



ACHD
ASSOCIATION OF CALIFORNIA
HEALTHCARE DISTRICTS



**CONNECT WITH LOCAL
HEALTHCARE LEADERS**



**Association of California Healthcare Districts
Corporate Sponsorship Program
January 1, 2021 - December 31, 2021**

For additional information please contact:
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2021 ACHD Corporate Sponsorship Program *Building strategic relationships with California's Healthcare Districts*

Why Partner with ACHD?

- Access to key California health care decision markets
- Establish ongoing professional relationships
- Increase visibility of your products and services
- Leverage comprehensive sponsorship benefits
- Experience yearlong exposure to ACHD Membership

Your Partnership with ACHD

The Association of California Healthcare Districts (ACHD) plays a key role in supporting the diverse health care needs of millions of Californians. By partnering with ACHD, you will build strong, meaningful and professional relationships with the leadership of California's healthcare districts. This collaboration cultivates lasting relationships within the industry, providing value that goes beyond the cost of sponsorship.

There are 77 healthcare districts in California. The 43 members of ACHD represent 56% of the California healthcare districts and 27 of the state's rural districts. Currently 44% of the ACHD membership operate hospitals.

Healthcare districts are tailored to meet the needs of the communities they serve by providing services such as:

Acute care services

Emergency room and trauma care

Ambulance services

Laboratory and radiology services

Wellness and preventative services

Maternal and childhood services

Skilled nursing facilities

Clinics

Mental and behavioral health services

Dental services

Adult day care and senior services

School-based health services

Hospice care

Nutrition education

The ACHD Sponsorship Opportunity

ACHD offers a unique annual sponsorship opportunity with an inclusive package of benefits offered. This program provides an integrated marketing strategy that serves the marketing and sales needs of ACHD's corporate sponsors. Companies can choose their sponsorship exposure based on the package that best aligns with their marketing needs, as well as their available financial resources.

Sponsorship packages are priced according to the opportunities included. Fees are based on the tangible value of the comprehensive benefits offered in the package, as well as the intangible value of an association with ACHD and its respected brand.



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Corporate Sponsorship Levels

- Platinum Corporate Sponsorship \$40,000
- Gold Corporate Sponsorship \$25,000
- Silver Corporate Sponsorship \$15,000
- Bronze Corporate Sponsorship \$5,000

Corporate Sponsorship packages will include a combination of the following exclusive opportunities and benefits:

- Annual Meeting sponsorship
- Regional Meeting sponsorship
- Thought leadership opportunities
- Marketing opportunities
- Market research opportunities
- Networking opportunities
- Hospitality opportunities

Corporate Sponsorship Guidelines:

- All Corporate Sponsors are approved by the ACHD CEO and/or the ACHD Board of Directors
- ACHD sponsorship opportunities will not be sold separately and will be integrated into a customized, all-inclusive annual package
- Sponsorship packages will be available on an annual basis — July 1, 2020 - June 30, 2021 OR January 1, 2021 - December 31, 2021
- Priority for selection of benefits will be based on the monetary value of the package



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ACHD 2021 Platinum Corporate Sponsorship **\$40,000**

Outline of Opportunities and Benefits Offered:

Exclusive Corporate Sponsorship Opportunity

- Annual Meeting sponsorship
- Annual Meeting general session sponsorship
- Annual Meeting networking opportunity
- Customized product display at Annual Meeting
- Exclusive Regional Meeting sponsorship

Marketing Opportunities

- Sponsor recognition on Annual Meeting signage
- Announcement in Annual Meeting materials
- Verbal recognition at Annual Meeting
- Verbal recognition at sponsored Regional Meeting
- Recognition and one article in the ACHD monthly newsletter (The ACHD Advocate)
- Use of Annual Meeting attendee list*
- Use of Regional Meeting attendee list*
- Annual recognition as an ACHD Corporate Sponsor
- Digital marketing opportunity during all ACHD sponsored events

Market Research/Thought Leadership Opportunity

- Market research opportunity at Annual Meeting
- Opportunity for thought leadership at Annual Meeting or sponsored Regional Meeting
- Opportunity for thought leadership on one monthly Webinar Education Series

Annual Hospitality and Networking Opportunity

- 4 Complimentary registrations to Annual Meeting
- 4 Invitations to the Board of Director's Reception during Annual Meeting
- Complimentary subscriptions to the ACHD monthly newsletter (The ACHD Advocate)
- Opportunity to host a company branded networking reception at the Annual Meeting
- Opportunity to host a company branded networking event at sponsored Regional Meeting

*List includes attendees who provide permission to share their contact information.



