

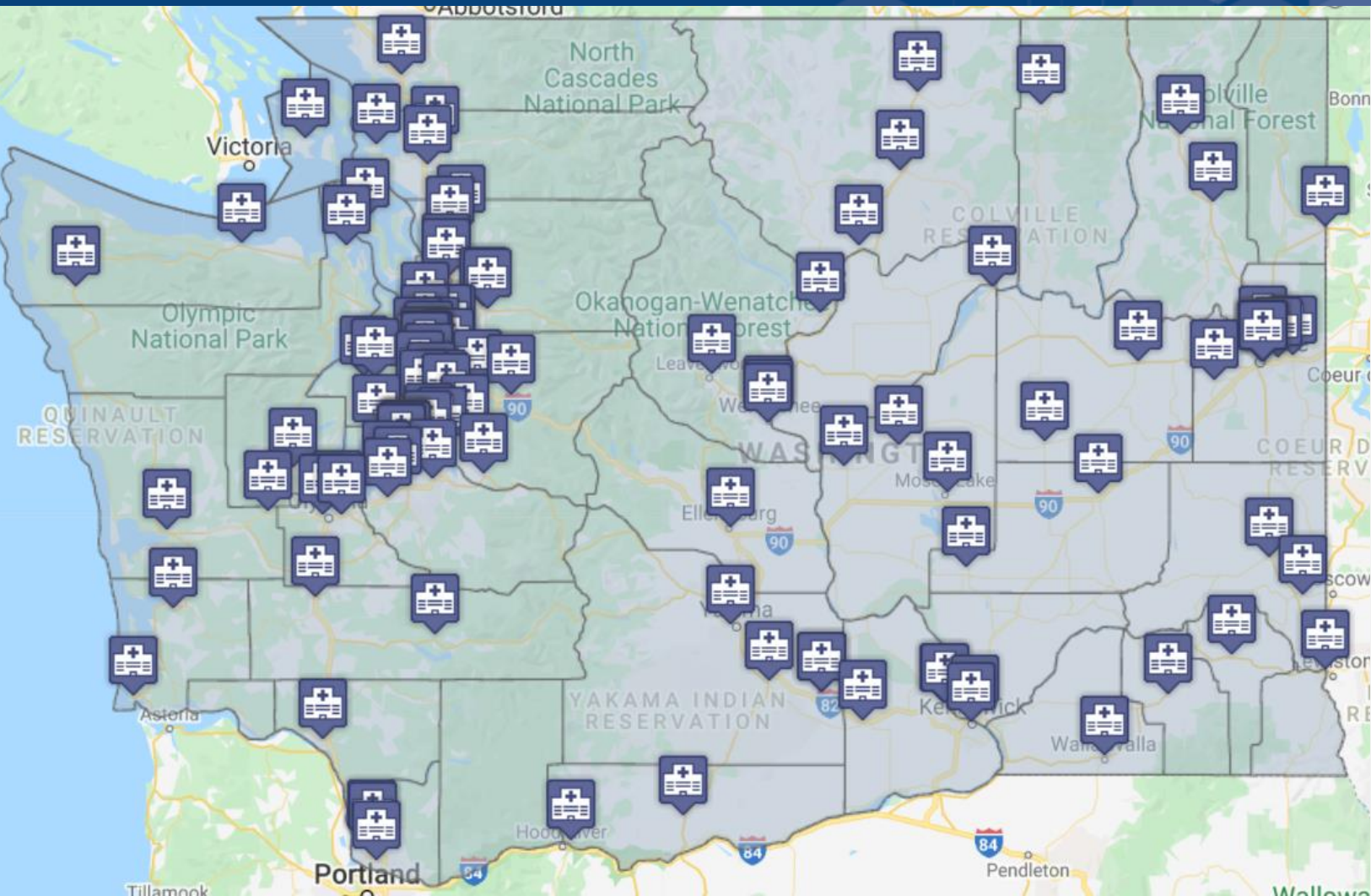


Washington State  
Hospital Association

# 2022 Member Engagement Partner Program

# Washington State Hospital Association

WSHA represents **EVERY** hospital and health system in WA State.

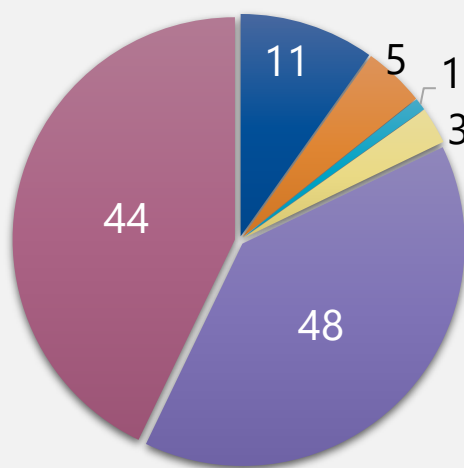


**Mission Statement** - WSHA advocates for and provides value to members in achieving their missions.

**Vision Statement** - WSHA will be the trusted voice and indispensable resource that leads, challenges and assists hospitals and health systems to improve the health of the communities they serve.



