



# Hospital Council of Northern & Central California

INTRODUCING

## 2010 Enhanced Year-Round Sponsorship Program

FEATURING

### SPONSOR CIRCLE OF DISTINCTION AWARD

Hospital Council of Northern and Central California will recognize sponsoring organizations making a significant financial contribution of \$25,000 (for the calendar year) with this highest honor during the Annual Health Care Leaders Summit.

- \* The stated financial contribution may support a single event/program or a combination of event/programs totaling \$25,000.
- \* Endorsed Business Partners qualify for Circle of Distinction if endorsement commission is \$25,000 minimum or endorsement commission plus sponsorship contribution total \$25,000.

### MULTI-YEAR DISCOUNT PROGRAM

10% DISCOUNT FOR TWO YEARS  
WITH A TWO YEAR COMMITMENT  
(Invoiced annually)

**Be recognized for your position as a market leader**

**Connect from hospital leaders from Kern county to the Oregon border**

**Establish a powerful presence and make critical connections wit key decision makers**

## Year-Round Sponsor Benefits and Opportunities Overview

### I. ANNUAL HEALTHCARE LEADERSHIP SUMMIT

- \$25,000 Diamond Level (1 per field)  
((\$30,000 for Exclusivity – sole level sponsor)
- \$20,000 Gold Level  
(includes Associate Membership)
- \$12,000 Silver Level  
(includes Associate Membership)
- \$ 8,000 Bronze Level  
(includes Associate Membership)

#### Summit Special Designation Levels

- \$22,000 Exclusive Awards Banquet Sponsor, includes
  - \*Associate Membership
  - \*Modified Diamond Level Benefits
  - Name recognition on banquet signage
- \$ 6,000 Exclusive Welcome Gift Sponsor – with logo, includes
  - \*Associate Membership
  - One complementary Summit Registration and one registration at 50%)
- \$ 5,000 Exclusive Tote Bag Sponsor – with logo, includes
  - \*Associate Membership
  - One complementary Summit Registration and one registration at 50%)
- \$ 5,000 Exclusive Lanyard Sponsor – with logo, includes
  - \*Associate Membership
  - One complementary Summit Registration and one registration at 50%)
- \$ 4,500 Exclusive On-Site Pocket Guide Sponsor, with logo, (non-exclusive, 2 max), includes
  - \*Associate Membership
  - One complementary Summit Registration and one registration at 50%)
- \$ 4,500 Summit Syllabus CD Sponsor, with logo (non-exclusive, 2 max), includes
  - \*Associate Membership
  - One complementary Summit Registration and one registration at 50%)

### II. GENERAL HEALTH CARE CLINICAL AND ADMINISTRATIVE EDUCATIONAL PROGRAMS

- In-Person Programs
  - Associate Members \$3,000 per program
  - Non Members \$5,000 per program  
(includes Associate Membership)
- Webinar Programs;
  - Associate Members \$1,000 per program
  - Non Members \$3,000 per sponsor  
(includes Associate Membership)

### III. PATIENT SAFETY AND QUALITY INITIATIVE (Any of the three Collaboratives)

- Beacon Exchange Annual Meeting
  - Associate Members \$3,000 per program
  - Non Members \$5,000 per program  
(includes Associate Membership)
- Beacon Quarterly Meetings (three per yr.)
  - Associate Members \$2,000 per program
  - Non Members \$4,000 per program  
(includes Associate Membership)

### IV. HEALTHCARE FOUNDATION ANNUAL CHARITY GOLF TOURNAMENT

A portion of your sponsorship fee may be tax deductible to extent allowed by law. Please consult your tax advisor.

