



KHA'S "RUBY" ANNIVERSARY

The Leading Voice for Kentucky Hospitals for Ninety-Five Years



Kentucky
Hospital
Association

2023-2024 Sponsorship Opportunities



ONE Powerful Voice

Representing Kentucky Hospitals and Health Systems

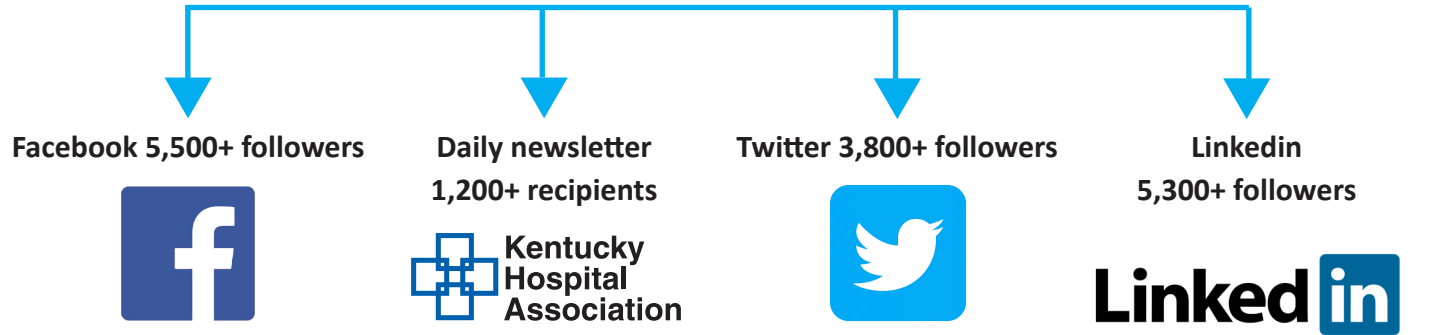


NOTE: All sponsorships are based on the KHA fiscal year (July 1, 2023 - June 30, 2024). KHA leadership reserves the right to review all applications to determine if they are appropriate. KHA sponsorship is not indicative of KHA endorsement. KHA strongly prohibits the use of its name on your marketing material.

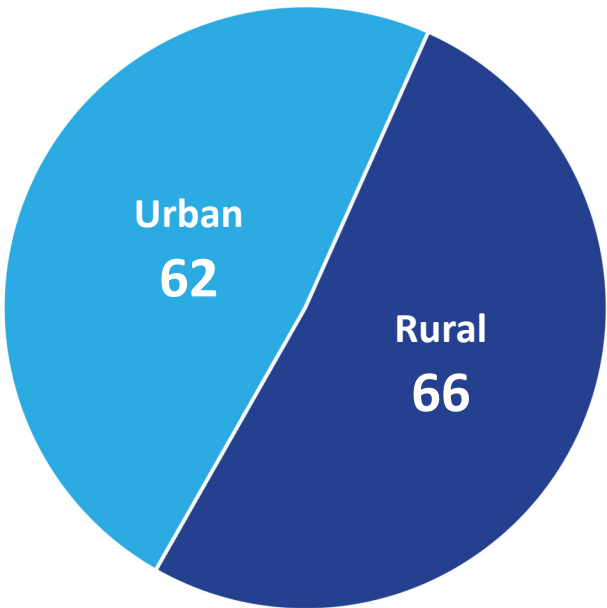
The Kentucky Hospital Association (KHA) provides numerous sponsorship opportunities, which are a great way to gain access to events with our members – **the largest audience of hospital decision makers in Kentucky.** KHA events feature educational programs from health care leaders and subject matter experts while providing multiple networking opportunities for sponsors to engage with members. When you become a KHA sponsor, you have the ability to reach c-suite executives, patient safety and quality leaders, hospital attorneys, physician and nursing leaders – health care executives at the forefront of their industry.

Become a sponsor today to increase your brand visibility and awareness by showcasing your organization and building relationships with Kentucky's hospital leaders. Together we can improve health care across the commonwealth to benefit all Kentuckians!

