

**CORPORATE
SPONSORSHIP
PROGRAMS**

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2023/24



ACHD

ASSOCIATION OF CALIFORNIA
HEALTHCARE DISTRICTS

A C H D . O R G

WHY PARTNER WITH ACHD?

Access to key California health care decision makers

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. Included in ACHD's membership are 27 of the state's rural districts and 40% of ACHD members operate a hospital. 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. 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 reflect the measurable value of the comprehensive benefits offered in the package, as well as the immeasurable value associated with being connected to ACHD and its respected brand.

CORPORATE SPONSORSHIP LEVELS

Platinum Corporate Sponsorship \$40,000	Gold Corporate Sponsorship \$25,000	Silver Corporate Sponsorship \$15,000	Bronze Corporate Sponsorship \$5,000
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CORPORATE SPONSORSHIP PACKAGES

Include a combination of the following exclusive opportunities and benefits:

Annual Meeting
Sponsorship

Market Research
Opportunities

Thought Leadership
Opportunities

Marketing Opportunities

Hospitality Opportunities

Networking 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 - June 30, OR January 1 - December 31

Priority for selection of benefits will be based on the monetary value of the package

PLATINUM

\$40,000

PLATINUM CORPORATE SPONSORSHIP OUTLINE OF OPPORTUNITIES & BENEFITS



EXCLUSIVE CORPORATE SPONSORSHIP OPPORTUNITY

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

MARKETING OPPORTUNITIES

- Sponsor recognition on Annual Meeting signage
- Announcement in Annual Meeting materials
- Opportunity to add one swag item in Annual Meeting attendee bags
- 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
- Program full page ad, in addition to sponsor's name and profile in the ACHD event app

MARKET RESEARCH/ THOUGHT LEADERSHIP OPPORTUNITY

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

ANNUAL HOSPITALITY & NETWORKING OPPORTUNITY

- Four (4) Complimentary registrations to Annual Meeting
- Four (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

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

GOLD

\$25,000

GOLD CORPORATE SPONSORSHIP OUTLINE OF OPPORTUNITIES & BENEFITS



EXCLUSIVE CORPORATE SPONSORSHIP OPPORTUNITY

Annual Meeting Sponsorship

Annual Meeting General Session Sponsorship

Customized Product Display at Annual Meeting

MARKETING OPPORTUNITIES

Sponsor recognition on Annual Meeting signage

Announcement in Annual Meeting materials

Opportunity to add one swag item in Annual Meeting attendee bags

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

Program full page ad, in addition to sponsor's name and profile in the ACHD event app

MARKET RESEARCH/ THOUGHT LEADERSHIP OPPORTUNITY

Market research opportunity at Annual Meeting

Opportunity for thought leadership on one monthly Webinar Education Series

ANNUAL HOSPITALITY & NETWORKING OPPORTUNITY

Three (3) Complimentary registrations to Annual Meeting

Two (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.

SILVER

\$15,000

SILVER CORPORATE SPONSORSHIP OUTLINE OF OPPORTUNITIES & BENEFITS



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
- Program half page ad, in addition to sponsor's name and profile in the ACHD event app

MARKET RESEARCH/ THOUGHT LEADERSHIP OPPORTUNITY

- Market research opportunity at Annual Meeting

ANNUAL HOSPITALITY & NETWORKING OPPORTUNITY

- Two (2) Complimentary registrations to Annual Meeting
- Two (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.

BRONZE

\$5,000

BRONZE CORPORATE SPONSORSHIP OUTLINE OF OPPORTUNITIES & BENEFITS



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*

Program 1/4 page ad, in addition to sponsor's name and profile in the ACHD event app

ANNUAL HOSPITALITY & NETWORKING OPPORTUNITY

One (1) Complimentary registrations to Annual Meeting

Two (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.

CORPORATE SPONSORSHIP EXCLUSIVE OPPORTUNITY	PLATINUM CORPORATE SPONSOR \$40,000	GOLD CORPORATE SPONSOR \$25,000	SILVER CORPORATE SPONSOR \$15,000	BRONZE CORPORATE SPONSOR \$5,000
Annual Meeting General Session Sponsorship	✓	✓		
Annual Meeting Meal Sponsorship	✓		✓	
Annual Meeting Networking Opportunity	✓			
Customized Product Display at Annual Meeting	✓	✓		
Annual Meeting Breakout Session Sponsorship				✓
MARKETING OPPORTUNITY				
Event signage during sponsored session	✓	✓	✓	
Announcement in conference materials and signage	✓	✓	✓	✓
Opportunity to add one swag item to Annual Meeting attendee bags	✓	✓		
Verbal recognition at Annual Meeting	✓	✓	✓	✓
Recognition and one article in the ACHD monthly newsletter (The ACHD Advocate)	✓	✓	✓	✓
Use of Annual Meeting attendee list (permission based)	✓	✓	✓	✓
Program page ad, in addition to sponsor's name and profile in the ACHD event app	✓	✓	✓	✓
OPPORTUNITY				
Market research opportunity at Annual Meeting	✓			
Virtual market research opportunity (if not at Annual Meeting)	✓	✓		
Opportunity for thought leadership at Annual Meeting	✓	✓		
Opportunity for thought leadership on one monthly Webinar Education Series	✓	✓		
ANNUAL HOSPITALITY & 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 Annual Meeting	✓			



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FOR ADDITIONAL INFORMATION PLEASE CONTACT:
INFO@ACHD.ORG