- Sponsorship Levels
- \$15,000 Champion Level  
((\$20,000 for Exclusivity – sole level sponsor)
- \$12,000 Premier Level
- \$10,000 Executive Level
- \$ 7,500 Leader Level

#### Special Designation Levels

- \$10,000 Exclusive Hole-in-One Sponsor
- \$10,000 Exclusive Box Lunch Sponsor,
- \$ 6,000 Exclusive Player Prize Bag Host
- \$ 5,000 Exclusive Beverage Cart Host
- \$ 3,000 Hole Sponsor (18 available)
- \$ 3,000 Tee Sponsor (18 available)
- \$ 1,500 Closest-to- Pin Competition Host
- \$ 1,500 Longest Drive Competition Host
- \$ 1,000 Putting Green Host
- Friend, In-Kind raffle prize donation  
(value may be applied towards total commitment)

## 2010 Summit Sponsor Level

### Benefit Details

#### **2010 DIAMOND SPONSOR - \$25,000** [One per field]

be the only Diamond Sponsor in your specific field, with year-long opportunities to develop new relationships with key hospital and health system decision-makers throughout northern and central California.

#### **I. HOSPITAL COUNCIL ASSOCIATE MEMBERSHIP**

- a. Invitation and registration at the associate member rate for four company representatives to attend Hospital Council educational programs and events (Summit exempt), increasing the opportunity to network and build relationships with hospital executives year-round.
- b. Four e-mail subscriptions to Council Connect, the Hospital Council's monthly newsletter.
- c. Four complimentary copies of the California Hospital Association Statewide Membership Directory.
- d. Link to your company's website, providing a virtual tradeshow year-round, under the associate members tab on the Hospital Council's website.
- e. Your corporate listing in the California Hospital Association Membership Directory as a Hospital Council associate member, giving your company statewide visibility.
- f. Access to the Association's expertise on a wide range of subjects, including federal and state legislation and issue management.

#### **II. DIAMOND LEVEL SPONSORSHIP OF THE ANNUAL LEADERSHIP SUMMIT**

- a. Eight complimentary full Summit registrations with an option to purchase up to six additional registrations at 50 percent of the associate member rate.
- b. One hotel accommodation available for two nights.
- c. One showcase tabletop display (two 6' tables in L shape at the Sponsor Showcase Strolling Luncheon, offering extended unopposed time to all Summit attendees.
- d. Four color pages marketing piece (booklet style) [sponsor provided] inserted into each attendees Summit tote bag.
- e. Four PowerPoint slides of your logo display during general sessions. [exclusive slide]
- f. Registration list provided during the month prior to the Summit.
- g. One complimentary foursome for the Healthcare Foundation Annual Charity Golf Tournament
- h. Diamond level sponsorship acknowledgement on all Summit signage and all collateral materials, includes Hospital Council Newsletter and Summit registration site. [non exclusive]

## **2010 GOLD SPONSOR - \$20,000**

### **I. HOSPITAL COUNCIL ASSOCIATE MEMBERSHIP**

- a. Invitation and registration at the associate member rate for three company representatives to attend Hospital Council educational programs and events (Summit exempt), increasing the opportunity to network and build relationships with hospital executives year round.
- b. Three e-mail subscriptions to Council Connect, the Hospital Council's monthly newsletter.
- c. Three complimentary copies of the California Hospital Association Statewide Membership Directory, providing key contact information for 450 hospital and health system members, and more than 150 Executive and Associate members.
- d. Link to your company's website, providing a virtual tradeshow year-round, under the associate members tab on the Hospital Council's website.
- e. Your corporate listing in the California Hospital Association Membership Directory as a Hospital Council associate member giving your company statewide visibility.
- f. Access to the Association's expertise on a wide range of subjects, including federal and state legislation and issue management.

### **II. GOLD LEVEL SPONSORSHIP OF THE ANNUAL LEADERSHIP SUMMIT**

- a. Six complimentary full Summit registrations with an option to purchase up to four additional registrations at 50 percent of the associate member rate.
- b. One showcase tabletop display space (two 6' table in L shape) at the Sponsor Showcase Strolling Luncheon, offering extended unopposed time with Summit attendees.
- c. One double-sided color marketing piece. [Sponsor provided] inserted into each attendees Summit tote bag.
- d. Three PowerPoint slides of your logo displayed during general sessions. [non-exclusive]
- e. Registration list provided during the month prior to the Summit.
- f. Three complimentary registrations to the Healthcare Foundation Annual Charity Golf Tournament.
- g. Gold level sponsorship acknowledgement on all Summit signage and all collateral materials; includes Hospital Council Newsletter and Summit registration site. [non exclusive]

