

**2023
CORPORATE
SPONSORSHIP &
ADVERTISING**



MHA
Michigan Health &
Hospital Association





The Michigan Health & Hospital Association (MHA) and its members are entering a post-COVID-19 phase, which brings unique opportunities to significantly improve how care is designed and delivered. We also have the chance to **forge new and stronger partnerships** with healthcare business partners to advance the health of individuals and communities. The program year ahead focuses on workforce safety and development, health equity, quality improvement, financial stability, behavioral health and much more. **There is much to do, and we will do it together.**

Just as hospitals and health systems have changed their strategies to adapt to the new environment, MHA education programming and sponsorships have changed to deliver more value. The MHA team will design in-person events tied to the priorities of the 2022 – 2023 MHA Strategic Action Plan, many of them mentioned above, and will seek support as these events begin to unfold. We hope this approach allows for more targeted interaction with healthcare leaders. MHA Breakthrough will not be held this program year, however, one tradition that is not changing is the MHA Annual Membership meeting, our flagstone event. As you will see inside these pages, numerous and varied opportunities to sponsor the 2023 Annual Meeting on Mackinac Island are available.

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 2023!

A handwritten signature in blue ink, reading "Brian Peters".

MHA CEO Brian Peters

CIRCLE OF HONOR

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 event sponsorship. 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 winners are recognized in promotional marketing communications throughout the year and on the MHA website.

Circle of Honor sponsors 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 all members of the MHA Board.

The MHA and its members salute the following organizations for their unwavering financial commitment to the association during the program year 2021-2022. Congratulations on attaining the Circle of Honor award!



SPONSORSHIP REACH BY THE NUMBERS

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.

Each year, the MHA brings together healthcare leaders to solve critical policy issues facing our patients and communities and improve the quality and clinical performance of hospitals across Michigan. As a sponsor, your organization can interact directly with healthcare leaders across Michigan. Build or expand your business, drive sales or develop meaningful relationships with healthcare leaders through a partnership with MHA.

The MHA prides itself on making meaningful connections between hospitals and partners who can help hospitals with their unique needs. The MHA looks at ways to foster relationships and maximize awareness of partners and sponsors to our members. All sponsors will receive social media and web recognition.

300+

hospital leaders in attendance at the MHA Annual Meeting.

200+

hospital leaders downloading and accessing the event app.

3,759

Total MHA Annual Meeting website views.

900

views weekly of the MHA.org home page.

SOCIAL MEDIA FOLLOWERS



20,751



772



5,765



5,700

ECONOMIC IMPACT OF MICHIGAN'S HOSPITAL COMMUNITY

Your sponsorship contributions help support our mission and the mission of our member hospitals. Hospitals are a vital part of every community, providing needed health services to their community members but also creating economic stability within their communities.

224,000+
hospital jobs.

\$91 BILLION
impacting the Michigan
economy.

\$72 BILLION
paid in wages, salaries and
benefits.

Your sponsorship grants you a competitive edge by providing access to every hospital in Michigan and key leaders and decision-makers within those hospitals.

- › Our membership includes **100%** of Michigan acute care hospitals and health systems.
- › Our membership database includes **more than 18,000 contacts** from healthcare organizations, providers and others allied to the field.
- › Hospital and health system CEOs and C-suite leaders regularly **engage with our content and attend our events.**



162 member hospitals,
of which 129 are community hospitals

18 health systems
(11 based in Michigan; 7 headquartered in other states)

82 teaching hospitals

7 public hospitals

6 children's hospitals

51 rural hospitals

37 critical access hospitals

96 urban hospitals

MHA’S ANNUAL MEMBERSHIP MEETING

June 28–30, 2023 | Grand Hotel, Mackinac Island

Hospital leadership and key decision-makers 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 more than 300 healthcare decision-makers. Your sponsorship of this event is a unique opportunity to network with and be recognized by nearly every Michigan hospital and health system CEO and many board and executive leaders in Michigan’s premier healthcare organizations.

- Deadline:** Commit to sponsorship no later than **May 5, 2023**.
- Bonus:** If you commit to sponsorship before **March 17, 2023**, your logo will be placed in the event’s promotional brochure.

