

**2024  
ANNUAL  
MEMBERSHIP  
MEETING  
SPONSORSHIP  
OPPORTUNITIES**



**MHA**  
Michigan Health &  
Hospital Association

[www.mha.org](http://www.mha.org)



## 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.

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.

The MHA and its members salute the following organizations for their unwavering financial commitment to the association during the program year 2022-2023. Congratulations on attaining the Circle of Honor award!





The Michigan Health and Hospital Association (MHA) and its members began their 104th year on July 1, 2023. We must continue to help those who don't live and breathe healthcare understand not only ways we are working to meet their most pressing health needs but that we must collaborate to support each other in our quest for strong and daily access to care for all.

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 from across Michigan. Build or expand your business, drive sales or develop meaningful relationships with healthcare leaders through a partnership with the MHA.

One of the largest gatherings of healthcare professionals in the state of Michigan, the MHA Annual Membership Meeting will focus on the most urgent topics to hospitals and the trends driving healthcare options and delivery. This premier conference is open to all member hospital professionals, including trustees, hospital executives, government relations professionals and more. As you will see inside these pages, numerous and varied opportunities to sponsor the 2024 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 (eleyko@mha.org) at the MHA 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 2024!

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

MHA CEO Brian Peters

# MHA'S ANNUAL MEMBERSHIP MEETING

June 26 - 28, 2024 | Grand Hotel, Mackinac Island

Live events are a powerful platform for learning and building meaningful relationships.

Hospital leadership and key decision-makers are gathering for the MHA Annual Membership Meeting, bringing together more than 275 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 10, 2024**.

**Bonus:** If you commit to sponsorship before **March 15, 2024**, your logo will be placed in the event's promotional brochure.

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.

**275+**

hospital leaders in attendance at the MHA Annual Meeting.

**250+**

hospital leaders downloading and accessing the event app.

**3,759**

Total MHA Annual Meeting website views last program year.

# MHA ANNUAL MEMBERSHIP MEETING SPONSORSHIP

	COMMUNITY SPONSOR	TRANSFORMATION SPONSOR	ALL-ACCESS SPONSOR
	MHA Member \$5,000 MHA Supporter \$7,000	MHA Member \$7,500 MHA Supporter \$10,000	MHA Member \$15,000 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 15, 2024.</i> )	✓	✓	✓
Logo placement in meeting guide for the MHA Annual Membership Meeting.	✓	✓	✓
Featured sponsor on signage at the MHA Annual Membership Meeting Award Reception	✓		
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> )			✓
Exclusive invitation to a reserved table during the MHA Annual Membership Meeting banquet Thursday, June 27.			✓

## A LA CARTE BUY-UPS

You must purchase a Community, Transformation or All-access sponsorship to qualify for a buy-up.

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.

<p><b>Welcome Gift sponsor*</b></p> <p><i>*Intent to Sponsor form must be submitted by March 15, 2024, for this item only.</i></p>	<p>Logo placement on a welcome gift that each member registrant will receive at onsite event registration.</p>
<p><b>Conference Refreshment Sponsor</b></p>	<p>Logo placement on signage by refreshments in the theatre throughout the event.</p>
<p><b>Name Badge Sponsor</b></p>	<p>Logo placement on name badge that every registrant must wear throughout the event.</p>
<p><b>Mobile Meeting App Sponsor</b></p>	<p>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.</p>
<p><b>Tote Bag Sponsor</b></p>	<p>Logo placement on a tote bag that each member registrant will receive at onsite event registration.</p>
<p><b>Excellence in Governance Fellowship Reception Sponsor</b></p>	<p>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 26, at 5 p.m.</p>
<p><b>Small &amp; Rural Council Networking Reception Sponsor</b></p>	<p>Logo placement on cocktail napkins and an exclusive invitation to the Small &amp; Rural Council Networking reception which is a private event for small or rural council members attending the Annual Meeting. The reception is Thursday, June 27.</p>
<p><b>Chief Medical Officer Dinner Sponsor</b></p>	<p>Logo placement on signage and exclusive invitation to the Chief Medical Officer dinner which is a private event for chief medical officers attending Annual Meeting. The dinner is Wednesday, June 26, at 7 p.m.</p>





## 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. Each golfer will receive one mulligan to use throughout the scramble. 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.

