



MASSACHUSETTS
Health & Hospital
ASSOCIATION

2025

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 & ANALYTICS. 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 6,000 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.



14K followers



2.3K 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.

ANNUAL SPONSORSHIP OPPORTUNITIES

	Palladium \$40,000	Platinum \$25,000	Gold \$20,000	Silver \$15,000	Bronze \$5,000
Access to Membership and Events					
Membership in MHA (\$10,750 value)	✓	✓	✓		
Passes to MHA's Annual meeting + <i>additional passes at discounted member rate</i>	3*	2*	3 + 5	2 + 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	✓	✓	✓	✓	✓
Exclusive Information/Events					
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	✓	✓	✓	✓	✓
Recognition & Promotion					
Sponsor of Massachusetts Health Leadership College or Gold sponsorship of MHA Annual Meeting (\$25,000 value)	✓				
Exhibit Table at Emerging Leaders summit and Women Leaders in Healthcare Conference	✓	✓	✓		
Faculty and Topic Selection at MHA Education webinar (Faculty and content approved by MHA)	3	3	2	1	
Premium signage at in-person events & logo recognition at virtual events	✓	✓	✓	✓	
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

	Diamond \$5,000	Ruby \$2,500	Sapphire \$1,500	Emerald \$1,000
Access to Events				
Passes to MHA event	5	3	2	1
Exclusive Information/Events				
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
Recognition & Promotion				
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 and MHA's Annual Meeting as those events have their own sponsorship opportunities.

CURRENTLY SCHEDULED 2025 MHA PAID EVENTS

The MHA Education team has a number of events planned for 2025 with more being added soon!

January 88 th Annual Meeting: 1/30	February Joint Commission Update: 2/25	March Emergency Medicine Update
April Children's Behavioral Health Summit: 4/1 Maternal Health & Wellness Summit	May Emerging Leaders Summit: 5/1 Design, Operations and Construction Conference: 5/16	June Post-Acute Care Summit
July Workforce Summit: 7/17	August	September Healthcare Safety & Violence Prevention Summit: 9/16 Substance-Use Disorder Summit: 9/23
October Connecting Care Summit	November Well-Being Summit	December Women Leaders in Healthcare Conference: 12/5

MHA EDU 2024 HIGHLIGHTS

MHA reached 8,000+ people in 2024 via 20+ paid events and 65 webinars!



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, Senior Director of Healthcare Education & Professional Development

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