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## **2010 SILVER SPONSOR - \$15,000**

### **I. HOSPITAL COUNCIL ASSOCIATE MEMBERSHIP**

- a. Invitation and registration at the associate member rate for two company representatives to attend Hospital Council educational programs and events (Summit exempt), increasing the opportunity to network and build relationships with hospital executives year-round.
- b. Two e-mail subscriptions to Council Connect, the Hospital Council's monthly newsletter.
- c. Two complimentary copies of the California Hospital Association Statewide Membership Directory providing key contact information for 450 hospital and health system members and more than 150 Executive and Associate members.

- d. Link to your company's website, providing a virtual tradeshow year-round, under the associate members tab on the Hospital Council's website.
- e. Your corporate listing in the California Hospital Association Membership Directory as a Hospital Council associate member giving your company statewide visibility.
- f. Access to the Association's expertise on a wide range of subjects, including federal and state legislation and issue management.

## **II. SILVER LEVEL SPONSORSHIP OF THE ANNUAL LEADERSHIP SUMMIT**

- a. Three complimentary full Summit registrations with an option to purchase up to two additional registrations at 50 percent of the associate member rate.
- b. One showcase tabletop display (one 6'table) at the Sponsor Showcase Strolling Luncheon, offering extended unopposed time with Summit attendees.
- c. One double-sided black/white marketing piece [sponsor provided] inserted into each attendees Summit tote bag.
- d. Two PowerPoint slides of your logo displayed during general sessions. [non-exclusive]
- e. Registration list provided during the month prior to the Summit.
- f. Two complimentary registrations to the Healthcare Foundation Annual Charity Golf Tournament.
- g. Silver level sponsorship acknowledgement on all Summit signage and all collateral materials, includes Hospital Council Newsletter and Summit registration site. [non exclusive]

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## **2009 BRONZE SPONSOR - \$8,000**

### **I. HOSPITAL COUNCIL ASSOCIATE MEMBERSHIP**

- a. Invitation and registration at the associate member rate for two company representatives to attend Hospital Council educational programs and events (Summit exempt), increasing the opportunity to network and build relationships with hospital executives year-round.
- b. One e-mail subscription to Council Connect, the Hospital Council's monthly newsletter.
- c. One complimentary copy of the California Hospital Association Statewide Membership Directory providing key contact information for 450 hospital and health system members, and more than 150 Executive and Associate members.
- d. Link to your company's website providing a virtual tradeshow year-round, under the associate members tab on the Hospital Council's website.
- e. Your corporate listing in the California Hospital Association Membership Directory as a Hospital Council associate member, giving your company statewide visibility.
- f. Access to the Association's expertise on a wide range of subjects, including federal and state legislation and issue management.

### **II. BRONZE LEVEL SPONSORSHIP OF THE ANNUAL LEADERSHIP SUMMIT**

- a. One complimentary full Summit registration with an option to purchase up to one additional registration at 50 percent of the associate member rate.

- b. One showcase tabletop display (one 6' table) at the Sponsor Showcase Strolling Luncheon, offering extended unopposed time with Summit attendees.
- c. One page [single-sided and sponsor provided] black/white. Marketing piece inserted into each attendees Summit tote.
- d. One PowerPoint slide of your logo displayed during general sessions. [non exclusive]
- e. Registration list provided during the month prior to the Summit.
- f. Bronze level sponsorship acknowledgement on all Summit signage and all collateral materials, includes Hospital Council Newsletter and Summit registration site. [non exclusive]

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#### **SUMMIT SPECIAL DESIGNATION LEVELS**

