

2022
Corporate
Sponsorship &
Advertising



MHA
Michigan Health &
Hospital Association





We are moving forward together.

Across the Michigan Health & Hospital Association (MHA) and your institutions, the last program year has brought many things: the heartbreaking loss of thousands of Michiganders to COVID-19; enormous operational and financial challenges; and uncertainty and burnout among our teams. But it has also brought togetherness in a way we never could have imagined. Together, we have endured terrible stress and loss, and we have built resilience through listening and helping each other. Together, we are moving forward.

As the MHA plans for in-person events in 2022, we have created opportunities for you to connect face-to-face with hospital leaders and talk about ways your organization helped their teams overcome obstacles and build new approaches to healthcare delivery. The MHA Field Engagement team is ready to work with you to help achieve your organization's goals and connect you with Michigan's healthcare leaders. Please do not hesitate to contact Erica Leyko or another member of the MHA Field Engagement team with questions or to explore additional ideas you may have for sponsorship.

Thank you for your interest in MHA sponsorship opportunities. We look forward to partnering with you and seeing you and our hospital leaders in person in 2022!

A handwritten signature in blue ink that reads "Brian Peters".

MHA CEO Brian Peters



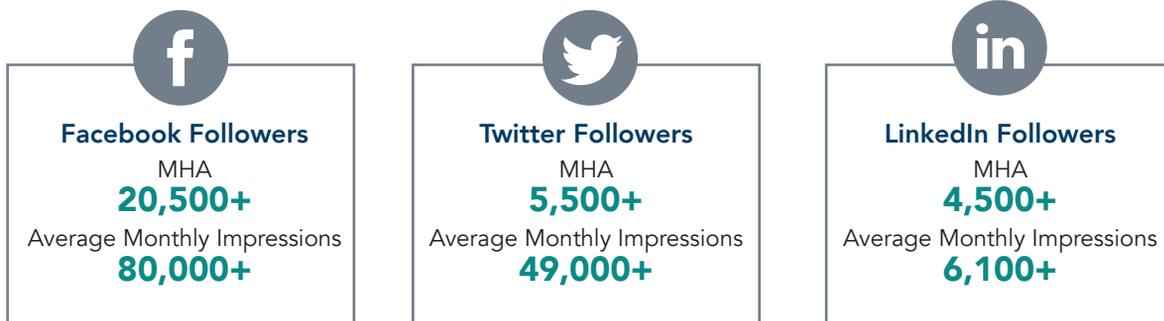
Live events are the most powerful platform for learning and building meaningful relationships. The MHA is modernizing its events to produce better results by designing new formats, attracting a broad spectrum of leaders, creating different experiences and delivering unprecedented insight and knowledge.

Our sponsors are vital to helping conference participants emerge with innovative ideas and solutions to achieve their organizations' goals. In turn, sponsors gain new customers, discover fresh leads and develop deeper relationships. We look forward to another rewarding, successful year with all our attendees, sponsors and partners!

The MHA sponsorship program gives you:

- An opportunity to foster positive relationships with new and current customers.
- The ability to attend content-rich conferences designed to enhance your understanding of the latest business models, technological innovations and trends.
- A chance to meet with providers and gain valuable insight into Michigan's healthcare community.
- The opportunity to capitalize on a prospect-rich launch environment for new products and services.

Digital Reach



The MHA continues to grow its presence on social media as a way to engage with the general public, MHA members, legislators and more! Sponsors of MHA events are recognized across the association's social media channels to provide additional visibility and value.

Who We Are

Based in greater Lansing, the Michigan Health & Hospital Association advocates in Michigan and Washington, DC, on behalf of healthcare providers and the communities and patients they serve. The MHA is a nationally recognized leader on initiatives that protect and promote quality, cost-effective and accessible healthcare. The MHA represents:



173 member hospitals,

of which 145 are community hospitals

20 health systems

(13 based in Michigan; 7 headquartered in other states)

85 teaching hospitals

7 public hospitals

74 rural hospitals

37 critical access hospitals

OUR MISSION

We advance the health of individuals and communities.

OUR VISION

Through our leadership and support of hospitals, health systems, and the full care continuum, we are committed to achieving better care for individuals, better health for populations and lower per-capita costs.

