



Cindy Baker-Fox, 2023 My SoCal Hospital Hero

*Thank you to our
2023 My SoCal Hospital Heroes Sponsors!*



SPONSORSHIP OPPORTUNITIES



November 2, 2024
Sheraton Grand
Los Angeles



Celebrate health care heroes and raise your brand's profile

Sponsor the 2024 My SoCal Hospital Heroes Awards Gala

Raise your company's visibility and make valuable contacts as you show your support for the health care community. Become a sponsor of the second annual My SoCal Hospital Heroes Awards Gala, Saturday, Nov. 2, 2024!

The event will honor outstanding employees of Hospital Association of Southern California (HASC) member organizations. 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 will draw C-suite executives and other decision makers from HASC's 175-plus member hospitals in six counties. As an event sponsor, you'll have the chance to engage one on one with leaders in a festive setting as you celebrate the 2024 Hospital Heroes.

We offer several sponsorship levels to meet your company's needs. In addition, we limit the number of

spaces, giving you even more exclusive access to key executives.

Gala sponsorship offers you:

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

Learn more about sponsorship levels and benefits on the following pages.

For any questions and to reserve your spot, please contact **Rafael De La Rosa**, Senior Director, Strategic Partnerships, rdelarosa@hasc.org. We look forward to partnering with you!

About HASC

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 176 hospitals and 31 health systems, plus associate members and partner organizations, all with one common mission: to improve the operating environment for hospitals and the health status of the communities they serve. For more information, visit www.hasc.org.

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 at the Sheraton Grand Los Angeles for check-in on November 2 (one night only)

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 at the Sheraton Grand Los Angeles for check-in on November 2 (one night only)

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 at the Sheraton Grand Los Angeles for check-in on November 2 (one night only)

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!

If you'd like to learn about additional sponsorship opportunities or benefits, please reach out to **Rafael De La Rosa**, Senior Director, Strategic Partnerships, at rdelarosa@hasc.org.