Member Hospitals



- Behavioral Health
- Children's
- Long Term Acute Care
- Military/Veterans
- Rural
- Urban

# 2022 Member Engagement Partner Program

Program benefits effective from January to December. Partnerships are limited.  
2022 partners granted first option for 2023. Custom benefits available.

Program Contact: Valerie Aussem | ValerieA@wsha.org | 206-216-2557

## Member Engagement Overview

WSHA strives to be a resource to hospital leaders and staff, lawmakers and the public. In order to engage audiences in the many changing aspects of health care, we make these resources available with your support.

### Signature In Person Events

- **WSHA Leadership Summit - NEW**
  - May 15-17 | The Marcus Whitman | Walla Walla, WA
  - Audience: CEO, CMO, CNO, CQO, Safety & Quality Leaders, Trustees & Commissioners
- **WSHA & Association of Washington Public Hospital Districts (AWPHD) CEO Retreat**
  - June 26-28 | Campbell's Resort | Chelan, WA
  - Audience: Rural, Non-Rural & PHD CEOs
- **WSHA Annual Meeting**
  - October 16-18 | Hyatt Regency Lake Washington | Renton, WA
  - Audience: C-Suite, Management, Safety & Quality Leaders, Trustees & Commissioners

### Governance & Executive Education

- Monthly webinars to increase knowledge and understanding of hospital governance in WA State and assist executive and board leadership in assessing and enhancing board effectiveness.

### Online

- Wsha.org
- eNewsletters: Weekly Report, Fiscal Watch, Inside Olympia, Inside D.C.
- Social Media: Facebook, LinkedIn, Instagram
- Learning Management System



# 2022 Partner Program Levels

Details	Platinum	Gold	Silver	Bronze
Investment	\$20,000	\$10,000	\$5,000	\$2,500
# Available	2	<del>8</del> 4	<del>10</del> 4	Unlimited
Category Exclusivity	Yes	No	No	No
Benefits	Platinum	Gold	Silver	Bronze
Signature Event Sponsorship*	ALL (3)	Choose 2	Choose 1	0
Signature Event Exhibitor Table	3	2	1	0
Speaking / Video Opportunity	3	1	0	0
Included Registrations (per event)	2	2	2	0
A La Carte Event Sponsorship Included	1	0	0	0
A La Carte Event Sponsorship Discount	50% off	50% off	25% off	10% off
Executive Education Sponsorship	✓	✓	✓	
Logo Recognition - Member Visit Packets	✓	✓	✓	
Logo Recognition – www.wsha.org	✓	✓	✓	
Logo Recognition - Online Learning Management System (LMS)	✓	✓	✓	
WSHA Corporate Membership	✓	✓	✓	✓
Company Listing on www.wsha.org	✓	✓	✓	✓
Access to WSHA Newsletters	✓	✓	✓	✓
Access to Signature Event Registration	✓	✓	✓	✓
New Partner Welcome in Weekly Report	✓	✓	✓	✓

## \*Event Sponsor Benefits

Logo Inclusion: Event Marketing, Webpage,  
Program Slides, Agenda, On-Site Signage

Hyperlink Inclusion: Event Marketing,  
Webpage, LMS, Post-Event Communication

Scripted Verbal Recognition

Company Description & Contact Info  
in Attendee Packet

Participant List

## A La Carte Sponsor Opportunities

Available to existing Member Engagement Partners and WHS Industry Partners on a first come, first served basis.

Please inquire for more details.

### **Event Sponsorship** = \$5,000 *(Maximum of 3 Partners per Event)*

- Women's Leadership Program – Virtual | 10 Sessions: April 26 – June 22
- CFO Retreat – Walla Walla, WA | May 15 – 16
- Summer Board Retreat – Chelan, WA | June 28 – 29
- PAC Dinner – Seattle, WA | Fall
- Board Holiday Dinner – Seattle, WA | December

### **Content Sponsorship** = \$10,000 *(Exclusive to 1 Partner per Topic)*

- Advocacy: Legislative Preview Print Ad & Washington D.C . Advocacy Trips | April & Sept
- WHS Healthcare Leadership Development: Multi-disciplinary suite of virtual education courses
- Safety & Quality Topics: Behavioral Health, Health Care Leader Resiliency, Safe Deliveries Roadmap, Health Equity, Opioid Stewardship, Workplace Violence, Diagnostic Excellence



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**Company Details & Contact Information**

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

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

Website: \_\_\_\_\_ Non-Profit (Yes/No): \_\_\_\_\_

Company Description:  
\_\_\_\_\_  
\_\_\_\_\_

Point of Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

**Select a Level of Partnership:**

- Platinum (\$20,000: All 3 Signature Events)
- Gold (\$10,000: Choose 2 Signature Events)
- Silver (\$5,000: Choose 1 Signature Event)
- Bronze (\$2,500)