ACCESS TO CARE

The MHA worked to ensure the Healthy Michigan Plan received full funding in the fiscal year (FY) 2021 budget and expanded Healthy Michigan to postpartum mothers to increase their coverage from 60 days to a full year, which supports the MHA's goals on health equity. The FY 2022 budget maintains full funding for the plan.

CORPORATE AND GRASSROOTS ADVOCACY

The MHA actively weighed in on 27 bills in the Michigan Legislature during the 2020-2021 fiscal year, each of which held implications for healthcare in the state. The MHA also worked with the Whitmer administration to continue the long-term agreement forged under the previous administration to fully fund graduate medical education, small and rural providers, and obstetrical care.

DATA STRATEGY IMPLEMENTATION

The MHA Data Services division has partnered with the Iowa Hospital Association to develop a customized solution for Michigan hospitals that will help the MHA reduce the cost of collecting hospital data, provide flexibility in the development of data collection systems and allow the MHA and its members to use new analytic tools to better understand the cost and use of hospital services.

SAFETY, QUALITY AND EQUITY

The MHA Keystone Center supports improvement efforts in Michigan hospitals, promoting transparency and implementing evidence-based interventions to further high-quality, safe care and lower costs. Nearly every Michigan hospital has also pledged to rid healthcare of racism and inequities, allowing all Michiganders to receive the high-quality and equitable care they need and deserve.

Circle of Honor Distinction

Organizations that make a considerable sponsorship commitment to the MHA will receive the highest level of distinction, the Circle of Honor award. To be eligible for the Circle of Honor award, your organization must contribute \$15,000 in sponsorship funding. This can be accomplished through a platinum sponsorship at the MHA Annual Membership Meeting or through combined sponsorship at the MHA Annual Membership Meeting and Breakthrough.

The Circle of Honor award winners are recognized each year at the MHA Annual Membership Meeting, which provides an exclusive setting and allows for recognition from MHA board members. Additionally, Circle of Honor award winners are recognized in promotional marketing communications throughout the year and on the MHA website.

MEANINGFUL OPPORTUNITIES: INVITATIONS TO CEO AND BOARD OF TRUSTEES EVENTS

The evening before the MHA Breakthrough event in February, a small group of healthcare CEOs and MHA senior leaders attend a dinner and networking event to discuss challenges facing hospitals and health systems. Circle of Honor sponsors receive a special invitation to send a representative to the exclusive event, allowing them to personally speak with leaders of Michigan's healthcare facilities.

The MHA Board of Trustees meets once a year to develop the association's strategies to fulfill membership goals. Circle of Honor sponsors also receive an invitation to send one person to a reception and dinner during the MHA Board of Trustees Strategic Planning Session in August. This is a special opportunity for face-to-face discussions with members of the MHA Board.

WHO MAY ATTEND THE MEETING?

MHA membership meetings are private, and attendance is open to MHA members, meeting sponsors and invited guests of the MHA. Please contact the MHA Field Engagement department with questions regarding membership.

GUEST REGISTRATION

Guest registrations are limited to a spouse, significant other, or a child 18 years of age or older. Employees, governing board members, and those who hold medical privileges with the registering organization are not considered spouses or guests of a registrant, regardless of their relationship status to the registrant, and must pay the regular registration fee. Business associates may not register as guests and must pay the regular registration fee. The MHA reserves the right to determine who qualifies as a spouse/guest/business associate for a given event and may limit the number of guests for any given registrant or registering organization.

PAYMENT

Any payment made by credit card will have a 3% processing fee added. Checks should be made payable to MHA or MHA Health Foundation.

HOSTING OF SEPARATE EVENTS

Overview — The purpose of this statement is to provide clarification to MHA meeting sponsors, individuals and organizations attending MHA membership meetings about the policies and conditions related to the hosting of separate events and the distribution of written material in conjunction with MHA membership meetings. The MHA seeks to provide the highest quality experience to sponsors and attendees of its membership meetings. To this end, the MHA's policies concerning its membership meetings are carefully designed to ensure the consistency of theme and high standards that our members and sponsors have come to expect from MHA events.