1. **\$22,000 Exclusive Awards Banquet Sponsor, includes:**
  - \*Associate membership
  - Four complimentary Summit registrations
  - One reserved complimentary dinner table of eight at front of room
  - Special acknowledgement on all Summit signage
2. **\$ 6,000 Welcome Gift Sponsor (1) – with logo, includes:**
  - \*Associate membership
  - Three complimentary Summit registrations and one registration at 50%)
  - Special acknowledgement on all Summit signage
3. **\$ 5,000 Tote Bag Sponsor (1) – with logo, includes:**
  - \*Associate membership
  - Two complimentary Summit registrations and one registration at 50%
  - Special acknowledgement on all Summit signage
4. **\$ 5,000 Lanyard Sponsor (1) - with logo, with logo, includes:**
  - \*Associate membership
  - Two complimentary Summit registrations and one registration at 50%
  - Special acknowledgement on all Summit signage
5. **\$ 4,000 On-site Pocket Guide Sponsor, with logo, (non-exclusive, 2 max), includes:**
  - \*Associate membership
  - One complimentary Summit registrations and one registration at 50%
  - Special acknowledgement on all Summit signage
6. **\$ 4,000 Summit Syllabus CD Sponsor, with logo, (non-exclusive, 2 max), includes:**
  - \*Associate membership
  - One complimentary Summit registrations and one registration at 50%
  - Special acknowledgement on all Summit signage.

**\* HOSPITAL COUNCIL ASSOCIATE MEMBERSHIP INCLUDES**

1. Invitation and registration at the associate member rate for two company representatives to attend Hospital Council educational programs and events (Summit exempt), increasing the opportunity to network and build relationships with hospital executives year-round.
  2. One e-mail subscription to Council Connect, the Hospital Council's monthly newsletter.
  3. One complimentary copy of the California Hospital Association Statewide Membership Directory providing key contact information for 450 hospital and health system members, and more than 150 Executive and Associate members.
  4. Link to your company's website providing a virtual tradeshow year-round, under the associate members tab on the Hospital Council's website.
  5. Your corporate listing in the California Hospital Association Membership Directory as a Hospital Council associate member, giving your company statewide visibility.
  6. Access to the Association's expertise on a wide range of subjects, including federal and state legislation and issue management.
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## **The Beacon Collaborative 2010 Annual Exchange Sponsorship Benefits**

**\$3,000 Associate Member Rate**  
**\$5,000 Non Member Rate (includes Associate Membership)**

### **I. HOSPITAL COUNCIL ASSOCIATE MEMBERSHIP**

- a. Invitation and registration at the associate member rate for two company representatives to attend Hospital Council educational programs and events, increasing the opportunity to network and build relationships with hospital executives year-round.
- b. Two e-mail subscriptions to Council Connect, the Hospital Council's monthly newsletter.
- c. Two complimentary copies of the California Hospital Association Statewide Membership Directory providing key contact information for 450 hospital and health system members and more than 150 Executive and Associate members.
- d. Link to your company's website, providing a virtual tradeshow year-round, under the associate members tab on the Hospital Council's website.
- e. Your corporate listing in the California Hospital Association Membership Directory as a Hospital Council associate member giving your company statewide visibility.
- f. Access to the Association's expertise on a wide range of subjects, including federal and state legislation and issue management.

### **II. 2010 ANNUAL EXCHANGE**

- a. Four complementary conference registrations
- b. Display table - Set-up includes:
  - Two 6' tables
  - Four chairs
  - Two table linens
  - One trash binNote: Electrical power (upon request) at sponsor expense.
- c. Prominent listing with company logo in program book.
- d. Acknowledgement on all event signage and collateral materials. [non-exclusive]
- e. Logo displayed on screen in general session. [non-exclusive]
- f. Sponsor representative brought to stage by client representative and identified with a gift in the general session.
- g. Sponsor representative to introduce a speaker "to be named" at either a general session and/or breakout session.

