



MASSACHUSETTS  
Health & Hospital  
ASSOCIATION

# 2024

## SPONSORSHIP OPPORTUNITIES

YOUR CHANCE TO SHAPE  
MASSACHUSETTS HEALTHCARE

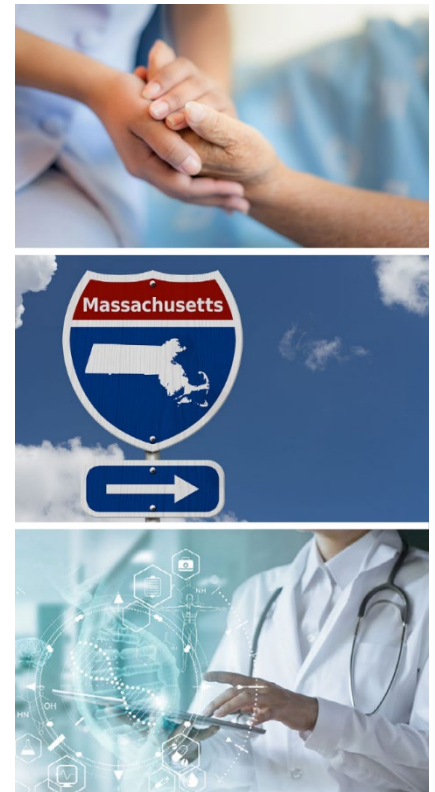
## ABOUT MHA

Founded in 1936, the mission of the Massachusetts Health & Hospital Association is to advance the health of individuals and communities by serving as the leading voice for Massachusetts hospitals, healthcare systems and other care providers to help them provide high-quality, cost-effective, and accessible healthcare. **No organization is better at understanding the needs of the healthcare community and its leaders than MHA.**

Through education, advocacy, and collaboration, we take on the challenges and opportunities that the healthcare sector sees every day. Whether it is legislative, clinical, or educational, we are right there at the table with our members every day, working together to further our world-class healthcare delivery system for the people of Massachusetts.

We invite you to have a seat at the table with us. Through MHA sponsorship, you can position your organization to be on the front lines with MHA and our members in promoting all aspects of healthcare in Massachusetts. You will have the opportunity to connect directly with executives from our member organizations and develop long-lasting business relationships.

**Together, we can partner to continue to improve healthcare for the people of Massachusetts.**



## MHA's MISSION



**ADVOCACY.** MHA is the leading advocate for Massachusetts hospitals and providers on Beacon and Capitol hills.



**POLICY.** MHA stays on top of the ever-changing rules and regulations that dictate how our healthcare organizations operate.



**CLINICAL AFFAIRS.** MHA provides a forum for clinical leaders to collaborate, share knowledge, and forge solutions to some of the most pressing challenges facing our healthcare system.



**EDUCATION.** Continuing education and professional development are at the core of MHA's mission, with 50+ events and webinars on timely topics every year.



**DATA & ANALYICS.** MHA collects and analyzes exclusive data from members that drives healthcare operations, advocacy, and planning.



**COMMUNICATIONS.** Our team delivers exclusive up-to-the-minute information to members and helps promote the profile of the healthcare community in the public eye.

## OUR MEMBERSHIP: BY THE NUMBERS

75

member hospitals &  
health systems

50

physician groups, law and  
consulting firms, and other  
stakeholder members

186,000+

hospital and health  
system employees

\$54 billion

in annual economic  
activity

## MHA's REACH

MHA's database encapsulates the tens of thousands of individuals who make up the commonwealth's healthcare system.

Our flagship *Monday Report* publication is sent to more than 7,000 healthcare leaders, elected officials, opinion leaders, and members of the media. Daily news clips are sent to an audience of more than 10,000.

MHA's website is viewed over 100,000 times a year, and our social media footprint helps shape the public dialogue on all things healthcare.