This statement should be read in conjunction with all other existing policies and agreements pertaining to sponsorship and attendance at MHA membership meetings.

- I. *Proprietary Interest* — The MHA Annual Membership Meeting, Breakthrough and other MHA membership meetings are private membership meetings. The MHA reserves the right to control all information, marketing, events and activities related to these meetings.
- II. *Hosting of Separate Events* — The hosting of separate events, parties, meetings, or other organized gatherings at, as a part of, or in conjunction with any MHA major membership meeting without the express written permission of the MHA is strictly prohibited.
- III. *Communication with Meeting Attendees* — Only the MHA and its expressly authorized designees may distribute written material, invitations, agendas or other communications pertaining to functions, events or programs in conjunction with MHA membership meetings. Sponsors and other individuals must obtain written permission from the MHA to distribute any written material, including invitations, to MHA membership meeting attendees.
- IV. Nothing in this policy is intended to unlawfully limit trade or competition. This policy applies only to events and written materials hosted or provided in conjunction with or as a part of private MHA membership meetings. The MHA reserves the right to accept or reject sponsors based on its written sponsorship criteria; however, it is the policy of the MHA not to discriminate against any individual or organization based on race, color, religion, gender, national origin, disability, age, height, weight, marital status or veteran status in accordance with applicable federal, state and local laws.

BREAKTHROUGH

CONNECT. LEARN. LEAD.

GRAND TRAVERSE RESORT & SPA | FEBRUARY 17 & 18, 2022

Breakthrough's unique format allows you to make stronger connections through more direct access to leaders and expands the audience to those the CEO considers their strategic partners — governing board members and other C-suite leaders.

To maximize your visibility, an early sponsorship commitment is encouraged. Event marketing will occur from **November 2021 through January 2022**. Sponsorships will be accepted through **Jan. 12, 2022**. For more details, go to breakthrough.mha.org.

Sponsorship Opportunities for MHA Breakthrough

	MHA Member MHA Supporter	PLATINUM \$5,500 \$8,500	GOLD \$4,500 \$7,500	SILVER \$3,500 \$6,500	BRONZE \$2,500 \$5,500
Social media recognition for sponsorship on MHA platforms		✓	✓	✓	✓
Logo placement on the MHA event webpage with a hyperlink to your homepage		✓	✓	✓	✓
Logo placement in promotional mailings for Breakthrough		✓	✓	✓	✓
Logo placement in meeting guide for Breakthrough		✓	✓	✓	✓
One complimentary event registration		✓	✓	✓	✓
Logo placement in welcome message sent to attendees before the Breakthrough		✓	✓	✓	
Half-page ad in Breakthrough meeting guide		✓	✓		
Recognition at the #VIP Welcome and during refreshment breaks		✓	✓		
Opportunity to introduce speaker at Breakthrough (<i>Platinum sponsors will be given first choice</i>)		✓	✓		
Exclusive invitation to CEO dinner prior to Breakthrough (limited number of invitations available)		✓			

À La Carte Packages

These offerings are limited to one sponsor unless otherwise noted. Logo will be on item or sign.

#VIP WELCOME

Breakthrough is different from the moment the registration doors open, with the welcome area perfectly designed to see who's there, to enable conversations with old friends and to network with new people. The interaction plays out among highly visible sponsorship areas! Doors to the keynote session will be closed until five minutes before the keynote announcement, ensuring maximum networking.

Name Badge Sponsor

Available to Silver, Gold and Platinum sponsors for an additional \$1,000

Welcome Gift Sponsor

Available to Silver, Gold and Platinum sponsors for an additional \$1,000

Mobile Meeting App Sponsor*

Available to Silver, Gold and Platinum sponsors for an additional \$1,000

**Your organization's logo will be displayed on the app splash screen/complimentary banner ad*

MICHIGAN HEALTH & HOSPITAL ASSOCIATION

Annual Meeting



JUNE 29 - JULY 1, 2022 | GRAND HOTEL, MACKINAC ISLAND

Members of your target market are gathering for their most important event of the year, and we have the perfect opportunity for you to reach them. The MHA Annual Membership Meeting brings together several hundred healthcare decision-makers. Your sponsorship of this event is a unique opportunity to network with and be appreciated by nearly every Michigan hospital and health system CEO and a vast array of board and executive leaders in Michigan's premier healthcare organizations.