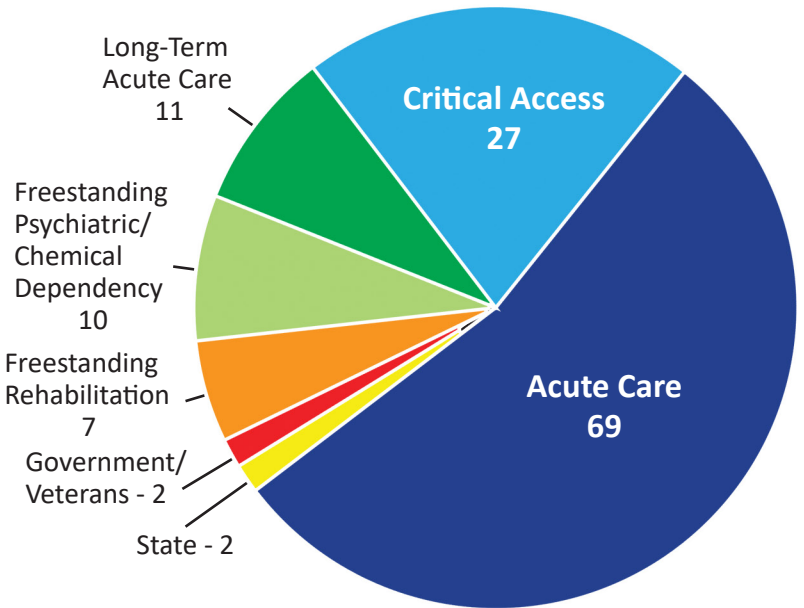
Social Media Impact



KHA Membership by Area



KHA Membership by Hospital Type



Year-Round Sponsorships for KHA Events

KHA offers the opportunity for several levels of Year-Round Sponsorships in addition to Signature Events Sponsorships. Explore the details below to find the level right for you.

95th “Ruby” Anniversary Sponsorship \$30,000

* Competing sponsors unable to sponsor at same level

▶ ANNUAL CONVENTION

- Title sponsorship of the KHA 95th Annual Convention
- Sponsorship of 95th Anniversary Gala Celebration
- (2) 6’ exhibit tables in premier location
- 8 complimentary registrations
- Presentation of educational session including a one-minute advertisement during session introduction
- Gobo with logo
- Banner hung in room with keynotes, Gala, and all meals
- Window cling with logo
- Logo on cover of KHA Convention materials with full-page ad in convention program
- (2) Floor decals with company logo in prominent locations
- Mentioned in ALL electronic Convention promotional communications
- Advanced and final attendee lists **with emails** and mailing addresses

▶ QUALITY CONFERENCE

- Title sponsorship of the KHA Quality Conference
- Remarks at lunch on day of choosing with five-minute speaking opportunity
- (1) 6’ exhibit table in premier location
- 4 complimentary registrations
- Opportunities for giveaways during breaks
- Floor decal with logo
- Full-page insert in conference program with logo also in program
- Mentioned in ALL electronic KHA Quality Conference promotional communications
- Final attendee list **with emails** & mailing addresses

▶ OTHER RECOGNITION

- Host a KHA Town Hall Webinar (pending approval/content relevancy)
- 2 invitations to attend the KHA Health Policy Conference in Fall 2023
- Company logo with website link on the KHA Sponsors webpage
- 6 annual subscriptions to KHA Daily Update
- Quarterly Sponsor Spotlight in KHA Daily Update



*The Leading Voice for
Kentucky Hospitals for
Ninety-Five Years*

Elite Sponsorship

\$25,000

▶ ANNUAL CONVENTION

- (1) 6' exhibit table in premier location
- 8 complimentary registrations
- Presentation of educational session including a one-minute advertisement during session introduction
- Full-page ad in convention program with logo recognition on conference materials
- Floor decal with company logo
- Mentioned in ten electronic Annual Convention promotional communications
- Advanced and final attendee lists **with emails** and mailing addresses

▶ QUALITY CONFERENCE

- (1) 6' exhibit table in premier location
- 4 complimentary registrations
- Exclusive sponsor of cocktail hour on day of choosing with a speaking opportunity
- Presentation of educational session (pending approval/content relevancy)
- Opportunities for giveaways during breaks
- Floor decal with logo
- ½-page insert in conference program
- Mentioned in 5 electronic KHA Quality Conference promotional communications
- Final attendee list **with emails** & mailing addresses

▶ OTHER RECOGNITION

- Access to hospital decision-makers via five or more meetings annually with your target hospitals
- 2 invitations to attend the KHA Health Policy Conference in Fall 2023
- Company logo with website link on the KHA Sponsors webpage
- 12 social media campaign opportunities
- 6 annual subscriptions to KHA Daily Update
- Sponsor Spotlight in KHA Daily Update

