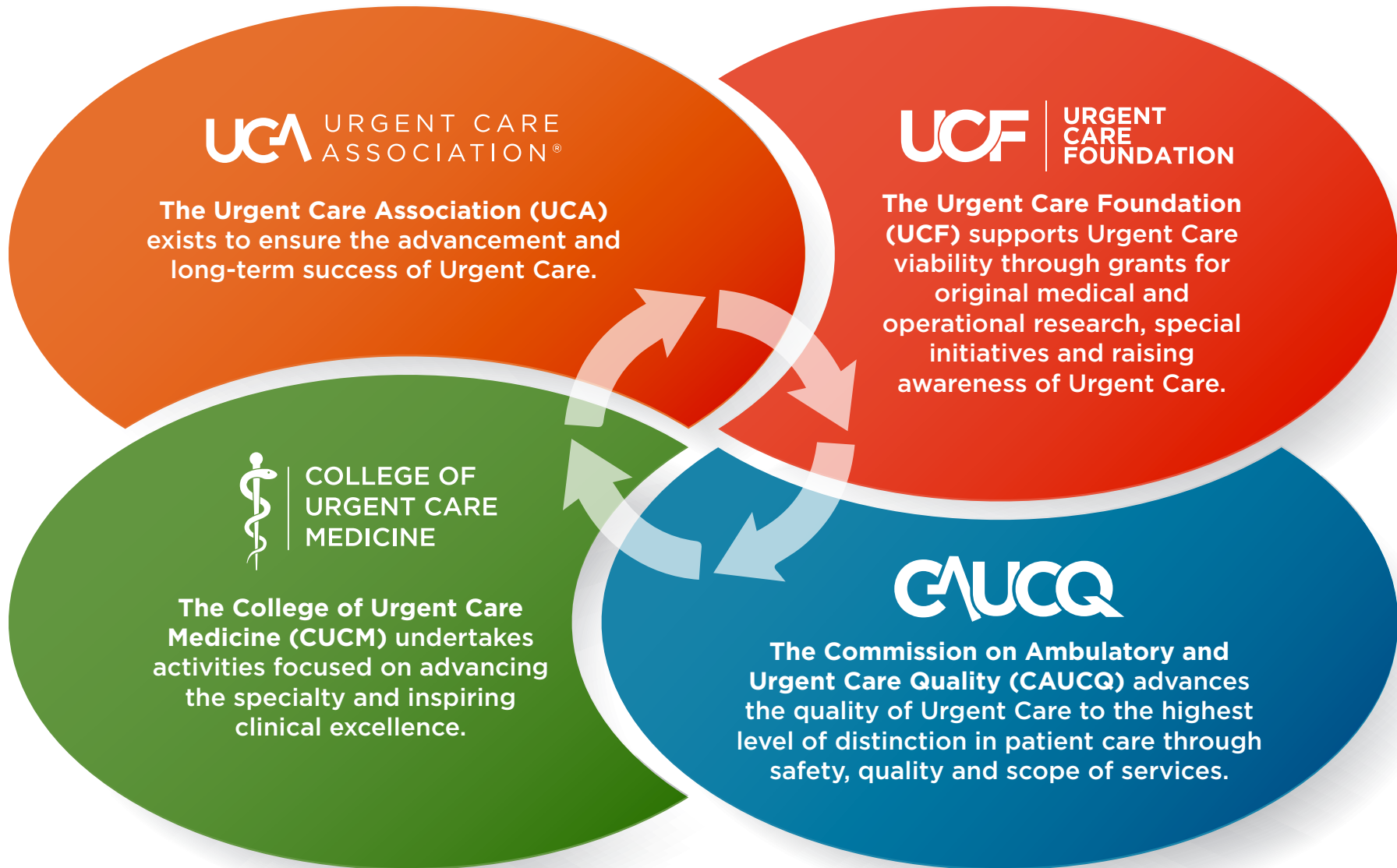
*Data based on June 2024



MISSION ALIGNMENT

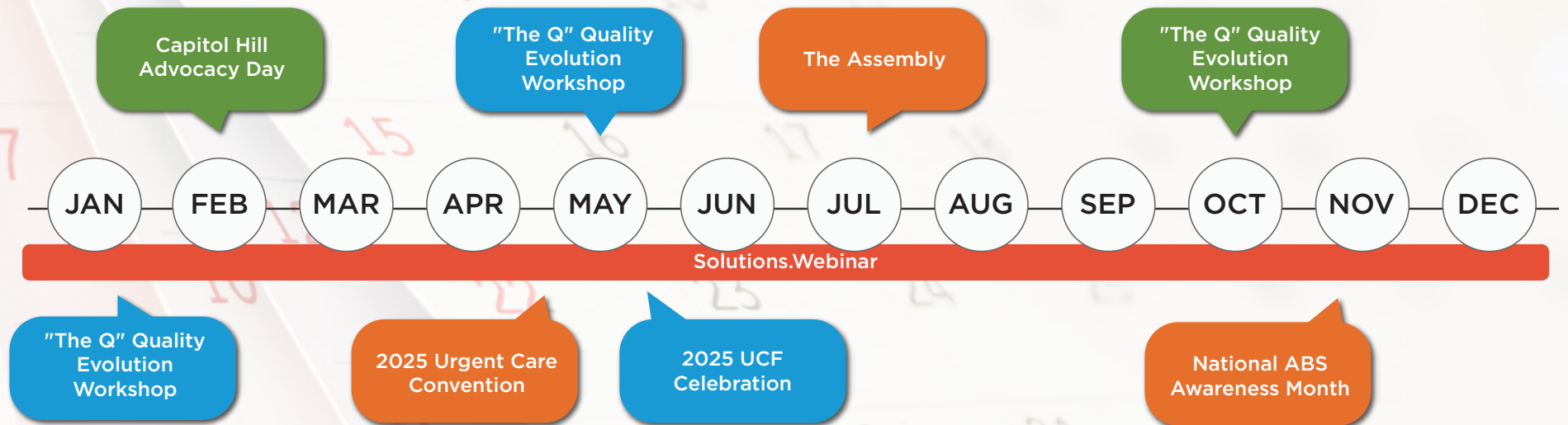
MISSION ALIGNMENT

HOW IT COMES TOGETHER



EVENT CALENDAR

Align your Urgent Care strategy with UCA's milestone events to maximize your investment and leverage available opportunities.



**Events and dates subject to change*



EVENTS

"The Q" Quality Evolution Workshop

UCA Accreditation shows a commitment to scope of care that meets the UCA certified center criteria and a quality and safety commitment to Urgent Care patients and workforce. These accreditation workshops are designed to help organizations prepare for accreditation.

Align with quality Urgent Care and support organizations developing standardized best practices and expectations of care.

Workshop 1 - Phoenix, AZ; Jan 14 - 15, 2025

Workshop 2 - Dallas, TX; May 3 - 4, 2025

Workshop 3 - Date, location TBD

BENEFITS

- (2) Invitations to participate in one 2025 Quality Accreditation Workshop
- (1) 15-minute presentation at select workshop
- (1) copy of UCA Accreditation Standards Manual
- Opportunity to include flyer or pamphlet for distribution to workshop attendees
- Recognition on program promotion
- Sponsorship subject to date availability

SPONSORSHIP: \$15,000

Capitol Hill Advocacy Day

Advocacy is an important strategic direction for the long-term success of Urgent Care. Investment in UC advocacy extends your recognition though the year and exemplifies your company as a friend of Urgent Care and thought leader in the industry.

Capitol Hill Advocacy Day hosts key opinion leaders including the UCA Strategic Advisory Group (CEOs from organizations with 30+ centers) and the Delegates Council (committee representatives from each region of the U.S.).

Washington, DC
February 4 - 6, 2025

BENEFITS

	Partner \$20,000	Supporting \$10,000
Invitation to Capitol Hill Advocacy Day event	1	
Recognition on Capitol Hill Advocacy Day webpage and event signage.	X	
Invitation to all Capitol Hill Advocacy Day networking events	1	