7.5K followers



4.3K followers

## WHY SPONSOR WITH US?



Meet the decision makers



Expand your brand & visibility



Provide thought leadership and have a voice in  
the conversation



Show your support of the healthcare community



Access exclusive information

**MHA has always been the place to meet and cultivate  
healthcare business connections.**

MHA is the go-to resource for health systems and their partners on healthcare leadership, innovation, and policy. Sponsorship with MHA provides organizations with unmatched access to this community and its leaders.

## MHA EVENTS

MHA hosts dozens of sponsor-supported education opportunities each year, giving those organizations prime visibility among a captive audience of healthcare leadership.

In 2023, sponsors were recognized at 80+ events, including webinars, virtual conferences and in-person events attracting more than 15,000 healthcare leaders.



### 2023 EVENTS INCLUDED:

MHA's Flagship Annual Meeting

Emerging Leaders Summit

Annual Design, Operations, and Construction Conference

Annual Women Leaders in Healthcare Conference

Healthcare Safety & Violence Prevention Summit

Human Resources, Physician, and Nursing Leadership Programs

Workforce Summit



***Plus, 50+ free on-demand and live webinars on need-to-know, timely healthcare topics!***

***"MHA is proud to maintain one of the most vibrant sponsor experiences anywhere within the healthcare world. These organizations are more than just sponsors. They are treated as our partners in influencing the future of our system."***

Steve Walsh  
President and CEO,  
Massachusetts Health & Hospital Association

***"Our sponsorship with the Massachusetts Health & Hospital Association has been insightful and impactful. They've been a true partner in helping us share our insights with the right audience and providing feedback as to what they are hearing from members. Our sponsored webinars have been marketed effectively and well attended, and we look forward to continuing to work with MHA in the coming years."***

Mary Newell  
VP Executive Recruitment,  
AMN Healthcare

***"Novo Nordisk has been a Gold level sponsor of the Massachusetts Health & Hospital Association for over a decade. MHA consistently produces high-quality educational events every year, which provides ample opportunity for Novo Nordisk to promote our brand to key constituencies in Massachusetts. MHA is always supportive and responsive to our needs. We have been extremely pleased with our sponsor relationship."***

Joe Miller  
Senior Account Manager, Regional Accounts,  
Novo Nordisk

# ANNUAL SPONSORSHIP OPPORTUNITIES

|   | Palladium<br>\$40,000 | Platinum<br>\$25,000 | Gold<br>\$20,000 | Silver<br>\$15,000 | Bronze<br>\$5,000 |
|---|-----------------------|----------------------|------------------|--------------------|-------------------|
| <b>Access to Membership and Events</b>  |                       |                      |                  |                    |                   |
| Membership in MHA (\$10,750 value)  | ✓                     | ✓                    |                  |                    |                   |
| Passes to MHA's Annual meeting + <i>additional passes at discounted member rate</i>   | 3*                    | 2*                   | 2 + 5            | 1 + 5              |                   |
| Passes to MHA's Emerging Leaders Summit and Women Leaders in Healthcare Conference + <i>additional passes at discounted member rate</i> | 2*                    | 1*                   | 1 + 5            | 1                  |                   |
| Passes to all MHA Education paid programming  | 3                     | 3                    | 3                | 2                  | 1                 |
| Annual Briefing with MHA's President and CEO on key strategic issues  | ✓                     | ✓                    | ✓                | ✓                  | ✓                 |
| <b>Exclusive Information/Events</b>   |                       |                      |                  |                    |                   |
| Moderator role for a panel at one of MHA's Conferences  | ✓                     | ✓                    |                  |                    |                   |
| Access to members-only areas of MHA's website   | ✓                     | ✓                    |                  |                    |                   |
| Advance copies of event attendee lists (companies and titles)   | ✓                     | ✓                    | ✓                | ✓                  |                   |
| Subscription to MHA's flagship weekly newsletter, Monday Report; Daily Download news clips and Weekly Wrap-up                           | ✓                     | ✓                    | ✓                | ✓                  | ✓                 |
| <b>Recognition &amp; Promotion</b>  |                       |                      |                  |                    |                   |
| Sponsor of Massachusetts Health Leadership College or Gold sponsorship of MHA Annual Meeting (\$25,000 value)                           | ✓                     |                      |                  |                    |                   |
| Premium signage at in-person events & logo recognition at virtual events  | ✓                     | ✓                    |                  |                    |                   |
| Faculty and Topic Selection at MHA Education webinar<br>(Faculty and content approved by MHA)   | 2                     | 2                    | 1                |                    |                   |
| Exhibit Table at Emerging Leaders summit and Women Leaders in Healthcare Conference   | ✓                     | ✓                    | ✓                |                    |                   |
| Twice annual social media recognition on MHA's platforms  | ✓                     | ✓                    | ✓                | ✓                  |                   |
| Annual Sponsor recognition at ALL educational events  | ✓                     | ✓                    | ✓                | ✓                  | ✓                 |
| Use of authorized MHA partner logo  | ✓                     | ✓                    | ✓                | ✓                  | ✓                 |
| Recognition on MHA's website with 100-word company profile  | ✓                     | ✓                    | ✓                | ✓                  | ✓                 |