**Signature Event Sponsorship(s):**

- WSHA Leadership Summit
- AWP/PHD & WSHA CEO Retreat
- WSHA Annual Meeting

**A La Carte Sponsor Opportunities:**

**Event Sponsorship (\$5,000\*)**

*\*Platinum Partners: Includes 1 + 50% off for additional; Gold Partners: 50% off; Silver Partners: 25% off, Bronze Partners: 10% off*

- Women's Leadership Program
- CFO Retreat
- Summer Board Retreat
- Board Holiday Dinner
- PAC Dinner

**Content Sponsorship (\$10,000)**

*\*Platinum Partners: 50% off; Gold Partners: 50% off; Silver Partners: 25% off, Bronze Partners: 10% off*

- Advocacy
- WSH Healthcare Leadership Development

- Safety & Quality Topic (check 1):
- Behavioral Health
- Health Care Leader Resiliency
- Health Equity
- Safe Deliveries Roadmap
- Opioid Stewardship
- Workplace Violence
- Diagnostic Excellence

## TERMS AND CONDITIONS

A completed Member Engagement Partnership Request Form, and these Terms and Conditions are a binding contract. An MEP is an organization of a commercial or non-commercial nature interested in the object of the Washington Hospital Association. The Washington Hospital Association (“WSHA”) and the Member Engagement Partner (“MEP”) are each a “Party” and together are the “Parties”.

**1. INTENTION OF PARTIES.** The Parties intend for this Contract to document that the named MEP desires to become an MEP of WSHA.

. This Contract is not intended to create a “partnership” as contemplated under Chapter 25.05 of the Revised Code of Washington.

**2. TERM AND TERMINATION.** The term of this Contract shall be for one calendar year, beginning on January 1, 2022, and terminating on December 31, 2022 (“Term”).

**3. FEES AND PAYMENT.** MEP will make a member engagement partnership payment(s) to WSHA in the amounts specified in the 2022 Membership Engagement Partnership Request Form and shall make full payment no later than March 11, 2022. **WSHA has the right to release and resell any membership engagement partnership items not paid in full by March 11, 2022.**

### **4. TERMS OF MEMBER ENGAGEMENT PARTNERSHIP**

**MEP RESPONSIBILITIES.** MEP may identify itself as a Member Engagement Partner of WSHA in MEP’s internal and external communications during the Term. MEP, however, will not issue any press release or other public statement (including on its website) relating to its Member Engagement Partnership with WSHA without first obtaining WSHA’s prior written permission.

MEP further understands that (i) WSHA is under no obligation to endorse MEP’s specific products or services; (ii) during the Term, WSHA will not enter into corporate sponsorship or other similar arrangements with other companies with whom a Platinum MEP may compete during the Term. WSHA may enter into corporate sponsorship or other similar arrangements with other companies with whom Gold, Silver, or Bronze level MEPs may compete, any time before, during, or after the Term; (iii) MEP may not assign its responsibilities or benefits under this Contracts to anyone else without prior written permission of WSHA.

**WSHA RESPONSIBILITIES.** After receiving payment from MEP, WSHA will engage in the MEP recognition practices as detailed in the Washington State Hospital Association 2022 Member Engagement Partner Program brochure. These MEP recognition practices are intended to reach health care executives in the state of Washington. WSHA reserves the right to revise these MEP recognition practices as necessary and at its sole discretion during the Term.

**5. USE OF MARKS.** During the Term, WSHA grants to MEP a non-transferable, non-exclusive, non-sublicensable, revocable license to use, copy, and display marks that WSHA will email to MEP (“WSHA Marks”), for the limited purpose of identifying itself as a WSHA Member Engagement Partner.

During the Term, MEP grants to WSHA a non-transferable, non-sublicensable, revocable license to use, copy, and display the marks that MEP will email to WSHA (“MEP Marks”), for the MEP recognition practices. WSHA acknowledges that it has no ownership rights or interest in the MEP Marks other than the license granted in these Terms and Conditions. WSHA will comply with any reasonable guidelines that MEP may provide related to the use of the MEP Marks.

**6. FORCE MAJEURE.** WSHA shall not be responsible for any loss or damage resulting from failure to perform under this Contract due to circumstances beyond its reasonable control, including (without limitation) any act of God, war or public enemy, or any act of government or any agency thereof, or any fire, flood, explosion or other catastrophe, or any epidemic or quarantine restriction, or any act of sabotage or terrorism, or any strike, lockout or other work stoppage, slowdown or dispute.

**7. GOVERNING LAW.** This agreement shall be governed by and construed according to the laws of the State of Washington. In witness whereof, the duly authorized representatives of WSHA and MEP have executed this Contract on the dates shown.

### **MEMBER ENGAGEMENT PARTNER**

Signature:

\_\_\_\_\_

Printed Name:

\_\_\_\_\_

Title:

\_\_\_\_\_

Date:

\_\_\_\_\_

### **WASHINGTON STATE HOSPITAL ASSOCIATION**

Signature:

\_\_\_\_\_

Printed Name:

\_\_\_\_\_

Title:

\_\_\_\_\_

Date:

\_\_\_\_\_