





## *Reach and Network with Kentucky's Hospital Decision Makers*

Kentucky Hospital Association's events are the best way to reach and network with all of Kentucky's hospital leaders. KHA events feature educational programs from health care leaders and subject matter experts while providing multiple networking opportunities for you to engage with members. Our annual convention alone attracts more than 500 health care leaders from across the commonwealth, including hospital:

- |  |  |                                 |
|--|--|---------------------------------|
| • Chief Executive Officers                 | • Chief Medical Officers                   | • Hospital Trustees             |
| • Chief Financial Officers                 | • Hospital Attorneys and Risk Managers     | • Quality Improvement Directors |
| • Chief Operating Officers                 | • Department Vice Presidents and Directors | • Volunteers & Auxillians       |
| • Chief Nursing Officers and Nurse Leaders |  |                                 |

## Year-round Sponsorships for KHA Events

### Diamond Sponsorship .....\$15,000

- Prime exhibit space during events
- Six complimentary registrations to KHA Annual Convention
- A full-page ad in convention program
- Complimentary bag stuffer and floor decal for KHA Annual Convention
- Your logo featured on a X-banner and gobo projected during convention
- Advanced and final attendees list with emails and mailing addresses
- Your logo with a link to your website on the KHA Sponsors webpage
- KHA District Meeting delegate (spring or fall), who may provide a five minute commercial
- Two invitations to the KHA Health Care Leadership Conference
- Exhibit space at the Quality Conference and two complimentary registrations
- Six subscriptions to KHA Health e-News
- Featured article in KHA Health e-News
- New Sponsor Spotlight on KHA Health e-News

### Platinum Sponsorship ..... \$10,000

- Prominent exhibit space during events
- Five complimentary registrations to KHA Annual Convention
- A half-page ad in convention program
- Complimentary bag stuffer and floor decal for KHA Annual Convention
- Two invitations to the KHA Health Care Leadership Conference in the fall
- Your logo with a link to your website on the KHA Sponsors webpage
- Advanced and final attendees list with emails and mailing addresses
- Five subscriptions to KHA Health e-News
- Featured article in KHA Health e-News
- New Sponsor Spotlight on KHA Health e-News

**For more information:**  
 Ashley Peterson  
 Kentucky Hospital Association  
 (502) 992-4323  
 apeterson@kyha.com

## KHA Annual Convention Sponsorships

Date and location to be determined

### Gold Sponsorship .....\$7,000

- Prominent exhibit space
- Four complimentary registrations
- A quarter-page ad in convention program
- Complimentary bag stuffer
- Complimentary floor decal
- Advanced and final attendees list with emails and mailing addresses
- Link to your website on the KHA Sponsors webpage
- Four subscriptions to KHA Health e-News
- New Sponsor Spotlight on KHA Health e-News

### Silver Sponsorship ..... \$5,000

- Prominent exhibit space
- Three complimentary registrations
- An eighth-page ad in convention program
- Recognition in convention program
- Complimentary bag stuffer
- Advanced and final attendees list with emails and mailing addresses
- Link to your website on the KHA Sponsors webpage
- Three subscriptions to KHA Health e-News
- New Sponsor Spotlight on KHA Health e-News

### Bronze Sponsorship ..... \$2,500

- Exhibit space
- Two complimentary registrations
- Recognition in convention program
- Advanced and final attendees list with emails and mailing addresses
- Link to your website on the KHA Sponsors webpage
- Two subscriptions to KHA Health e-News
- New Sponsor Spotlight on KHA Health e-News

### Corporate Sponsorship ..... \$2,000

- Exhibit space
- One complimentary registration
- Recognition in convention program
- Attendees list with mailing addresses
- Link to your website on the KHA Sponsors webpage
- Subscription to KHA Health e-News
- New Sponsor Spotlight on KHA Health e-News

#### Exhibit Space

Exhibit space includes a 6-foot table with two chairs. Freestanding display **MUST** fit within a 7' x 4' area. Electrical connection for your booth has to be ordered two weeks in advance.