Promotional Brochure Deadline: **March 18, 2022**
Sponsorship and Advertising Deadline: **May 6, 2022**

Sponsorship Opportunities for MHA Annual Meeting

	MHA Member MHA Supporter	PLATINUM \$15,000 \$19,000	GOLD \$10,000 \$12,500	SILVER \$6,000 \$8,000	BRONZE \$4,000 \$5,500
Social media recognition for sponsorship on MHA platforms		✓	✓	✓	✓
Logo placement on the MHA event webpage with a hyperlink to your homepage		✓	✓	✓	✓
Logo placement in the brochure for MHA Annual Membership Meeting <i>(if intent to sponsor form is submitted by listed deadline)</i>		✓	✓	✓	✓
Logo placement in meeting guide for MHA Annual Membership Meeting		✓	✓	✓	✓
Featured sponsor on signage at the MHA Annual Membership Meeting ACHE breakfast				✓	
One event registration at a 50 percent discount				✓	
Logo placement in welcome message sent to attendees before MHA Annual Membership Meeting		✓	✓		
Featured sponsor on signage at the MHA Annual Membership Meeting Family Event			✓		
Full-page color ad in MHA Annual Membership Meeting meeting guide		✓	✓		
One complimentary event registration		✓	✓		
Logo placement on signage at Shepler's Ferry		✓	✓		
Opportunity to introduce speaker at the MHA Annual Membership Meeting <i>(limited number of speakers available; assigned on a first-come, first-served basis)</i>		✓			
Featured sponsor on signage at the MHA Annual Membership Meeting Welcome and Gala Receptions		✓			
Circle of Honor award and exclusive invitation to the MHA Board of Trustees' strategic planning session reception and dinner in August <i>(limited to one individual per organization)</i>		✓			

À La Carte Packages

These offerings are limited to one sponsor. À La Carte sponsors receive benefits at the silver level.

	MHA Member	MHA Supporter
Welcome Gift Sponsor*	\$6,000	\$8,000
Conference Refreshment Sponsor	\$6,000	\$8,000
Name Badge Sponsor	\$6,000	\$8,000
Mobile Meeting App Sponsor	\$6,000	\$8,000
<i>Your organization's logo will be displayed on the app splash screen/complimentary banner ad</i>		
Tote Bag Sponsor	\$6,000	\$8,000

**Intent to Sponsor form must be submitted by March 18, 2022, for this item only.*

Links Fore Health

Sponsorship Opportunities for Links Fore Health



The Links Fore Health golf outing, held during the MHA Annual Membership Meeting, helps underwrite the MHA Health Foundation and its Ludwig Community Benefit Award, which recognize the programs and services Michigan hospitals provide at low or no cost to improve the quality of health and life. Links Fore Health is a nine-hole scramble for golfers of all skill levels. The 19th Hole Party provides additional networking time.

	MHA Member	MHA Supporter
Event Partner <i>(platinum level recognition)</i>	\$15,000	\$20,000
19th Hole Party <i>(silver level recognition)</i>	\$6,000	\$8,000
Canteen Caddy	\$2,000	\$3,500
Contest Sponsor	\$2,000	\$3,500
Golf Swag	\$2,000	\$3,500
Prize Package	\$2,000	\$3,500
Box Lunches	\$2,000	\$3,500
Tee Sponsor	\$1,000	\$2,000

Meeting Guide & Mobile App Advertising

Meeting Guide Advertising

Breakthrough:

Intent Deadline: **Jan. 12, 2022**

Materials Deadline: **Jan. 28, 2022**

Full-page advertisement in printed guide\$1,000

Print Ad Size: Maximum image area is **6.5" w x 9.5" h** – NO BLEEDS

Annual Membership Meeting:

Intent Deadline: **May 6, 2022**

Materials Deadline: **May 20, 2022**

Full-page advertisement in printed guide\$1,000

Center spread advertisement in printed guide.....\$2,000

Back cover advertisement in printed guide.....\$1,250

Inside front cover advertisement in printed guide\$1,050

Inside back cover advertisement in printed guide.....\$1,050

Print Ad Size: Maximum image area is **5" w x 8" h** – NO BLEEDS

Event Mobile App Banner Ads

Make your presence stand out by advertising on the mobile app. A limited number of banner ads will be sold for the app for Breakthrough and the Annual Membership Meeting. Ads will appear for the duration of the meeting within locations that generate the most attendee traffic. Banner ads for each meeting are sold separately.