Recognition as UCA Advocate sponsor on UCA website and 2025 Urgent Care Convention	X	X
Banner ad in Urgent Care Advocacy Newsletter	4	4
Quarterly recognition in social media (UCA responsibility)	X	X
Solutions.Delivered	1	1
Opportunity to collaborate with UCA on discussion topic and guest speaker on 20-min 'Inside Urgent Care' podcast (must be education focused, not commercial in nature)	1	
'Inside Urgent Care' 30s Podcast ad		1

The Assembly

This invitation-only, in-person event focuses on the future of Urgent Care. In this intimate setting hear directly from clinicians and operators their pain points and priorities, and contribute your expertise and build collaborative relationships.

Key opinion leaders at this event include the Clinical Consortium (clinical-thought leaders from organizations with 30+ centers) and Delegates Council (committee representatives from each region of the U.S.).

Phoenix, AZ
July 12 - 14, 2025

BENEFITS

	Premier \$45,000	Partner \$25,000	Supporting \$15,000
Invitation to Clincial Consortium and Delegates Council meetings at The Assembly	3	2	1
Tabletop for company display during Solutions.Showcase	X	X	X
Invitation to networking events at The Assembly	X	X	X
Recognition on The Assembly webpage and event signage	X	X	X
Use of The Assembly attendee list	X	X	X
5-minute comments at Delegates Council and Clinical Consortium	X		
Full-page ad in Urgent Caring PDF publication	4		
Banner ad in Urgent Updates Newsletter	6	4	



Solutions.Webinars

Solutions.Webinars are virtual opportunities to connect with your Urgent Care audience year-round.

[LEARN MORE](#)

Urgent Care Convention, UCF Celebration

The Urgent Care Convention and the UCF Celebration are the largest industry events in the calendar year. Be sure to plan your presence at these events.

[LEARN MORE](#)



PROJECTS

Advocacy Support

Advocacy is an important strategic direction for the long-term success of Urgent Care. Investment in UC advocacy extends your recognition through the year and exemplifies your company as a friend of Urgent Care and thought leader in the industry.