Diamond Sponsorship

\$15,000

▶ ANNUAL CONVENTION

- (1) 6' exhibit table in premier location
- 5 complimentary registrations
- Full-page ad in convention program with logo recognition on conference materials
- Floor decal with company logo
- Advanced and final attendee lists with emails and mailing addresses

▶ QUALITY CONFERENCE

- (1) 6' exhibit table
- 2 complimentary registrations
- Opportunities for giveaways during breaks
- Floor decal with logo
- Company logo on conference materials
- Final attendee list **with emails** & mailing addresses

▶ OTHER RECOGNITION

- 2 invitations to attend the KHA Health Policy Conference in Fall 2023
- Company logo with website link on the KHA Sponsors webpage
- 6 annual subscriptions to KHA Daily Update
- Sponsor Spotlight in KHA Daily Update

Platinum Sponsorship \$10,000

▶ **ANNUAL CONVENTION**

- (1) 6' exhibit table in prominent location
- 4 complimentary registrations
- ½-page ad in convention program with logo recognition on conference materials
- Floor decal with company logo
- Advanced and final attendee lists **with emails** and mailing addresses

▶ **OTHER RECOGNITION**

- 2 invitations to the KHA Health Policy Conference in Fall 2023
- Company logo with website link on the KHA Sponsors webpage
- 5 annual subscriptions to KHA Daily Update
- Sponsor Spotlight in KHA Daily Update

KHA Signature Events Sponsorships

▶ **KHA 95th Annual Convention - Our “Ruby” Anniversary Celebration**
May 20-22, 2024 | Central Bank Center, Lexington

Target Audience: Chief Executive Officers, Chief Financial Officers, Chief Operating Officers, Chief Nursing Officers and Nurse Leaders, Chief Medical Officers, Hospital Attorneys and Risk Managers, Department Vice Presidents and Directors, Hospital Trustees, Quality Improvement Directors, Volunteers & Auxillians

Gold Sponsorship \$8,000

- (1) 6' exhibit table
- Exclusive sponsorship of 1 KHA event of choice (see Additional Opportunities page)
- 3 complimentary registrations
- ¼-page ad in convention program with logo recognition on conference materials
- Floor decal with company logo
- Advanced and final attendee lists **with emails** and mailing addresses
- Company logo with website link on the KHA Sponsors webpage
- 4 annual subscriptions to KHA Daily Update
- Sponsor Spotlight in KHA Daily Update

Silver Sponsorship \$5,000

- (1) 6' exhibit table
- 2 complimentary registrations
- Company logo recognition on conference materials
- Advanced and final attendee list with mailing addresses
- Link to website on the KHA Sponsors webpage
- 2 annual subscriptions to KHA Daily Update
- Sponsor Spotlight in KHA Daily Update

Bronze Sponsorship \$3,000

- (1) 6' exhibit table
- 1 complimentary registration
- Company name listed conference materials
- Final attendee list **only** with mailing addresses
- Link to website on the KHA Sponsors webpage
- 1 annual subscriptions to KHA Daily Update
- Sponsor Spotlight in KHA Daily Update

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 MUST be ordered at least two weeks in advance.**

WARNING: Due to space constraints, displays exceeding the 7' x 4' allotted space will be asked to remove the display unless written permission from KHA's Event Manger is given in advance.



KHA Quality Conference

March 11-13, 2024 | Marriott Louisville East, Louisville

Target Audience: Infection Preventionists, Chief Nursing Officers, Quality Improvement Directors, Nursing Directors, Pharmacists, Physicians, and Case Managers

Reception Sponsor\$2,500

- (1) 6’ exhibit table
- A 5-minute speaking opportunity at the exclusively sponsored reception
- Opportunities for giveaways during breaks
- 2 complimentary registrations
- Floor decal with logo
- Company logo in conference materials
- Inclusion in 2 electronic promotional communications
- Final attendee list **with emails** and mailing addresses
- Sponsor Spotlight in KHA Daily Update

Partner Sponsor \$1,500

- (1) 6’ exhibit table
- Opportunities for giveaways during breaks on Day 2 and Day 3 of conference
- 1 complimentary registration
- Recognition in conference materials
- Final attendee list with mailing addresses
- Sponsor Spotlight in KHA Daily Update