Note: Fee is negotiable if sponsor is also a speaker for the program

**The Beacon Collaborative 2010 Quarterly Meeting  
Sponsorship Benefits**

**Per Meeting: \$2,000 Associate Member Rate**

**Per Meeting: \$4,000 Non Member Rate (includes Associate Membership)**

**I. HOSPITAL COUNCIL ASSOCIATE MEMBERSHIP**

- a. Invitation and registration at the associate member rate for two company representatives to attend Hospital Council educational programs and events, increasing the opportunity to network and build relationships with hospital executives year-round.
- b. Two e-mail subscriptions to Council Connect, the Hospital Council's monthly newsletter.
- c. Two complimentary copies of the California Hospital Association Statewide Membership Directory providing key contact information for 450 hospital and health system members and more than 150 Executive and Associate members.
- d. Link to your company's website, providing a virtual tradeshow year-round, under the associate members tab on the Hospital Council's website.
- e. Your corporate listing in the California Hospital Association Membership Directory as a Hospital Council associate member giving your company statewide visibility.
- f. Access to the Association's expertise on a wide range of subjects, including federal and state legislation and issue management.

**II. 2010 BEACON QUARTERLY MEETING**

- Two complimentary registrations to the quarterly meeting
- Display table - Set-up includes:
  - One 6' table
  - Two chairs
  - One trash bin
- Listing in program book with small sized logo.
- Acknowledgement on all event signage and collateral materials. [non-exclusive]

Note: Fee is negotiable if sponsor is also a speaker for the program.

**General Health Care Clinical and Administration Educational Program  
Sponsorship Benefits  
Detail**

**Per Meeting: \$3,000 Associate Member Rate**

**Per Meeting: \$5,000 Non Member Rate (includes Associate Membership)**

**III. HOSPITAL COUNCIL ASSOCIATE MEMBERSHIP**

- g. Invitation and registration at the associate member rate for two company representatives to attend Hospital Council educational programs and events, increasing the opportunity to network and build relationships with hospital executives year-round.
- h. Two e-mail subscriptions to Council Connect, the Hospital Council's monthly newsletter.
- i. Two complimentary copies of the California Hospital Association Statewide Membership Directory providing key contact information for 450 hospital and health system members and more than 150 Executive and Associate members.
- j. Link to your company's website, providing a virtual tradeshow year-round, under the associate members tab on the Hospital Council's website.
- k. Your corporate listing in the California Hospital Association Membership Directory as a Hospital Council associate member giving your company statewide visibility.
- l. Access to the Association's expertise on a wide range of subjects, including federal and state legislation and issue management.

**IV. EDUCATIONAL IN-PERSON PROGRAMS**

- Two complimentary registrations to the educational program.
- Display table - Set-up includes:
  - One 6' table
  - Two chairs
  - One trash bin
- Listing in program book with small sized logo.
- Acknowledgement on all event signage and collateral materials. [non-exclusive]

Note: Fee is negotiable if sponsor is also a speaker for the program.

**General Health Care Clinical and Administration Webinars  
Sponsorship Benefits  
Detail**

**Per Program: \$1,000 Associate Member Rate**

**Per Program: \$3,000 Non Member Rate (includes Associate Membership)**

**I. HOSPITAL COUNCIL ASSOCIATE MEMBERSHIP**

- a. Invitation and registration at the associate member rate for two company representatives to attend Hospital Council educational programs and events, increasing the opportunity to network and build relationships with hospital executives year-round.
- b. Two e-mail subscriptions to Council Connect, the Hospital Council's monthly newsletter.
- c. Two complimentary copies of the California Hospital Association Statewide Membership Directory providing key contact information for 450 hospital and health system members and more than 150 Executive and Associate members.
- d. Link to your company's website, providing a virtual tradeshow year-round, under the associate members tab on the Hospital Council's website.
- e. Your corporate listing in the California Hospital Association Membership Directory as a Hospital Council associate member giving your company statewide visibility.
- f. Access to the Association's expertise on a wide range of subjects, including federal and state legislation and issue management.

**II. EDUCATIONAL WEBINARS**

- Acknowledgement on all program collateral materials. [non-exclusive]
- Company logo displayed on slides.

Note: Fee is negotiable if sponsor is also the webinar presenter.