## Quality Conference

Date and location to be determined

**Targeted Audience:** Chief Nursing Officers, Quality Improvement Directors, Infection Prevention, Pharmacists, Physicians and Case Managers

### Quality Reception Sponsor .....\$2,500

- Prime exhibit space location
- Acknowledgement at reception and opening and closing Sessions
- Opportunity to provide a ten-minute speaking recognition
- Opportunities for giveaways during breaks on Day 2 and Day 3 of conference
- Three complimentary registrations
- Complimentary floor decal
- Recognition in conference materials
- Attendees list and mailing addresses
- New Sponsor Spotlight in KHA Health e-News

### Quality Lunch Sponsor ..... \$2,000

(Limited to one sponsor)

- Prominent exhibit space location
- 30-minute topic specific-presentation
- Acknowledgement at opening and closing sessions
- Opportunities for giveaways during lunch of Day 2 or Day 3 of conference
- Complimentary floor decal
- Two complimentary registrations
- Recognition in conference materials
- Attendees list and mailing addresses
- New Sponsor Spotlight in KHA Health e-News

### Quality Partner Sponsor ..... \$1,000

- Exhibit space
- Acknowledgement at opening session
- Opportunities for giveaways during breaks on Day 2 and Day 3 of conference
- One complimentary registration
- Recognition in conference materials
- Attendees list and mailing addresses
- New Sponsor Spotlight in KHA Health e-News

## Additional Conference Marketing Elements

Some add-ons are not available at all events, call for availability

- Floor Decals – \$100
- Bag Stuffers – \$300
- X-Banners – \$300
- Introduce Speaker - includes an X-banner – \$400
- Print Ads in Convention Program – see insert
- Logo on Convention Attendees' bag (Limited to 2 Sponsors) – \$500



# KHA Annual Sponsorship Opportunities 2020-2021 Application

Company Name: \_\_\_\_\_

Company Description (25-word description for Sponsor Spotlight) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Website: \_\_\_\_\_

**Mailing address you would like to receive materials from KHA:**  check if same as above

Name/Title of Primary Representative: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_

Secondary Representative Name/Title (Required): \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_

## Kentucky Hospital Association's Sponsorship Benefits are from July 1, 2020 - June 30, 2021

### Year-round Sponsorship

- Diamond Level - \$15,000
- Platinum Level - \$10,000

### KHA Annual Convention

- Gold Level - \$7,000
- Silver Level - \$5,000
- Bronze Level - \$2,500
- Corporate Level - \$2,000

### Quality Conference

- Quality Reception Sponsor - \$2,500
- Quality Lunch Sponsor - \$2,000
- Quality Partner - \$1,000

### Additional Marketing Elements

- Floor Decal - \$100
- Bag Stuffers - \$300
- X-Banner - \$300
- Introduce Speaker - includes an X-banner - \$400
- Logo on Attendees' Bag - \$500
- Print Ads - Convention Programs (see ad spec sheet for rates and sizes)

### Payment (check appropriate payment option):

**Check enclosed (make check payable to KHREF)**

Check number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

**Charge my MasterCard/Visa/American Express**  
(KHA will contact you for your account number)

Amount: \$ \_\_\_\_\_

Name of person to contact for credit card information:

\_\_\_\_\_

Telephone number: (\_\_\_\_\_) \_\_\_\_\_

### Mail or Fax sponsorship application to:

**KHREF**  
PO Box 436629  
Louisville, KY 40253

**Phone:** (502) 992-4336

**Fax:** (502) 814-0336

### For more information, please contact:

**Ashley Peterson**  
Kentucky Hospital Association  
(502) 992-4323  
apeterson@kyha.com

Please save this acknowledgement letter as your receipt for a 501(c)3 contribution. We estimate the fair market value for a Corporate Sponsorship to be \$1,575; Bronze Sponsorship to be \$1,790; Silver Sponsorship to be \$3,905; Gold Sponsorship to be \$5,570; Platinum Sponsorship to be \$7,845; and Diamond Sponsorship to be \$11,425. We estimate the fair market value for a Quality Reception Sponsorship to be \$1,660; Quality Lunch Sponsorship to be \$1,385; and Quality Partner to be \$655. The amount of the contribution that is deductible for federal income tax purposes is limited to the excess contribution by the donor over the value of the goods or services provided by the organization. The KHREF federal tax ID is 61-6052378.