The 2024 Links Fore Health golf outing will have several on-course activities in which all players can participate!

**Deadline:** All sponsorships must be secured by **May 10, 2024.**

SPONSORSHIP PACKAGE	SPONSORSHIP DESCRIPTION	MHA MEMBER	MHA SUPPORTER
<b>Event Partner</b> <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 <b>All-Access</b> sponsorship <b>PLUS</b> 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
<b>19th Hole Party</b> <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 <b>Transformation</b> sponsorship <b>PLUS</b> your logo on the event napkins and two complimentary golf outing registrations.	\$7,500	\$10,000
<b>Golf Ball Sponsor</b>	Your logo will be on golf balls distributed to golfers at check-in and one complimentary golf registration.	\$3,500	\$4,500
<b>Golf Swag Sponsor</b>	Your logo on an MHA-supplied gift golfers receive and one complimentary golf registration.	\$3,500	\$4,500
<b>Mulligan Sponsor</b>	Your logo will be on mulligan cards passed out to golfers and one complimentary golf registration.	\$2,000	\$3,000
<b>Tee Sponsor</b>	Your logo will be on signage at a designated tee box.	\$1,500	\$2,500

# 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 10, 2024**. 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](mailto:eleyko@mha.org) **no later than May 17, 2024**.

Advertising Opportunities	Cost
<b>Full-page</b> ( <i>printed guide</i> )	\$1,000
<b>Center spread</b> ( <i>printed guide</i> )	\$2,000
<b>Back cover</b> ( <i>printed guide</i> )	\$1,250
<b>Inside front</b> ( <i>printed guide</i> )	\$1,250
<b>Inside back</b> ( <i>printed guide</i> )	\$1,250
<b>Banner ad in the mobile app</b>	\$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 **600 x 400 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.





# INTENT TO SPONSOR

## 2024

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 15, 2024**. For any sponsorship that includes a company logo on the item, intent forms must be received by **May 10, 2024**, 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 10, 2024**.
- ▶ Completed Intent to Sponsor forms should be sent to: **Erica Leyko, MHA, 2112 University Park Drive, Okemos, MI 48864** or [eleyko@mha.org](mailto:eleyko@mha.org).

### CHOOSE THE LEVEL YOU WOULD LIKE TO SPONSOR

	MHA MEMBER	MHA SUPPORTER
<b>ALL-ACCESS SPONSOR</b>	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$20,000
<b>TRANSFORMATION SPONSOR</b>	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$10,000
<b>COMMUNITY SPONSOR</b>	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$7,000

### A LA CARTE PACKAGES

<b>WELCOME GIFT SPONSOR*</b>	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,500
<b>NAME BADGE SPONSOR</b>	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,500
<b>CONFERENCE REFRESHMENT SPONSOR</b>	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,500
<b>MOBILE MEETING APP SPONSOR</b>	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,500
<b>EXCELLENCE IN GOVERNANCE FELLOWSHIP RECEPTION SPONSOR</b>	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,500
<b>TOTE BAG SPONSOR</b>	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,500
<b>SMALL OR RURAL COUNCIL NETWORKING RECEPTION SPONSOR</b>	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,500
<b>CHIEF MEDICAL OFFICER NETWORKING DINNER SPONSOR</b>	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,500

*\*Intent to Sponsor form must be submitted by March 15, 2024, for this item only.*

### LINKS FORE HEALTH CHARITY GOLF OUTING SPONSORSHIP PACKAGES

<b>EVENT PARTNER</b>	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$20,000
<b>19TH HOLE PARTY</b>	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$10,000
<b>GOLF BALL SPONSOR</b>	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$4,500
<b>GOLF SWAG SPONSOR</b>	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$4,500
<b>MULLIGAN SPONSOR</b>	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,000
<b>TEE SPONSOR</b>	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,500

**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.*

**ADVERTISING AND PAYMENT INFORMATION  
 CONTINUED ON REVERSE**



# INTENT TO SPONSOR

## 2024

### ADVERTISING

(see pg. 8 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.



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