

Sponsorship Opportunities

Raise your brand's profile and
engage with key decision-makers —
sponsor an event with the Hospital
Association of Southern California





WHO WE ARE

The Hospital Association of Southern California (HASC) 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 over 170 hospitals and 30-plus health systems, plus associate members and partner organizations. All have one common mission: to improve the operating environment for hospitals and the health status of the communities they serve. Learn more at hasc.org.

OUR MEMBERS

More than 170 hospitals, 30-plus hospital systems, and dozens of associate members in Southern California, comprising:

- 48% nonprofit facilities
- 41% investor-owned facilities
- 11% government-sponsored facilities
- 67 associate members and 9 affiliated professional societies

INTRODUCTION

BENEFITS OF SPONSORSHIP



Boost your brand visibility and engage with key decision makers by becoming a HASC event sponsor.

Supporting association events is an outstanding way to increase your brand's reach with our hospital members. You'll enhance your company's profile and build valuable relationships while partnering with HASC in our shared mission of serving hospitals.

As a sponsor, you'll benefit from:

- Exposure to industry leaders and decision makers
- Building trust and rapport within the health care community
- Opportunities to generate new business partnerships and sales
- Increased brand recognition
- Community involvement

HASC hosts a range of event types for our hospital members and the community, including:

- HASC Annual Meeting
- My SoCal Hospital Heroes Awards Gala
- Human Resources and Education programs
- Communities Lifting Communities events

Events take place throughout the year, offering many chances for your business to shine. To provide even more value, we limit the number of sponsorships sold, which makes the most of your investment and your time with member executives.

We look forward to your partnership in making these events a success!

George W. Greene, President and CEO of the Hospital Association of Southern California, at the 2024 HASC Annual Meeting



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.

A handwritten signature in black ink, appearing to read "George W. Greene".

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



George thanks sponsors at the Wild, Wild West! Strolling Dinner and Sponsor Exhibit



HASC ANNUAL MEETING

Elevate your brand by supporting HASC's Annual Meeting, a unique opportunity to connect with influential health care leaders in an engaging and dynamic environment.

HASC's Annual Meeting is the state's largest gathering of hospital leaders. Held each spring, the conference draws 300-plus CEOs, C-suite executives and other administrators from over 170 hospitals, community hospitals and health systems. Attendees explore current health care topics, cutting-edge business models and best practices with visionary speakers who inspire thoughtful discussion and guide us in helping shape the future of health care.

As an Annual Meeting sponsor, you'll enjoy high visibility and prime access

to these decision makers. One of the meeting highlights is HASC's signature Strolling Dinner and Sponsor Exhibit. At this themed event, our sponsors are the stars. You'll enjoy delicious food and maximum interaction with attendees in a festive atmosphere.

We offer a range of sponsorship levels to fit all budgets. In addition, we limit the number of sponsors to make your time with our members even more exclusive. Turn the page to learn more about these exciting opportunities.

Jennifer Schirmer,
Vice President of Medi-Cal
Growth and Community
Engagement for Blue Shield
Promise Health Plan



Welcome
to our
top-tier
sponsorship, the
newest addition
to our sponsor
offerings.
Here, your brand
will enjoy elevated
recognition within
our warm and
welcoming
community.

ANNUAL MEETING SPONSORSHIP LEVELS

KEYNOTE SPEAKER *\$30,000*

HASC's newest opportunity offers you maximum exposure and premier benefits. Highlights include:



Sponsorship and naming rights on one of three keynote sessions



Speaker introduction by brand representative



Up to two-minute brand video shown at Strolling Dinner and Sponsor Exhibit



Premier exhibit space at Strolling Dinner and Sponsor Exhibit



Eight complimentary full-conference registrations

...and much more!