A Day for Infection Preventionists

November 3, 2023 | The Carpenters and Millwright Training Center, Louisville

Target Audience: Infection Prevention, Chief Nursing Officers, Risk Managers, Quality Improvement Leaders, and Patient Safety Personnel

Lunch SponsorCost of Lunch

(One Opportunity Available)

- (1) 6’ exhibit table
- 2 complimentary registrations
- Acknowledgement at reception and opening and closing sessions
- Giveaway opportunity at lunch
- Recognition in promotional materials
- Final attendee list with mailing addresses

Event Sponsor \$300

- (1) 6’ exhibit table
- 1 complimentary registration
- Recognition in promotional materials
- Final attendee list with mailing addresses

ADDITIONAL OPPORTUNITIES

Some add-ons are not available at all events. Please call or email for availability.

- Exclusive Convention event sponsor with signage (first-come, first-served) \$1,500
 - Internet
 - Convention App
 - Breakfast/Keynote
 - Lunch
- Exclusive Networking Break sponsor with signage (first-come, first-served)..... \$750
- Print ads in Convention programsee print ad page
- Floor decals at sponsored event \$200
- Window clings..... \$325
- Introduction of Convention educational session \$300
- Printed or digital materials distributed to a KHA forum \$300/each
- Share a two-minute marketing video via KHA’s social media \$500**
- Sponsor event Save-the-Date digital flyer (mailing list of 10,000+ contacts) \$750
- Ten-minute presentation to a KHA forum: Physician Leadership, Small/Rural and Critical Access, Rehabilitation, Long-Term Care, Psychiatric Chemical Dependency, Home Health \$750/each
- Electric for exhibit space \$70
- Drink tickets for Gala or receptions (to distribute onsite to attendees)\$10 each
- Host a KHA Town Hall Webinar \$1,500 each**
(Submit an educational topic for an hour-long webinar for approval with a brief description and objectives. If approved, KHA will market this event directly to over 3,000 of Kentucky’s top health care professionals.)

Additional marketing elements are subject to change based on event venue requirements.

FULL EXPLANATION OF BENEFITS

- Complimentary registrations to the Annual Convention include all education and meal functions. Additional registrations are available at the member rate.
- One complimentary exhibit space includes a six-foot skirted table and two chairs located in a pre-function area, unless otherwise discussed. Electricity is available as an add-on. Sponsor literature must not reference a KHA endorsement of any kind. **Sponsor display tables are limited and displays must not exceed the equivalent space of a six-foot table.** Preferential placement is based on sponsor level and then at the discretion of KHA.
- Exclusive sponsor of event snacks and beverages will receive verbal recognition along with sponsor signage.
- KHA Town Hall webinars are hour-long educational offerings marketed to the specific audience of your choice.
- Save-the-Date Sponsorship includes branding on a single digital postcard to over 10,000+ contacts.

