

HOSPITAL ASSOCIATION OF SOUTHERN CALIFORNIA

# 2024 Education Program Sponsorship Opportunities

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# Message from the President



*HASC sponsors are vital allies in our mission of supporting Southern California hospitals. Our sponsors make it possible to offer our members high-quality education programs along with valuable services and products.*

*Thank you for partnering with us to help our hospital members succeed as they serve their communities.*

George W. Greene, Esq.  
President and CEO  
Hospital Association of Southern California

## Sponsor a HASC Education Program

**Sponsoring HASC education events is a great way to raise your company's visibility and generate leads while supporting our members' vital role in their communities.** These events offer learning opportunities with subject matter experts, along with the chance for sponsors to engage with decision-makers at leading hospitals and health systems. With a wide range of topics and audiences, HASC events present a valuable opportunity for firms offering services and products for hospitals.

NOTE: All sponsorships are based on the HASC fiscal year (Jan. 1 – Dec. 31). HASC and its affiliates reserve the right to determine if companies are appropriate sponsors for the association. Granting of a sponsorship does not indicate or imply HASC endorsement. HASC must approve any use of its name or logo in sponsor materials.

# About HASC

The Hospital Association of Southern California (HASC), founded in 1923, is a not-for-profit 501(c)(6) regional trade association. **HASC is dedicated to effectively advancing the interests of hospitals in Los Angeles, Orange, Riverside, San Bernardino, Santa Barbara and Ventura counties.** We comprise more than 176 member hospitals and 31 health systems, plus related organizations and associate members, all with a common goal: to improve the operating environment for hospitals and the health status of the communities they serve.



## Mission

Our mission is to lead, represent and serve hospitals and their related organizations, working collaboratively with our members and other stakeholders to improve health and health care in the communities we serve.



## Vision

Our vision is for all member hospitals to consistently and uniformly provide safe, high-quality, cost-effective and culturally appropriate person-centered health care services.



The HASC region spans six counties covering over 36,500 square miles

**19,104,979**

Population (as of 2023)

**180**

Member Hospitals

**29**

Health Systems

HASC provides leadership at the city and county level, working with county boards of supervisors, chambers of commerce, local departments of health and other agencies to ensure the hospitals of Southern California are heard. We collaborate with the California Hospital Association (CHA) on state and federal legislation, budget concerns and regulatory issues.

# Education and Professional Development

Your sponsorship keeps you connected to a community of dedicated people who are successfully addressing change. Much of this success is due to our members' commitment to staying up to date on the latest knowledge, best practices and skills impacting health care delivery. Working hand in hand with HASC's educational events, our professional development programs are a powerful platform for learning, maximizing potential and building meaningful relationships.

HASC continually aims to enhance our educational and professional development offerings to produce better results by designing new formats, attracting a broad spectrum of leaders, creating a variety of experiences and delivering unprecedented insight and knowledge from subject matter experts.

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

HASC provides online and on-site classroom-style professional development programs in a number of areas: leadership development; workforce; quality and patient safety; diversity and inclusion; accreditation and regulatory compliance; and emerging issues. We offer approximately 80 programs each year, attended by more than 4,000 people. Many programs provide continuing education credits for executives, nurses, human resource executives, laboratory professionals and others.

For more information on the specific programs offered, please visit <https://hasc.org/programs/>.

# Sponsorship Levels and Benefits

## PREMIER SPONSOR - \$25,000

Includes:

- Associate membership\*
- Company logo and link on HASC website
- Introduction in HASC's newsletter
- Logo and brand recognition in education program material
- Speaker introduction for two programs
- Exclusive access (no competing sponsors)
- Member rates for HASC Annual Meeting, services and education programs
- Subscription to HASC newsletters
- Invitation to Associate Member Luncheon
- Attendee list for selected programs
- Two webinar opportunities
- Four complimentary LEAD Academy registrations
- California Statewide Member Directory listing

## LEAD SPONSOR - \$15,000

Includes:

- Associate membership\*
- Company logo and link on HASC website
- Introduction in HASC's newsletter
- Logo and brand recognition in education program material
- Speaker introduction for one program
- Member rates for HASC Annual Meeting, services and education programs
- Subscription to HASC newsletters
- Invitation to Associate Member Luncheon
- Attendee list for selected programs
- One webinar opportunity
- Two complimentary LEAD Academy registrations
- California Statewide Member Directory listing

## SUPPORTER SPONSOR - \$10,000

Includes:

- Associate membership\*
- Company logo and link on HASC website
- Introduction in HASC's newsletter
- Logo and brand recognition in education program material
- Member rates for HASC Annual Meeting, services and education programs
- Subscription to HASC newsletters
- Invitation to Associate Member Luncheon
- Attendee list for selected programs
- One complimentary LEAD Academy registration
- California Statewide Member Directory listing

## FRIEND SPONSOR - \$5,000

Includes:

- Introduction in HASC's newsletter
- Brand recognition in education program material
- One complimentary LEAD Academy registration

\*Associate membership is available to non-hospital organizations, such as consulting, architectural, law, and educational organizations, to expand their network and access essential industry resources. The granting of an associate membership does not in any way constitute or imply HASC's endorsement of services and/or products. Applications for associate membership are subject to review by the Executive Committee, which may request additional information or material. Applicants will be notified of membership effective date.

# Donation Opportunities

## Diversity in Health Care Scholarship Program

**Undergraduate**  
**\$2,500**

### **UNDERGRADUATE SCHOLARSHIP PROGRAM**

Designed for students interested in health care careers, this program supports future leaders in their efforts to earn a high-quality education. The scholarship is available to students enrolled in an accredited program leading to a degree in health care. Examples of approved programs include, but are not limited to, RN to BSN, radiologic technology, medical laboratory technology, etc. Non-clinical degrees are also eligible.

**Graduate**  
**\$3,000**

### **GRADUATE SCHOLARSHIP PROGRAM**

This scholarship is awarded to students pursuing a graduate degree in health care at an accredited college, university or online degree institution. The purpose of the scholarship is to assist with tuition and academic expenses in the form of an award of \$3,000 for an academic year. Applicants pursuing a graduate degree in health care administration are preferred.

**Stipend Assistance**  
**\$2,000**

### **COLLEGE TO CAREER DIVERSITY INTERNSHIP PROGRAM (CDIP) – STIPEND ASSISTANCE**

CDIP is a full-time, paid project-based summer internship program that identifies and recruits local, diverse, high-performing upper-class college students and recent graduates seeking health care careers and whose interests and skills align with member hospitals' needs and projects. The Stipend Assistance Program is intended to provide additional funding to interns at HASC member hospitals to help remove financial barriers that might hinder program participation.



The Diversity in Health Care Scholarship Program is funded by Communities Lifting Communities (CLC), a nonprofit community health improvement initiative led by the Hospital Association of Southern California. CLC (EIN 85-3745993) accomplishes the Association's charitable objectives and provides resources to reduce disparities and increase health equity in Southern California. Learn more at [communities.hasc.org](http://communities.hasc.org).

For more information about HASC sponsorship opportunities, please contact:

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