DIAMOND \$25,000

A high-profile option that elevates your company through numerous benefits including:

- Two-minute brand video shown at Strolling Dinner and Sponsor Exhibit
 - Brand representative remarks at Sponsor Exhibit
 - Premier exhibit space at Strolling Dinner and Sponsor Exhibit
 - Promoted brand post on meeting app
 - Option to include one branded giveaway in welcome bag
 - Eight complimentary full-conference registrations
- ...and much more*

PLATINUM \$15,000 (most value)

Many opportunities to engage and be seen, such as:

- Exclusive branded sponsorship and recognition at Welcome Reception
 - Two-minute brand video shown at Strolling Dinner and Sponsor Exhibit
 - Exhibit space at Strolling Dinner and Sponsor Exhibit
 - Option to include one branded giveaway in welcome bag
 - Six complimentary full-conference registrations
- ...and more*

GOLD \$10,000

Lots of visibility and member interaction at a bargain price. Benefits include:

- Two-minute brand video or advertisement shown at Strolling Dinner
 - Exhibit space at Strolling Dinner and Sponsor Exhibit
 - Option to include one branded giveaway in welcome bag
 - Two complimentary full-conference registrations
 - Option to purchase additional conference registrations at sponsor rate
- ...and more*

ANNUAL MEETING

CONTRIBUTING SPONSORSHIPS WITHOUT EXHIBIT SPACE

SILVER \$8,000

Enjoy brand visibility through sponsoring conference items and events. These options include three complimentary full-conference registrations and do not include exhibit space. Note: These sponsorships are subject to approval.

Select one:

- | | | | |
|---------------|--------------|---------------|--------------------|
| Meeting bag | Lanyard | Entertainment | Meals |
| Bottled water | Wine tasting | Wi-fi | <i>...and more</i> |
| Logo room key | Beer tasting | Book | |

For more information, call (213) 538-0792.



STROLLING DINNER AND SPONSOR EXHIBIT

HASC's signature sponsor exhibit takes place on the second evening of the Annual Meeting. There, you'll enjoy a highly interactive event designed to optimize your interaction with attendees. A themed atmosphere, buffet-style dinner, hosted beverages and engaging activities offer many opportunities for making new connections.

We encourage exhibiting companies to decorate your booths and wear outfits in line with the event theme. To boost attendee engagement at the Strolling Dinner, we also invite you to feature a grand prize, with winners announced near the end of the evening.

Confirmed sponsors will receive more event details in your registration packet.

ASSOCIATE MEMBERS AND EBPs: DON'T MISS OUT ON DISCOUNTS

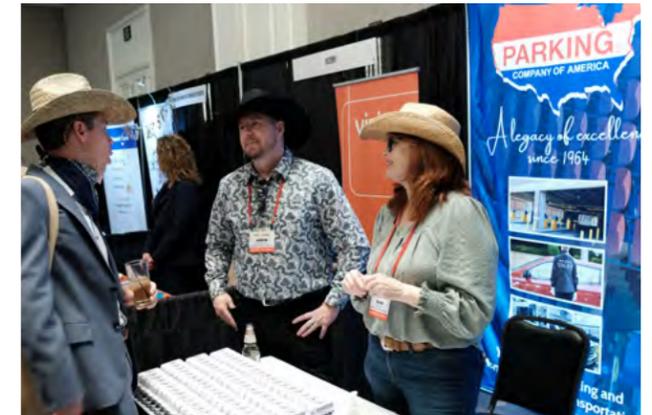
If you're a HASC Associate Member or Endorsed Business Partner, you'll receive a discount on Annual Meeting sponsorships at the Platinum level and higher:

- Keynote Speaker: \$5,000 discount
- Diamond Level: \$4,000
- Platinum Level: \$2,000