BENEFITS

Supporting
\$10,000

Recognition as UCAdvocate sponsor on UCA website and 2025 Urgent Care Convention	X
Banner ad in Urgent Care Advocacy Newsletter	4
Quarterly recognition in social media (UCA responsibility)	X
'Inside Urgent Care' 30s Podcast ad	1
Solutions.Delivered	1

Antibiotic Stewardship

Join UCA's longitudinal Antibiotic Stewardship (ABS) Initiative to ensure we play our part in supporting clinicians and operators in addressing Antibiotic Stewardship and antimicrobial resistance. Your support contributes to the proper education, training and resources important to ensure the appropriate prescribing of antibiotics.

BENEFITS

	Presenting \$40,000	Champion \$25,000
Recognition on the UCA Antibiotic Stewardship Initiative page	X	X
LinkedIn post during National ABS Awareness week (Post content provided by Sponsor)	X	X
Recognition at 2025 Urgent Care Convention	X	X
Promotion of (1) webinar on Antibiotic Stewardship best practices (Webinar content and production by Sponsor)	X	X
Partner level sponsorship to 2025 The Assembly	X	
Supporting level sponsorship to 2025 The Assembly		X
Recognition in UCAccess during National ABS Awareness Week (UCA responsibility)	X	X
Sponsored content ad in UCAccess	2	2
Opportunity to contribute resources or whitepapers to the Learning Center (UCA responsibility)	3	1

Sexual Health

Support sexual healthcare in Urgent Care. Contribute resources to expand the available knowledge base for Urgent Care clinicians.

BENEFITS

	Presenting \$40,000	Supporting \$15,000
Recognition at 2025 Urgent Care Convention	X	X
Promotion of (1) webinar on STI best practices (Webinar content and production by Sponsor)	X	X
Partner level sponsorship to 2025 The Assembly	X	
Recognition in UCAccess during National STI Awareness Week (Apr) and Sexual Health Awareness month (Sep) (UCA responsibility)	X	X
(4) social media posts, sponsor provided content (2 in April, 2 in September, scheduled at UCA discretion; only 1 post per month may be commercial in nature)	X	X
Sponsored content ad in UCAccess	3	2
Opportunity to contribute resources or whitepaper to the Learning Center	2	1

UCA 2026 Public Relations Campaign

The 2026 UCA Public Relations campaign will inform potential patients on the healthcare services Urgent Care provides and when to choose Urgent Care for healthcare, compared to Emergency Department and Primary Care. Showcase your company's commitment to the long-term success of your Urgent Care customers. Join us in highlighting the critical role of Urgent Care and demonstrate to your buyers your passion for their business.

BENEFITS

	Premier \$30,000	Presenting \$15,000	Partner \$10,000	Supporting \$5,000
Recognition on UCA website and Microsite in 2026	X	X	X	X
Recognition in news release during the 2026 campaign	X	X	X	X
Exclusive social media mention as a supporter of the campaign in 2026, on campaign social and UCA social	2			
Social media mention as a supporter of the campaign in 2026, on campaign social and UCA social		1	1	
Recognition on 2026 PSA	X	X	X	
Exclusive, sponsor announcement joint press release	X			
(1) representative to advise on marketing with UCA PR campaign planning leads	X			
Access to 2026 campaign press kit, to utilize across own marketing channels	X	X	X	X
Attribution recognition on microsite and social media, for provided data point and/or content in 2026	X	X		
30-day web ad on microsite in 2026	12	4	2	
Recognition at the 2025 and 2026 Urgent Care Convention as a supporter of the campaign	X	X	X	X
Recognition during 2025 and 2026 Urgent Care Awareness month on UCA website and (1) UCAccess as a supporter of the campaign	X	X	X	X
Banner ad in 2026 Advocacy Newsletter	2	1		

Urgent Care Research Grant Support

The Urgent Care Research Grant Program allows UCF to fund UCA member original research furthering Urgent Care medicine as a specialty, contributing to published research on Urgent Care, addressing known industry gaps and creating pathways for continued industry progress.

BENEFITS

	Presenting \$10,000	Supporting \$500
Opportunity to work with UCF Grant Committee to develop an RFP for an original research project in a UCF priority area of mutual interest (max 3 available per priority area, first come first served)	X	
Recognition in stand-alone emails announcing the co-developed RFP	2	
Recognition in UCAccess article announcing grant award for co-developed RFP	X	
(1) SME representative to serve on the UCF Grant Committee to advise review of applications for co-developed RFP	X	
Recognition on UCAccess updates in 2025 awarded projects	X	X
Recognition as funding supporter in publication resulting from co-developed RFP	X	
Recognition at 2025 Urgent Care Convention	X	X
Recognition on UCF website as 2025 supporter of grants for original research	X	X

CORPORATE MEMBERSHIP



CORPORATE MEMBER

Corporate membership with UCA allows you to position your company as one of the top resources for Urgent Care centers.

[Learn More](#)

Reaching your Urgent Care audience is more than sponsorship. Gain year-round and face-to-face visibility with these other opportunities:

 2025 Advertising with UCA

 2025 Urgent Care Convention Exhibit and Sponsorship

 Contact Corporate Strategy & Events at UCA
corporate@urgentcareassociation.org