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ACHD 2021 Gold Corporate Sponsorship \$25,000

Outline of Opportunities and Benefits Offered: Exclusive Corporate Sponsorship Opportunity

- Annual Meeting sponsorship
- Annual Meeting general session sponsorship
- Customized product display at Annual Meeting
- Exclusive Regional Meeting sponsorship

Marketing Opportunities

- Sponsor recognition on Annual Meeting signage
- Announcement in Annual Meeting materials
- Verbal recognition at Annual Meeting
- Verbal recognition at sponsored Regional Meeting
- Recognition and one article in the ACHD monthly newsletter (The ACHD Advocate)
- Use of Annual Meeting attendee list*
- Use of Regional Meeting attendee list*
- Annual recognition as an ACHD Corporate Sponsor
- Digital Marketing for the Annual Meeting or sponsored Regional Meeting

Market Research/Thought Leadership Opportunity

- Market research opportunity at Annual Meeting
- Opportunity for thought leadership on one monthly Webinar Education Series

Annual Hospitality and Networking Opportunity

- 3 Complimentary registrations to Annual Meeting
- 2 Invitations to the Board of Director's Reception during Annual Meeting
- Complimentary subscriptions to the ACHD monthly newsletter (The ACHD Advocate)
- Opportunity to host a company branded networking event at sponsored Regional Meeting

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ACHD 2021 Silver Corporate Sponsorship \$15,000

Outline of Opportunities and Benefits Offered: Exclusive Corporate Sponsorship Opportunity

- Annual Meeting sponsorship
- Annual Meeting meal function sponsorship

Marketing Opportunities

- Sponsor recognition on Annual Meeting signage
- Announcement in Annual Meeting materials
- Verbal recognition at Annual Meeting
- Recognition and one article in the ACHD monthly newsletter (The ACHD Advocate)
- Use of Annual Meeting attendee list*
- Annual recognition as an ACHD Corporate Sponsor
- Digital marketing for one day at the Annual Meeting

Market Research/Thought Leadership Opportunity

- Market research opportunity at Annual Meeting

Annual Hospitality and Networking Opportunity

- 2 Complimentary registrations to Annual Meeting
- 2 Invitations to the Board of Director's Reception during Annual Meeting
- Complimentary subscriptions to the ACHD monthly newsletter (The ACHD Advocate)

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ACHD 2021 Bronze Corporate Sponsorship \$5,000

Outline of Opportunities and Benefits Offered: Exclusive Corporate Sponsorship Opportunity

- Annual Meeting sponsorship
- Annual Meeting Breakout Session sponsorship

Marketing Opportunities

- Sponsor recognition on Annual Meeting signage
- Announcement in Annual Meeting materials
- Verbal recognition at Annual Meeting
- Recognition and one article in the ACHD monthly newsletter (The ACHD Advocate)
- Use of Annual Meeting attendee list*
- Annual recognition as an ACHD Corporate Sponsor

Annual Hospitality and Networking Opportunity

- 1 Complimentary registrations to Annual Meeting
- 2 Invitations to the Board of Director's Reception during Annual Meeting
- Complimentary subscriptions to the ACHD monthly newsletter (The ACHD Advocate)

*List includes attendees who provide permission to share their contact information.

Disclaimer:

The above materials outline the ACHD 2021 Corporate Sponsorship opportunity. ACHD recognizes the uncertainty of public gatherings as the country continues to experience COVID-19 social distancing guidelines. ACHD understands that circumstances beyond either the sponsor or the property's control may influence the delivery of the benefits and opportunities put forth in this document. If necessary, ACHD will work with the 2021 Corporate Sponsors to mutually agree upon substitute or replacement sponsorship benefits which are substantially equivalent or of greater value.

Thank you for your understanding as we all navigate through these uncertain times.



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2021 ACHD Corporate Sponsorship Program Comparison of Benefits

Platinum Corporate Sponsor
\$40,000

Gold Corporate Sponsor
\$25,000

Silver Corporate Sponsor
\$15,000

Bronze Corporate Sponsor
\$5,000

	Platinum Corporate Sponsor \$40,000	Gold Corporate Sponsor \$25,000	Silver Corporate Sponsor \$15,000	Bronze Corporate Sponsor \$5,000
Corporate Sponsorship Exclusive Opportunity				
Annual Meeting general session sponsorship	X	X		
Annual Meeting meal sponsorship			X	
Annual Meeting breakout session sponsorship				X
Annual Meeting networking opportunity	X			
Customized product display at Annual Meeting	X	X		
Exclusive Regional Meeting sponsorship	X	X		
Marketing Opportunity				
Event signage during sponsored session	X	X	X	
Announcement in conference materials and signage	X	X	X	X
Verbal recognition at Annual Meeting	X	X	X	X
Verbal recognition at sponsored Regional Meeting	X	X		
Recognition and one article in the ACHD monthly newsletter (The ACHD Advocate)	X	X	X	X
Use of Annual Meeting attendee list	X	X	X	X
Use of sponsored Regional Meeting attendee list	X	X		
Annual recognition as an ACHD 2020-2021 Corporate	X	X	X	X
Market Research/Thought Leadership Opportunity				
Market research opportunity at Annual Meeting	X	X	X	
Market research opportunity at sponsored Regional Meeting	X			
Opportunity for thought leadership at Annual Meeting or Regional Meeting	X			
Opportunity for thought leadership on one monthly Webinar Education Series	X	X		
Annual Hospitality and Networking Opportunity				
Complimentary registrations to Annual Meeting	4	3	2	1
Invitations to the Board of Director's Reception	4	2	2	2
Opportunity to host a networking reception at the Annual Meeting	X			
Opportunity to host a networking opportunity at sponsored Regional Meeting	X	X		