Banner Ad on mobile app\$250

Banner Ad Size: Image area is **640 x 150 pixels (PNG, JPG or GIF format only)**

Terms & Conditions

- **A complete Intent to Sponsor form is a binding contract. Form must be completed and signed before advertising will be accepted. Cancellation of contract is not accepted. Must be an advertiser in good standing for future ads to be accepted.**
- An advertiser will forfeit its ad in the printed guide if the ad is not received by the deadlines noted above.
- Design services available at \$75 per hour with a \$30 minimum charge. Quotes available upon request. Materials for ads designed by MHA Design department are due by intent deadline.
- The MHA reserves the right to accept or reject advertising based on its compatibility with the association’s mission and vision and shall not be liable for damages if, for any reason, it fails to publish the advertisement.
- Advertising fees are due within 15 days of the receipt of a signed contract. The MHA will release and resell any ads not paid in full after this date.



Intent to Sponsor 2022

Organization Name _____
How you want the organization name to be listed in all meeting materials.

Organization Representative _____

Title _____

Address _____

City/State/ZIP _____ Date _____

Phone _____ Email _____

BREAKTHROUGH CONFERENCE SPONSORSHIP DETAILS AND CONDITIONS

- ▶ **The MHA Health Foundation has the right to release and resell any sponsorship items not paid in full 30 days after receipt of the Intent to Sponsor form.** Any payment made by credit card will have a 3% processing fee added to the total. Payment by check sent with the Intent to Sponsor form is also accepted.
- ▶ Verbal commitments will not hold the event for your organization.
- ▶ Sponsors will be notified of their sponsorship acceptance and receive information with additional details.
- ▶ To ensure production and promotional deadlines are met, sponsorships for Breakthrough close **Jan. 12, 2022**.
- ▶ Completed Intent to Sponsor forms should be sent to: **Erica Leyko, MHA Health Foundation, 2112 University Park Drive, Okemos, MI 48864** or eleyko@mha.org.

Attendance at Breakthrough is open to MHA members, conference sponsors and invited guests only. Please contact MHA Field Engagement with questions regarding membership.

The MHA and the MHA Health Foundation reserve exclusive rights to determine appropriate items for distribution and use of sponsor logos or sponsor name recognition on any and all MHA and MHA Health Foundation meeting materials, clothing, gifts, signage, displays and all other items, events, venue and materials associated with sponsorship.

CHOOSE THE LEVEL YOU WOULD LIKE TO SPONSOR

	MHA MEMBER	MHA SUPPORTER
PLATINUM	<input type="checkbox"/> \$5,500	<input type="checkbox"/> \$8,500
GOLD	<input type="checkbox"/> \$4,500	<input type="checkbox"/> \$7,500
SILVER	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,500
BRONZE	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$5,500

À LA CARTE PACKAGES

UNPLUGGED RECEPTION SPONSOR*	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$9,000
NAME BADGE SPONSOR**		<input type="checkbox"/> \$1,000
WELCOME GIFT SPONSOR**		<input type="checkbox"/> \$1,000
MOBILE MEETING APP SPONSOR**		<input type="checkbox"/> \$1,000

*Limited to one sponsor.

**Limited to one sponsor and only available to Platinum, Gold or Silver level sponsors.

ADVERTISING

(see pg. 13 for details)

FULL-PAGE ADVERTISEMENT IN PRINTED GUIDE	<input type="checkbox"/> \$1,000
BANNER AD IN MOBILE MEETING APP	<input type="checkbox"/> \$250

PAYMENT INFORMATION:

Checks should be made payable to **MHA Health Foundation**.