A LA CARTE BUY-UPS

These offerings are limited to one sponsor per package and will be on a first-come, first-served basis. These packages are available to sponsor organizations for an additional **\$1,500 for members** and **\$2,500 for supporters**. To qualify for an A La Carte package, you must also purchase a Community, Transformation or All-Access sponsorship package.

| | |
|---|--|
| Cabana Village Sponsor **\$2,500 for members and \$3,500 for supporters** | This sponsorship secures three private (gated) cabanas at the Grand Hotel pool from noon to 2 p.m. Thursday, June 29 . Signage and a display table are included, and refreshments can be arranged at an additional cost. |
| Welcome Gift sponsor* <small>*Intent to Sponsor form must be submitted by March 17, 2023, for this item only.</small> | Logo placement on a welcome gift that each member registrant will receive at onsite event registration. |
| Conference Refreshment Sponsor | Logo placement on signage by refreshments in the theatre throughout the event. |
| Name Badge Sponsor | Logo placement on name badge that every registrant must wear throughout the event. |
| Mobile Meeting App Sponsor | Logo placement displayed on the event app splash screen and complimentary banner ad on the mobile app that attendees access throughout the event for schedule and attendee list. |
| Tote Bag Sponsor | Logo placement on a tote bag that each member registrant will receive at onsite event registration. |
| Excellence in Governance Fellowship Reception Sponsor | Logo placement on cocktail napkins and an exclusive invitation to the Excellence in Governance Fellowship reception which is a private event for fellow graduates and their hospital CEOs. Graduation is Wednesday, June 28, at 5 p.m. |

MHA ANNUAL MEMBERSHIP MEETING SPONSORSHIP

| | COMMUNITY SPONSOR | TRANSFORMATION SPONSOR | ALL-ACCESS SPONSOR |
|--|-----------------------|------------------------|------------------------|
| | MHA Member \$5,000 | MHA Member \$7,500 | MHA Member \$15,000 |
| | MHA Supporter \$7,000 | MHA Supporter \$10,000 | MHA Supporter \$20,000 |
| Social media recognition 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>(Intent to sponsor form must be submitted before March 17, 2023).</i> | ✓ | ✓ | ✓ |
| Logo placement in meeting guide for the MHA Annual Membership Meeting. | ✓ | ✓ | ✓ |
| Featured sponsor on signage at the MHA Annual Membership Meeting ACHE breakfast <i>(More than 75 attendees).</i> | ✓ | | |
| Featured sponsor on signage at the MHA Annual Membership Meeting Family Event. | | ✓ | |
| One complimentary event registration. | | ✓ | ✓ |
| Logo placement on signage at Shepler's Ferry. | | ✓ | ✓ |
| Logo placement in a welcome message sent to attendees before the MHA Annual Membership Meeting. | | | ✓ |
| Opportunity to introduce a 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 an exclusive invitation to the MHA Board of Trustees' strategic planning session reception and dinner in August <i>(Limited to one individual per organization).</i> | | | ✓ |

LUDWIG COMMUNITY BENEFIT AWARD

In tribute to the legacy of leadership and community partnership demonstrated by Patric E. Ludwig, former MHA president and Bronson Healthcare Group president, the MHA presents the Ludwig Community Benefit Award to member organizations that have aided their communities in extraordinary ways. The award is presented annually to healthcare organizations that demonstrate community benefit by improving the health and well-being of their communities through healthcare, economic or social initiatives.

Winners of the Ludwig Community Benefit Award receive \$5,000 to continue to sustain their successful programs. The funds used for the winning Ludwig Community Benefit Award organizations come directly from the MHA Links Fore Health golf outing.

In 2022, Michigan hospitals and health systems invested in their communities to help people of all ages get healthy and stay healthy both in and out of the hospital. Overall, these activities total an investment of nearly \$4.2 billion.



One example is McLaren Bay Region, a 2022 winner of the Ludwig Community Benefit Award, which recognized in 2003 that many residents in Bay County were falling through the cracks due to the lack of health insurance. When they desperately needed care, they often came to the emergency department, which is a very high-cost method to provide care. So, the Board of Directors and Administration of

McLaren Bay Region hospital made a commitment to establish a clinic to care for uninsured patients – known as the McLaren Bay Region's Helen M. Nickless Volunteer Clinic (HMNVC). Since its opening, HMNVC serves as an access point for primary care in Bay and surrounding counties, providing more than 31,000 visits to more than 9,000 patients.