SPONSOR BENEFITS AT A GLANCE

| | Keynote Speaker \$30,000 | Diamond \$25,000 | Platinum \$15,000 | Gold \$10,000 | Silver \$8,000 |
|--|-----------------------------|---------------------|----------------------|------------------|-------------------|
| Complimentary upgraded accommodation for two nights | 1 | 1 | | | |
| Exclusive promoted brand post on meeting app | 1 | 1 | | | |
| Complimentary full-conference registrations | 8 | 8 | 6 | 2 | 3 |
| Option to purchase additional event registrations at sponsor discount rate \$895 | 4 | | | | |
| Option to purchase additional event registrations at sponsor rate \$995 | | 4 | 2 | 2 | |
| Speaker introduction by brand representative | ✓ | | | | |
| Branded sponsorship and naming rights on one of the three keynote speakers | ✓ | | | | |
| Thirty-second video promoting your brand prior to keynote speech | ✓ | | | | |
| Premier exhibit space at Strolling Dinner and Sponsor Exhibit | ✓ | ✓ | | | |
| Brief remarks by brand representative at Strolling Dinner and Sponsor Exhibit | ✓ | ✓ | | | |
| NEW LeadCapture License | ✓ | ✓ | ✓ | | |
| Branded sponsorship and logo recognition at Welcome Reception | ✓ | ✓ | ✓ | | |
| Two-minute video promoting your brand at Strolling Dinner and Sponsor Exhibit | ✓ | ✓ | ✓ | ✓ | |
| Option to include one branded giveaway in welcome bag | ✓ | ✓ | ✓ | ✓ | |
| Attendee list, available one week before meeting | ✓ | ✓ | ✓ | ✓ | |
| Branded sponsorship recognition on Annual Meeting collateral, in HASC newsletter and on social media/website | ✓ | ✓ | ✓ | ✓ | ✓ |

REGISTRATION INFORMATION



Registration

To register for the Annual Meeting, you must participate as a sponsor. Please email annualmeeting@hasc.org to receive access to the online Sponsor Agreement and Sponsor Registration pages, or to request fillable PDF forms.

The Sponsor Agreement and Sponsor Registration form list details, due dates and fees for your sponsorship. If payment is not received by the listed date, your sponsorship and exhibit space may be canceled and resold.

Please email completed PDF forms to annualmeeting@hasc.org, or print them and mail to the address at right.