**For More
Information**



KRIS ALLEN
Events Manager
502-992-4361
kallen@kyha.com



**Kentucky
Hospital
Association**

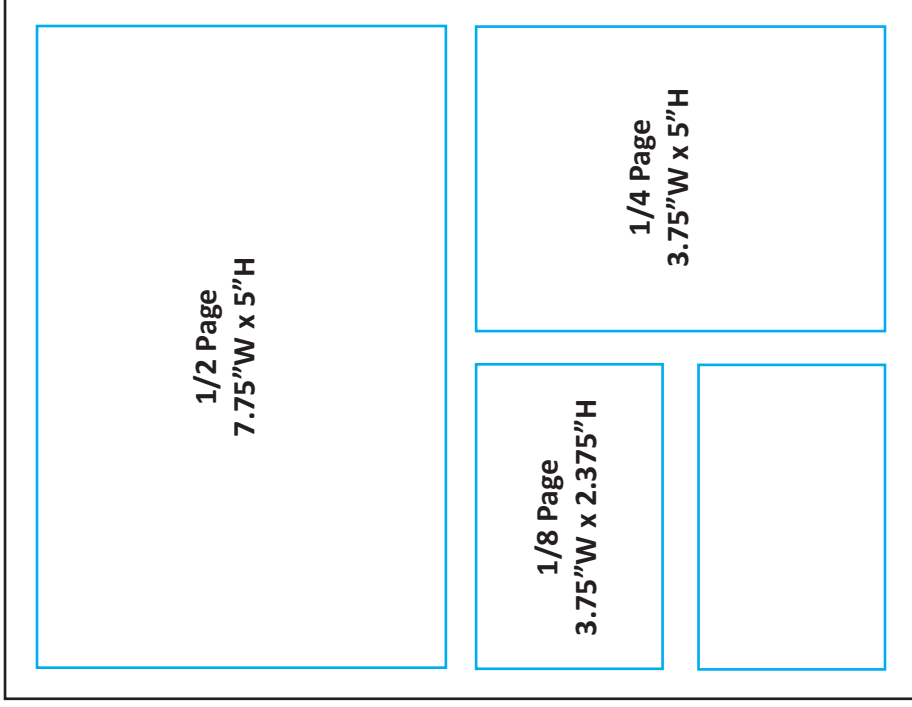
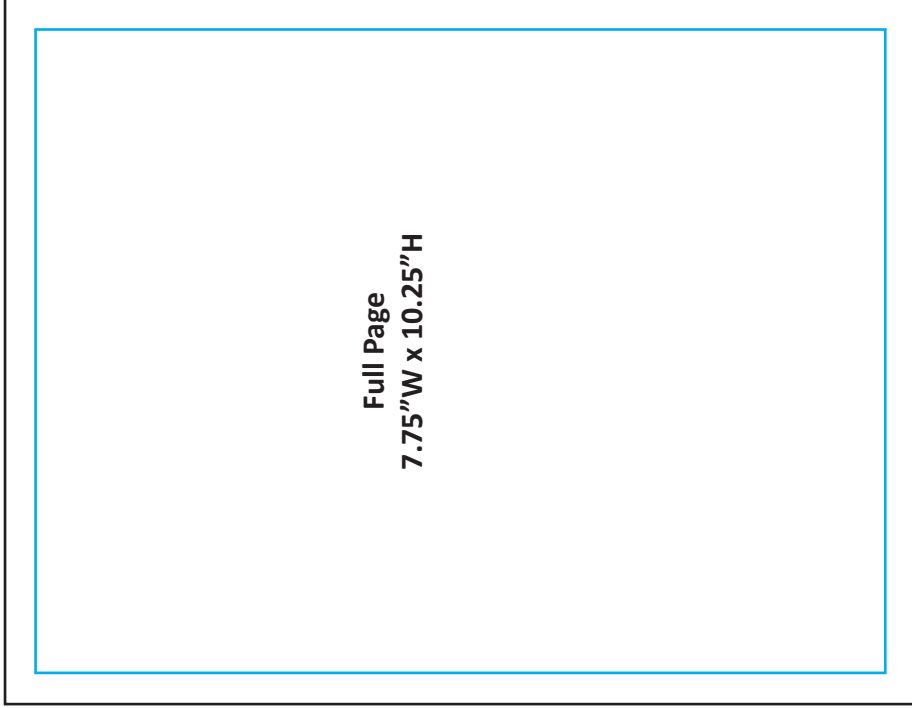
** KHA reserves the right to review and determine suitability.

KHA and its subsidiaries reserve the right to review all applications to determine if sponsors are an appropriate fit for the organization. KHA sponsorship is not indicative of KHA endorsement. KHA strongly prohibits the use of its name on sponsor marketing material.

Sponsor Benefits	Year-round				Annual Convention			Quality Conference	
	Ruby \$30,000	Elite \$25,000	Diamond \$15,000	Platinum \$10,000	Gold \$8,000	Silver \$5,000	Bronze \$3,000	Reception \$2,500	Partner \$1,500
Annual Convention									
Title sponsorship	✓								
Event Sponsorship	Gala				Event of choice				
Exhibit table	2	1	1	1	1	1	1		
Complimentary Registrations	8	8	5	4	3	2	1		
Presentation of educational session	✓	✓							
Gobo with logo	✓								
Banner with logo	✓								
Window cling with logo	✓								
Convention program ad	Full-page	Full-page	Full-page	½-page	¼-page				
Floor decal with logo	2								
In digital event promotions	All	10							
Recognition on signage & program	Logo & program cover	Logo	Logo	Logo	Logo	Logo	Name Only		
Attendee list with mailing addresses	Advanced & Final w/ emails	Advanced & Final w/ emails	Advanced & Final w/ emails	Advanced & Final w/ emails	Advanced & Final w/ emails	Advanced & Final	Final		
Other Recognition									
Host a KHA Town Hall Webinar	✓								
Access to hospital decision-makers with target hospitals		5+							
Invitation Health Policy Conference	2	2	2	2					
Company link on KHA Sponsor webpage	Logo	Logo	Logo	Logo	Logo	Name	Name		
Annual subscriptions to KHA Daily Update	6	6	6	5	4	2	1		
Spotlight in KHA Daily Update	Quarterly	✓	✓	✓	✓	✓	✓	✓	✓
Quality Conference									
5-minute speaking opportunity at sponsored event	Lunch	Reception						Reception	
Exhibit table	1	1	1					1	1
Complimentary Registrations	4	4	2					2	1
Presentation of educational session <i>(pending approval)</i>		✓							
Conference program insert	Full-page	½-page							
Opportunity for giveaways	✓	✓	✓					✓	✓
Floor decal with logo	✓	✓	✓					✓	
Recognition on conference materials	Logo	Logo	Logo					Logo	Name
In electronic event promotions	All	5						2	
Final attendee list	With emails	With emails	With emails					✓	✓