Total \$ _____ Check # _____

Total fees to be charged to: VISA MasterCard American Express

Account number: _____

Exp. date: _____ CWV Code: _____
(3- or 4-digit security number on card)

Name: _____

Cardholder name (please print): _____

Cardholder signature: _____



Intent to Sponsor 2022

Organization Name _____
How you want the organization name to be listed in all meeting materials.

Organization Representative _____

Title _____

Address _____

City/State/ZIP _____ Date _____

Phone _____ Email _____

MHA ANNUAL MEMBERSHIP MEETING SPONSORSHIP DETAILS AND CONDITIONS

- ▶ To be listed as a sponsor in the brochure, sponsorship must be confirmed by submitting an Intent to Sponsor form by **March 18, 2022**. For any sponsorship that includes a company logo on the item, intent forms must be received by **May 6, 2022**, or there is no guarantee your logo will be printed on the item.
- ▶ **The MHA has the right to release and resell any sponsorship items not paid in full 30 days after receipt of the Intent to Sponsor form.** Any payment made by credit card will have a 3% processing fee added to the total. Payment by check sent with the Intent to Sponsor form is also accepted.
- ▶ Verbal commitments will not hold the event for your organization.
- ▶ Sponsors will be notified of their sponsorship acceptance and receive information with additional details.
- ▶ To ensure production and promotional deadlines are met, sponsorships for the MHA Annual Meeting close **May 6, 2022**.
- ▶ Completed Intent to Sponsor forms should be sent to: **Erica Leyko, MHA, 2112 University Park Drive, Okemos, MI 48864** or eleyko@mha.org.

Attendance at the MHA Annual Membership Meeting is open to MHA members, conference sponsors and invited guests only. Please contact MHA Field Engagement with questions regarding membership.

The MHA and the MHA Health Foundation reserve exclusive rights to determine appropriate items for distribution and use of sponsor logos or sponsor name recognition on any and all MHA and MHA Health Foundation meeting materials, clothing, gifts, signage, displays and all other items, events, venues and materials associated with sponsorship.

CHOOSE THE LEVEL YOU WOULD LIKE TO SPONSOR

	MHA MEMBER	MHA SUPPORTER
PLATINUM	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$19,000
GOLD	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$12,500
SILVER	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$8,000
BRONZE	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$5,500

À LA CARTE PACKAGES

WELCOME GIFT SPONSOR*	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$8,000
NAME BADGE SPONSOR	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$8,000
CONFERENCE REFRESHMENT SPONSOR	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$8,000
MOBILE MEETING APPLICATION SPONSOR	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$8,000
TOTE BAG SPONSOR	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$8,000

**Intent to Sponsor form must be submitted by March 18, 2022, for this item only.*

LINKS FORE HEALTH CHARITY GOLF OUTING SPONSORSHIP PACKAGES

EVENT PARTNER	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$20,000
19TH HOLE PARTY	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$8,000
CANTEEN CADDY	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,500
CONTEST SPONSOR	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,500
GOLF SWAG	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,500
PRIZE PACKAGE	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,500
BOX LUNCHES	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,500
TEE SPONSOR	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000

Advertising and Payment Information
continued on reverse



Intent to Sponsor 2022

ADVERTISING

(see pg. 13 for details)

FULL-PAGE ADVERTISEMENT IN PRINTED GUIDE	<input type="checkbox"/> \$1,000
CENTER SPREAD ADVERTISEMENT IN PRINTED GUIDE	<input type="checkbox"/> \$2,000
BACK COVER ADVERTISEMENT IN PRINTED GUIDE	<input type="checkbox"/> \$1,250
INSIDE FRONT COVER ADVERTISEMENT IN PRINTED GUIDE	<input type="checkbox"/> \$1,050
INSIDE BACK COVER ADVERTISEMENT IN PRINTED GUIDE	<input type="checkbox"/> \$1,050
BANNER AD IN MOBILE MEETING APP	<input type="checkbox"/> \$250

PAYMENT INFORMATION:

(Checks should be made payable to **MHA**).

Total \$ _____ Check # _____

Total fees to be charged to: VISA MasterCard American Express

Account number: _____

Exp. date: _____ CW Code: _____
(3- or 4-digit security number on card)

Name: _____

Cardholder name (please print): _____

Cardholder signature: _____



www.mha.org | (517) 323-3443