

AACOM ClinEd Accelerator

Hacking the Future of Osteopathic Clinical Education

Sponsorship Opportunity

Sponsorship Levels: \$5,000–\$25,000

Why this, why now

The United States is facing a deepening physician shortage at the same moment that clinical training capacity is under unprecedented strain. The pipeline of future physicians has never been larger, yet the systems that train them at the bedside are stretched thin. The AACOM ClinEd Accelerator is osteopathic medicine's direct response: a national, fully virtual innovation initiative that convenes osteopathic medical students, administrators, educators, health systems, residency leaders, healthcare innovators and technology partners to build practical, deployable solutions to the most pressing challenges in clinical education. Because it is virtual, participation and sponsor engagement reach every college of osteopathic medicine, regardless of geography, and every touchpoint happens online, with no travel required.

This is not a goodwill exercise. It is a working pipeline of vetted solutions and a rare, concentrated point of access to the people building and teaching the future of medical education.

The audience you reach

AACOM is the national voice for osteopathic medical education, representing the 48 accredited colleges of osteopathic medicine across 75 teaching locations in 36 states.

- 39,000+ osteopathic medical students currently in training, an all-time high, up more than 66% in the last decade
- Nearly 30% of all U.S. medical students are now educated at a college of osteopathic medicine
- Direct connection to COM deans, faculty and curriculum decision-makers, the people who evaluate and adopt educational tools and platforms
- The next generation of physician leaders, at the exact moment they form professional habits and brand preferences
- Truly national reach: the virtual format removes geographic barriers, giving every COM equal access and letting your team engage from anywhere, with no travel

For any organization that builds for clinicians, sells to medical schools, or recruits future physicians, this is among the most efficient ways to reach the osteopathic ecosystem in a single initiative.

What sponsorship delivers

Sponsors of the ClinEd Accelerator gain:

- Talent access: direct engagement with high-performing students and innovators as judges, mentors and reviewers
- Decision-maker visibility: brand presence in front of COM leadership and GME stakeholders nationwide
- Innovation positioning: credible association with a forward-looking, problem-solving initiative in medical education
- Product and market insight: a front-row view of where the next generation sees the field heading
- Category leadership: the opportunity to be *the* named partner in your space

Sponsorship Tiers

Presenting Sponsor: **\$25,000** (*one available; category-exclusive*)

SOLD

The lead partner of the inaugural ClinEd Accelerator.

- Top-billing logo placement: "Presented by [Organization]" across AACOM website, AACOM landing, event landing page to access registration and all event materials
- Top-billing logo placement on event main page, sponsors tab and a designated sponsor page.
- Category exclusivity: the only organization in your sector at this tier
- Naming rights to the event's top award: *The [Organization] Award for Innovation in Clinical Education*
- Recognized as a lead underwriter of the event prize pool
- Featured speaking slot at the virtual kickoff and a lead judging role reviewing finalist pitch videos
- Present your named award live at the Winners Showcase

- Featured recognition in all press releases and post-event communications
- Founding Sponsor designation
- All benefits of lower tiers
- Sponsored email blast

Track / Award Sponsor: \$10,000 (*limited availability*)

SOLD: TRACKS 2, 3, 4 & 5

Own one of the Accelerator's challenge tracks.

- Naming of a challenge track aligned to your mission: *The [Organization] Challenge in [Track Theme]*
- Logo placement on AACOM event landing page, event landing page and event materials
- Logo placement on event main page, sponsors tab and a designated sponsor page.
- Deliver a short live challenge briefing at the virtual kickoff to frame your track's problem statement
- Host mentor office hours for teams during the build phase and judge your track's finalist pitch videos
- Recognition across event marketing, participant communications and social media
- Recognition during event programming
- Founding Sponsor designation
- Invitation to key virtual event activities and the Winners Showcase
- Sponsored email blast

Tracks 2, 3, 4 and 5 are no longer available. Track 1 is still available.

The five challenge tracks that you can choose from are detailed [here](#).

Supporting Sponsor: \$5,000

AVAILABLE

- Logo placement on the AACOM website and select materials

- Logo placement on event main page and sponsors tab
- Recognition in event marketing and social media
- Recognition during event programming
- Invitation to the virtual Winners Showcase

Founding Sponsor Designation

Because this is the inaugural ClinEd Accelerator, sponsors at the \$10,000 level and above are recognized as Founding Sponsors and will be credited as founding partners of the initiative in all future ClinEd Accelerator materials. Founding status is available only this year. It cannot be purchased later.

Additional Naming & Activation Opportunities

These can be attached to any sponsorship or arranged separately:

- Prize Pool Underwriter: be recognized as a funder of the participant prize pool with the option to add to it for larger awards and broader reach. (\$5,000 for final winner + supporting sponsor designation)
- Student Ambassador Program: name and support the peer-to-peer program that drives student participation across COMs: The [Organization] Student Ambassador Program. (\$2,500)
- Sponsored Session: host or present a live webinar or educational segment during the event: for example, a technology deep dive or challenge briefing aligned to your expertise. (\$5,000 + supporting sponsor designation)

Recognition: all sponsors receive

Visibility

- Logo placement on the ClinEd Accelerator website and AACOM registration materials
- Recognition in event marketing and promotional communications
- Recognition in participant communications
- Social media recognition before, during, and after the event
- Recognition in AACOM press releases and post-event communications
- Sponsor recognition during event programming

Engagement

- Opportunity to serve as a judge reviewing finalist pitch videos
- Opportunity to engage directly with participating teams and innovators online
- Invitation to all virtual event activities and the Winners Showcase

How sponsor engagement works

Engagement runs across the full event lifecycle:

- Kickoff and challenge briefing: at launch, sponsors (especially Track Sponsors) give a short live talk over video framing their track's problem statement, steering teams toward solutions in their area of interest.
- Mentor office hours (build phase): sponsor subject-matter experts host scheduled virtual slots where teams drop in for feedback, the heart of relationship-building and direct insight into emerging ideas and talent.
- Ongoing presence in the event hub: sponsor representatives can take part in the online event workspace throughout, answering questions and following the work as it develops.
- Finalist judging: sponsor representatives can serve as judges, reviewing and scoring the finalist pitch videos on the platform, the marquee engagement point.
- Live award presentation: sponsors present their named award at the live Winners Showcase.
- Post-event continuation: sponsors may connect with consenting winning teams to explore piloting or advancing their projects, directly supporting the Accelerator's goal of funding viable solutions.

The level and prominence of these touchpoints scale with sponsorship tier.

Event at a glance

Dates: September 1- October 13, 2026

Format: Virtual

Finale: Live virtual Winners Showcase

Platform: Dedicated virtual hackathon platform (BeMyApp)

Eligible participants: Students, faculty, administrators, and clinical partners across AACOM member COMs

COMs represented: 48

Promotion: Multi-channel campaign across all member COMs, including targeted email, paid social and a peer-to-peer student ambassador program

Reserve Your Sponsorship

Sponsorship is limited, and category exclusivity and Founding Sponsor status are reserved for early commitments. To have your logo, named track, or award built into the promotional launch and the event platform, please commit **by July 31, 2026**.

If you're ready to secure your sponsorship, you can do so through the [AACOM Storefront](#).

If you already have an AACOM account, simply log in using your existing credentials. If you do not yet have an AACOM account, you'll be prompted to create one before accessing the storefront and completing your purchase.

If you have any questions, experience any issues with the storefront, or would like to discuss this sponsorship opportunity further, please don't hesitate to reach out. We'd be happy to help. Contact us at GME-Initiatives@aacom.org.

Sponsor benefits and on-platform placements are finalized upon confirmation of event specifications.

Frequently Asked Questions

Who is the primary audience participating in the program? Is it primarily medical schools, or are health system leaders and clinical partners also involved?

The ClinEd Accelerator is intentionally designed as a cross-sector initiative. While colleges of osteopathic medicine represent a core audience, participation also includes clinical education leaders, affiliated health systems, residency programs, hospitals and clinical partners, faculty, students, healthcare innovators, technology partners, and organizations with an interest in strengthening the future physician workforce. The goal is to bring together the full clinical education ecosystem to collaboratively develop practical solutions to shared challenges.

Can you share an estimated attendee breakdown by role (e.g., deans, DIOs, nursing education leaders, clinical placement leaders, HR/workforce leaders, health system executives)?

Registration has not yet opened, so we do not have an estimated attendee breakdown. We anticipate participation from osteopathic medical students, clinical education and clerkship leaders, faculty, academic administrators, deans, associate and assistant deans, graduate medical education leaders (including DIOs and residency leadership), hospital and health system representatives, clinical training partners, healthcare innovators, and technology and workforce development organizations. Because the program is team-

based, we expect many organizations to be represented by participants serving in multiple roles.

Approximately how many organizations and individuals do you expect to participate?

Our goal is to engage all 48 accredited colleges of osteopathic medicine across 75 teaching locations in 36 states, with at least one participant representing each institution. We also hope to attract participation from health systems, residency programs, clinical partners, and industry organizations across the clinical education ecosystem. Because registration will remain open throughout the full six-week Accelerator, individuals and teams will be able to join as the program progresses, helping maximize participation and broaden collaboration. Overall, we hope to engage dozens of organizations and several hundred participants over the course of the program.

Will sponsors receive any attendee or lead information, or are there opportunities for follow-up after the program

Yes, attendee contact information will be available to eligible sponsorship levels for participants who choose to share their information. During registration, participants will have the opportunity to opt out of sharing their contact information with sponsors. In addition, sponsors will have opportunities to engage with participants throughout the six-week Accelerator and during the final showcase, creating meaningful opportunities for networking, follow-up conversations, and potential future collaborations.

What is the expected reach and visibility for sponsors?

While the AACOM ClinEd Accelerator is an inaugural event, it is supported by AACOM's established national network and communications channels, which reach leaders and stakeholders across the osteopathic medical education community. Promotion will include targeted outreach to colleges of osteopathic medicine, faculty, administrators, students, residents, GME leaders, clinical education professionals, healthcare partners, and AACOM councils through our digital communications, website, social media, and partner networks.

AACOM's communications channels consistently demonstrate strong engagement. AACOM delivers more than 2.15 million targeted email communications annually to its members and stakeholders, generating more than 813,000 unique opens with an average open rate of 37.8%. Our weekly Inside OME newsletter reaches nearly 10,000 subscribers and maintains a 23.1% average open rate. In addition to event exposure, sponsors benefit from year-round visibility through AACOM's expansive digital reach. In 2025, AACOM.org attracted nearly 760k users and had 4.4 million page views, while AACOM's social media channels generated more than 46 million impressions and 252,000 engagements over the past year. AACOM's social media channels also provide significant visibility for the

ClinEd Accelerator. Our combined audience exceeds 43,000 followers, and our content regularly reaches hundreds of thousands of users each month, with organic monthly impressions typically ranging from 250,000 to nearly 1 million.

Although we do not yet have historical attendance or sponsorship metrics specific to the ClinEd Accelerator, sponsors can expect broad visibility through AACOM's established communications platform and engagement with a national audience of osteopathic medical education leaders and innovators.