KHA Annual Convention Program - Print Ads Specifications Sheet

Printed Advertisements will appear in the Annual Convention program.



Full Page: \$500

1/4 Page: \$250

1/2 Page: \$300

1/8 Page: \$175

Ad Placement Deadline: Submit artwork by **March 1, 2024**. Please adhere to the deadline to assure placement of ad.

Format Specifications: Artwork must be submitted in the chosen ad size at a resolution no less than 300 DPI. Acceptable formats are: EPS, TIF, JPG, PNG, or PDF.



KHA Annual Sponsorship Opportunities 2023-2024 Application

Company Name: *(as it should appear in print)* _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Website: _____

Company Description (25-word description for Sponsor Spotlight): _____

I would like materials mailed to a different address. Please contact me.

Main Sponsor Contact: *Person who will be listed on KHA Sponsor webpage*

Name: _____ Title: _____

Phone: (_____) _____ Email Address: _____

Logistics Contact: *Person KHA should contact regarding sponsor benefits*

Name: _____ Title: _____

Phone: (_____) _____ Email Address: _____

Kentucky Hospital Association's Sponsorship Benefits are from July 1, 2023 - June 30, 2024

Year-Round Sponsorship

- Ruby Level - \$30,000
- Elite Level - \$25,000
- Diamond Level - \$15,000
- Platinum Level - \$10,000

KHA Annual Convention

- Gold Level - \$8,000
 - Internet Convention App
 - Breakfast Lunch
- Silver Level - \$5,000
- Bronze Level - \$3,000

Quality Conference

- Reception Sponsor - \$2,500
- Partner Sponsor - \$1,500

A Day for Infection Preventionists

- Lunch Sponsor - cost of meal
- Event Sponsor - \$300

Additional Opportunities

- Convention event sponsor - \$1,500
 - Internet Convention App
 - Breakfast Lunch
- Convention Networking Break - \$750
- Print ads in convention program
 - Full page - \$500 1/2 page - \$300
 - 1/4 page - \$250 1/8 page - \$175

- Floor decals - \$200
- Window clings - \$325
- Introduction of convention educational session - \$300
- Materials distributed to a KHA forum - \$300/each
- Two-minute marketing video via KHA's social media - \$500

- Save-the-Date flyer - \$750
- Ten-minute presentation to a KHA forum - \$750/each
- Drink tickets for reception or Gala - \$10/each x ____ quantity
- Town Hall Webinar - \$1,500 each**

Electric for exhibit space - \$70

Payment (check appropriate payment option):

- Check enclosed (make check payable to KHREF)

Check number: _____ Amount: \$ _____
- Will register online and pay by credit card (<https://kyha.memberclicks.net/2023-2024sponsorships>)

Mail or Email sponsorship application to:

KHREF
PO Box 436629
Louisville, KY 40253

Contact:

Kris Allen
kallen@kyha.com
502-992-4361

Please save this acknowledgement letter as your receipt for a 501(c)3 contribution. We estimate the fair market value for a Bronze Sponsorship to be \$610; Silver Sponsorship to be \$1,120; Gold Sponsorship to be \$1,915; Platinum Sponsorship to be \$3,170; Diamond Sponsorship to be \$5,870; Elite Sponsorship to be \$10,670; and Ruby Sponsorship \$13,205. We estimate the fair market value for a Quality Reception Sponsor to be \$1,175; Quality Partner Sponsor to be \$425; and IP Day Sponsor to be \$100. 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.