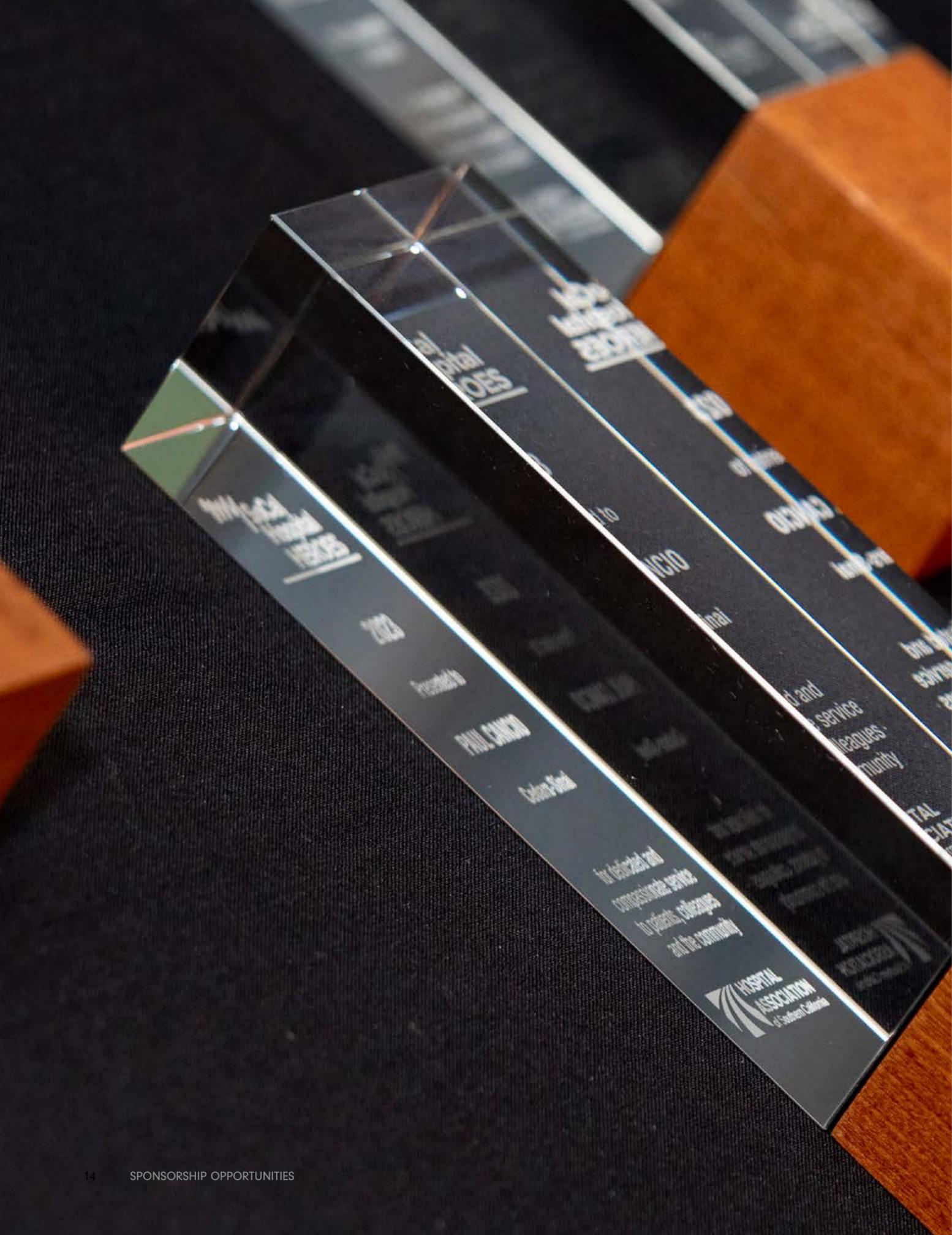
Payment

If emailing or mailing your Sponsor Agreement and Sponsor Registration forms, please send or include a check, payable to HASC, to:

HASC Annual Meeting
515 South Figueroa Street, Suite 1300
Los Angeles, CA 90071-3300

Phone: (213) 537-0737
Email: annualmeeting@hasc.org

To pay by credit card, please call (213) 537-0737.



my SoCal Hospital HEROES

AWARDS GALA

Celebrate health care heroes and raise your brand's profile.

Raise your company's visibility and make valuable contacts as you show your support for the health care community. Become a sponsor of the My SoCal Hospital Heroes Awards Gala!

The annual event honors outstanding employees of HASC member hospitals. These dedicated team members, nominated by colleagues and the public, have stood out and made an impact on patients, colleagues and the community.

The gala draws many C-suite executives and other decision makers from HASC member hospitals across Southern California. As a sponsor, you'll have the chance to engage one on one with leaders in an intimate setting as you celebrate the Hospital Heroes.

Gala sponsorship offers you:

- Multiple touchpoints for connecting with hospital decision makers
- Potential business leads and partnerships
- Increased brand awareness and positive image
- Branded acknowledgment in Gala promotions and at the event
- A forum for building goodwill as you honor the vital work of hospital employees

Learn more about sponsorship levels and benefits on the following pages. For any questions and to reserve your spot, please email mschh@hasc.org to receive access to the online Sponsor Registration pages, or to request fillable PDF forms.

We look forward to partnering with you!

GALA SPONSORSHIP LEVELS

HERO SPONSOR *\$25,000*

This opportunity offers you maximum exposure and premier benefits.

-  Company name or logo featured on awards
-  Brief remarks by company representative during Gala presentation
-  Five (5) complimentary guest rooms for the night of the event
-  Logo included in Gala highlight reel
-  Company logo included on step-and-repeat banner
-  Complimentary table of 10 plus discounted entry for additional guests at \$399 rate
-  Full page ad in the tribute journal
-  Branded sponsorship recognition on My SoCal Hospital Heroes collateral, in HASC newsletter and on social media/website

PRESENTING SPONSOR *\$15,000*

- Three (3) complimentary guest rooms for the night of the event
- Logo included in Gala highlight reel
- Company logo included on step-and-repeat banner
- Complimentary table of 10 plus discounted entry for additional guests at \$399 rate
- Full page ad in the tribute journal
- Branded sponsorship recognition on My SoCal Hospital Heroes collateral, in HASC newsletter and on social media/website

EVENT SPONSOR *\$10,000*

- Two (2) complimentary guest rooms for the night of the event
- Branding of cocktail reception
- Complimentary table of 10 plus discounted entry for additional guests at \$399 rate
- Full page ad in the tribute journal
- Branded sponsorship recognition on My SoCal Hospital Heroes collateral, in HASC newsletter and on social media/website

TABLE SPONSOR *\$5,000*

- Five (5) complimentary tickets to the My SoCal Hospital Heroes Awards Gala
- Branding of general admission attendee tables
- Half page ad in tribute journal
- Branded sponsorship recognition on My SoCal Hospital Heroes collateral, in HASC newsletter and on social media/website

Silent Auction Opportunities

We invite you to enhance the Gala by contributing silent auction items. Your support will make a difference!