GOLF OUTING INFORMATION AND SPONSORSHIP

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 recognizes 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. Your sponsorship of this event provides you with the opportunity to gain brand awareness with important hospital leadership and a unique opportunity to have greater one-on-one time with hospital leadership.

Deadline: All sponsorships must be secured by **May 5, 2023**.

| SPONSORSHIP PACKAGE | SPONSORSHIP DESCRIPTION | MHA MEMBER | MHA SUPPORTER |
|--|---|------------|---------------|
| Event Partner <i>(limited to one sponsor only; assigned on a first-come, first-served basis)</i> | You receive all of the recognition at the MHA Annual Membership Meeting provided by the All-Access sponsorship PLUS your logo on all signage at the golf outing and one complimentary golf foursome at the Links Fore Health golf outing. | \$15,000 | \$20,000 |
| 19th Hole Party <i>(limited to one sponsor only; assigned on a first-come, first-served basis)</i> | You receive all of the recognition at the MHA Annual Membership Meeting provided by the Transformation sponsorship PLUS your logo on the event napkins and two complimentary golf outing registrations. | \$7,500 | \$10,000 |
| Box Lunches | Your logo on lunch boxes golfers receive. | \$2,500 | \$4,000 |
| Canteen Caddy | Your logo on beverage glasses during the outing. | \$2,500 | \$4,000 |
| Golf Swag | Your logo on an MHA-supplied gift golfers receive. | \$2,500 | \$4,000 |
| Prize Package | Your logo on prize envelopes for 1st, 2nd and 3rd place prizes. | \$2,500 | \$4,000 |
| Tee Sponsor | Your logo on signage at a designated tee box. | \$1,000 | \$2,000 |

ADVERTISING OPPORTUNITIES

Advertising in the printed MHA Annual Membership Meeting guide and mobile app is another way to reach key hospital leadership. Advertising in the event guide and in the mobile app reaches the eyes of every attendee who references these items for the event agenda.

Advertising deadlines:

- › You must reserve your ad space no later than **May 5, 2023**. Some premium ad placements will be given on a first-come, first-served basis.
- › All advertisements must be submitted to Erica Leyko at eleyko@mha.org **no later than May 19, 2023**.

| Advertising Opportunities | Cost |
|---|---------|
| Full-page <i>(printed guide)</i> | \$1,000 |
| Center spread <i>(printed guide)</i> | \$2,000 |
| Back cover <i>(printed guide)</i> | \$1,250 |
| Inside front <i>(printed guide)</i> | \$1,250 |
| Inside back <i>(printed guide)</i> | \$1,250 |
| Banner ad in the mobile app | \$250 |

Advertising specs:

Print ad size: Maximum image area is **5” w x 8” h** with NO BLEEDS. Full-color, exported as a high-resolution PDF.

Mobile ad size: Image area is **640 x 150 pixels** exported as a PNG, JPG or GIF.

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.

MHA ASSOCIATE MEMBERSHIP

An MHA associate membership gives your organization access to healthcare leaders and can help you foster positive relationships with new and current customers, anticipate trends and changes in the healthcare environment and identify new opportunities for reaching Michigan's healthcare sector. By becoming an associate member, you will have the opportunity to connect with healthcare leaders and decision-makers to champion new ideas and gain visibility for your products and services.

MHA associate membership benefits include:

- › Introductions to MHA hospital and health system members at MHA conferences and events.
- › Access to attend the MHA Annual Membership Meeting, which is open to members and sponsors only.
- › Discounts on sponsorships at MHA events and advertising in MHA publications.
- › Eligibility to serve on MHA committees, councils and task forces alongside hospital members.
- › Company listing on the MHA Associate Membership Directory.
- › Access to an online MHA Membership Directory of hospitals and their leadership.

To learn more about associate membership, please contact Erica Leyko with the MHA Field Engagement division at eleyko@mha.org or **517-323-3443**.

MHA ENDORSED BUSINESS PARTNER PROGRAM

The MHA has created a program that works closely with healthcare companies looking to brand and market their products and services in the Michigan healthcare market. This special initiative is called the MHA Endorsed Business Partner (EBP) program.