\*Unlimited passes included at discounted member rate.

# EVENT SPONSORSHIP OPPORTUNITIES

|   | <b>Gold</b><br>\$5,000 | <b>Silver</b><br>\$2,500 | <b>Bronze</b><br>\$1,500 | <b>Supporter</b><br>\$1,000 |
|---|------------------------|--------------------------|--------------------------|-----------------------------|
| <b>Access to Events</b>                                       |                        |                          |                          |                             |
| Passes to MHA event   | <b>5</b>               | <b>2</b>                 | <b>1</b>                 | <b>1</b>                    |
| <b>Exclusive Information/Events</b>                           |                        |                          |                          |                             |
| Lunch sponsor   | ✓                      |                          |                          |                             |
| Breakfast sponsor   |                        | ✓                        |                          |                             |
| Advance copies of event attendee lists (companies and titles) | ✓                      | ✓                        | ✓                        |                             |
| Ad in program workbook  | Full page              | ½ page                   | ¼ page                   | ¼ page                      |
| <b>Recognition &amp; Promotion</b>                            |                        |                          |                          |                             |
| Exhibit Table   | ✓                      | ✓                        | ✓                        |                             |
| Company name on all marketing materials and website           | ✓                      | ✓                        | ✓                        | ✓                           |
| Signage at event  | ✓                      | ✓                        | ✓                        | ✓                           |
| Announcement and thank you at start and end of program        | ✓                      | ✓                        | ✓                        | ✓                           |

Please inquire about MHA's Women Leaders in Healthcare Conference as that event has its own sponsorship opportunities.



# ADDITIONAL ANNUAL SPONSORSHIP OPPORTUNITIES

## MONDAY REPORT SPONSORSHIP - \$25,000

- ✓ 6,000+ subscribers
- ✓ Audience: The general public, including print/broadcast media, legislatures/state house, opinion leaders and MHA members



## FRIDAY WRAP-UP SPONSORSHIP - \$25,000

- ✓ 8,500+ subscribers
- ✓ Audience: MHA members



## ADDITIONAL DETAILS

- ✓ Exclusive advertiser
- ✓ Banner ad created in conjunction with MHA communication and hyperlink to company website

## ADDITIONAL BENEFITS

Five complimentary passes to:

- ✓ MHA's Emerging Leaders Summit
- ✓ MHA's Annual Women Leaders in Healthcare Conference

**To claim your seat at the table and begin your sponsorship, contact:**

**Amy Smalarz, Director of Healthcare Education**

500 District Avenue Burlington, MA 01803  
781-262-6066 | [asmalarz@mhalink.org](mailto:asmalarz@mhalink.org)

MHA's Annual Sponsorship Program runs for the calendar year from January to December.