EDUCATION PROGRAMS

Sponsoring HASC professional development programs connects you with health care leaders, offering unique opportunities to engage, learn, and build lasting relationships.

HASC education programs offer learning opportunities with subject matter experts, along with the chance for sponsors to engage with decision-makers at leading hospitals and health systems.

We offer approximately 80 online and on-site programs each year, many with continuing education credits, attended by more than 4,000 people. With a wide range of topics and audiences, these programs represent a valuable opportunity for firms that serve hospitals.

HASC offers professional development programs in areas including leadership development; workforce; quality and patient safety; diversity and inclusion; accreditation and regulatory compliance; and emerging issues.

Sponsoring a professional development program connects you with a community

dedicated to continually learning and to improving health care delivery. Working hand in hand with HASC education events, our professional development programs are a powerful platform for learning, maximizing potential and building meaningful relationships.

Our sponsors are vital to helping program attendees 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 mutually rewarding and successful partnerships with all our program attendees and sponsors.

To learn more about available packages, turn the page. For more information on specific education and professional development programs offered, please visit our Education Programs page.

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.

EDUCATION AND PROFESSIONAL DEVELOPMENT



PREMIER SPONSOR *\$25,000*

- 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
- Two (2) complimentary LEAD Academy registrations
- California Statewide Member Directory listing

*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.

LEAD SPONSOR *\$15,000*

- 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
- One (1) complimentary LEAD Academy registration
- California Statewide Member Directory listing

SUPPORTER SPONSOR *\$10,000*

- 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
- California Statewide Member Directory listing

FRIEND SPONSOR *\$5,000*

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

DONATION OPPORTUNITIES

HEALTH CARE SCHOLARSHIP AND STIPEND PROGRAM

Communities Lifting Communities, a 501(c)(3) affiliate of HASC, is offering financial awards to encourage HASC member hospital employees to pursue their education and career goals. Open to all employees, the program gives preference to students from communities historically underrepresented in health care. We invite HASC members and friends to make a tax-deductible donation to help underwrite these awards. To learn more and donate, please visit <https://communities.hasc.org/donate>.

UNDERGRADUATE SCHOLARSHIP PROGRAM \$2,500

Designed for students interested in health care careers, this program supports future leaders in their efforts to earn a high-quality education. Undergraduates enrolled in an accredited program leading to a health care degree and employed by a HASC member hospital for at least 12 months may apply. Examples of approved programs include RN to BSN, radiologic technology, medical laboratory technology and non-clinical degrees.

GRADUATE SCHOLARSHIP PROGRAM \$3,000

This scholarship is awarded to students pursuing a graduate degree in health care at an accredited college, university or online degree institution. The award provides \$3,000 to assist with tuition and academic expenses for an academic year. Applicants pursuing graduate degrees in health care administration receive preference.

COLLEGE TO CAREER DEVELOPMENT INTERNSHIP PROGRAM (CDIP) – STIPEND ASSISTANCE \$2,000

CDIP is a full-time, paid 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 offers additional funding to interns at HASC member hospitals to help remove financial barriers that might hinder their participation.



The 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.

JOIN A 100-YEAR LEGACY



FOR MORE INFORMATION ON HASC SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:

HASC Annual Meeting and My SoCal Hospital Heroes Awards

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**THANK YOU FOR YOUR PARTNERSHIP AND SUPPORT
IN ADVANCING HEALTH CARE AND RECOGNIZING
EXCELLENCE ACROSS SOUTHERN CALIFORNIA**