The MHA EBP program was established to provide cutting-edge and cost-effective solutions for MHA member hospitals. The business partners selected are expected to meet the highest quality standards and offer products or services that help healthcare facilities avoid unnecessary costs, recover revenue, reduce operating expenses, improve management and quality, increase productivity, develop staff resources and apply new strategies. The business partners will pay fees related to the program benefits. Through a process of review, MHA staff performs the necessary evaluation and analysis of the potential partner, followed by approval and endorsement by a selection committee.

Program Benefits:

- › Opportunities to promote your product or service to key decision-makers for hospitals and health systems in Michigan.
- › Access to the MHA's knowledge, expertise and market intelligence.
- › MHA staff to assist with introductions to hospital decision-makers.
- › Special promotional email announcement to membership introducing new partnership.
- › Listing on the MHA website under EBP program.
- › Use of MHA's EBP logo.
- › One complimentary registration to the MHA Annual Membership Meeting.
- › A general listing in MHA's onsite guides at major events.
- › Access to MHA's EBP table at MHA's major events to display marketing collateral.
- › Company profile featured in the newsletter once a year.
- › Invitation to annual EBP informational meeting with key MHA leadership.
- › A complimentary MHA Associate Membership.
- › Endorsement letter from the MHA CEO.

To learn more and to request to be considered to become an Endorsed Business Partner, contact MHA Business Development Consultant Brian Stevens at **(972) 768-5755**.



INTENT TO SPONSOR

2023

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 17, 2023**. For any sponsorship that includes a company logo on the item, intent forms must be received by **May 5, 2023**, 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 5, 2023**.
- 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 the MHA Field Engagement division 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 |
|------------------------|-----------------------------------|-----------------------------------|
| ALL-ACCESS SPONSOR | <input type="checkbox"/> \$15,000 | <input type="checkbox"/> \$20,000 |
| TRANSFORMATION SPONSOR | <input type="checkbox"/> \$7,500 | <input type="checkbox"/> \$10,000 |
| COMMUNITY SPONSOR | <input type="checkbox"/> \$5,000 | <input type="checkbox"/> \$7,000 |

A LA CARTE PACKAGES

| | | |
|---|----------------------------------|----------------------------------|
| CABANA VILLAGE SPONSOR | <input type="checkbox"/> \$2,500 | <input type="checkbox"/> \$3,500 |
| WELCOME GIFT SPONSOR* | <input type="checkbox"/> \$1,500 | <input type="checkbox"/> \$2,500 |
| NAME BADGE SPONSOR | <input type="checkbox"/> \$1,500 | <input type="checkbox"/> \$2,500 |
| CONFERENCE REFRESHMENT SPONSOR | <input type="checkbox"/> \$1,500 | <input type="checkbox"/> \$2,500 |
| MOBILE MEETING APP SPONSOR | <input type="checkbox"/> \$1,500 | <input type="checkbox"/> \$2,500 |
| EXCELLENCE IN GOVERNANCE FELLOWSHIP RECEPTION SPONSOR | <input type="checkbox"/> \$1,500 | <input type="checkbox"/> \$2,500 |
| TOTE BAG SPONSOR | <input type="checkbox"/> \$1,500 | <input type="checkbox"/> \$2,500 |

**Intent to Sponsor form must be submitted by March 17, 2023, 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"/> \$7,500 | <input type="checkbox"/> \$10,000 |
| BOX LUNCHES | <input type="checkbox"/> \$2,500 | <input type="checkbox"/> \$4,000 |
| CANTEEN CADDY | <input type="checkbox"/> \$2,500 | <input type="checkbox"/> \$4,000 |
| GOLF SWAG | <input type="checkbox"/> \$2,500 | <input type="checkbox"/> \$4,000 |
| PRIZE PACKAGE | <input type="checkbox"/> \$2,500 | <input type="checkbox"/> \$4,000 |
| TEE SPONSOR | <input type="checkbox"/> \$1,000 | <input type="checkbox"/> \$2,000 |

ADVERTISING AND PAYMENT INFORMATION

CONTINUED ON REVERSE



INTENT TO SPONSOR

2023

ADVERTISING

(see pg. 10 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"/> \$1,250 |
| INSIDE BACK COVER ADVERTISEMENT IN PRINTED GUIDE | <input type="checkbox"/> \$1,250 |
| 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: _____

POLICIES AND CONDITIONS OF SPONSORSHIP AND ATTENDANCE AT MHA MEMBERSHIP MEETINGS AND CONFERENCES

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 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.



MHA
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Hospital Association



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