



Washington State  
Hospital Association

2023 MEMBER ENGAGEMENT  
PARTNER PROGRAM

# WSHA REPRESENTS EVERY HOSPITAL & HEALTH SYSTEM IN WA STATE.

We strive to be the trusted voice and indispensable resource that leads, challenges and assists hospitals and health systems to achieve their missions and improve the health of the communities they serve.

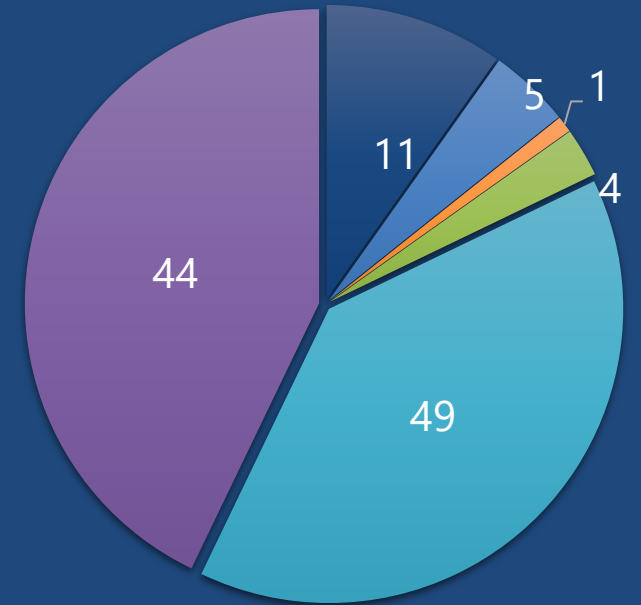
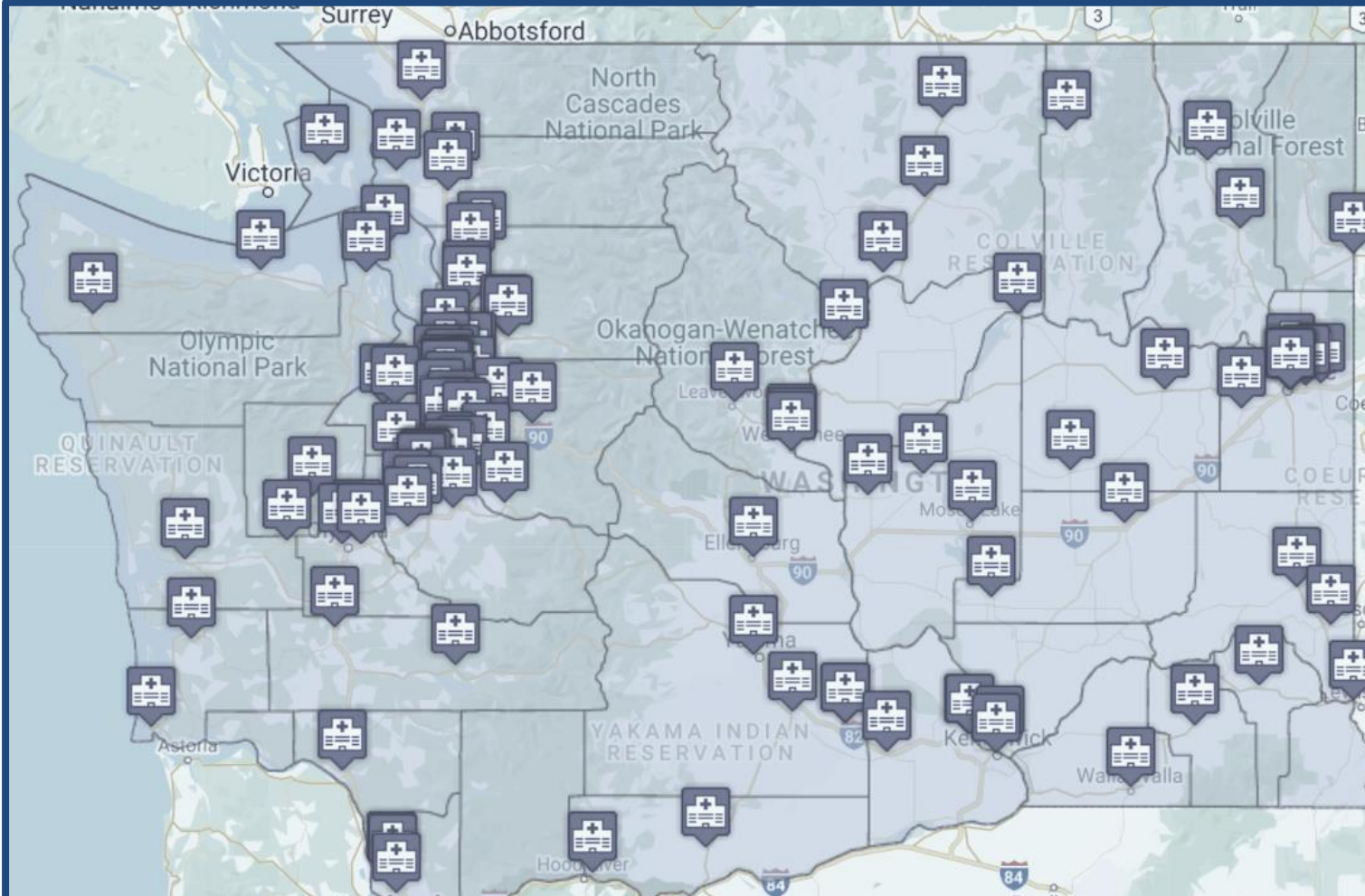
Join us.





# 114

## MEMBER HOSPITALS



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



# 2023 MEMBER ENGAGEMENT OVERVIEW

## IN PERSON EVENTS

Multi-day signature conferences, retreats, safety & quality learning collaboratives, social functions, and more.

## DIGITAL COMMUNICATION

Newsletters, [wsha.org](https://www.wsha.org), social media

## VIRTUAL EDUCATION

Monthly governance education webinars, weekly safety & quality webinars, workforce development training programs, workshops.

## ADVOCACY TRIPS

Members convene in Olympia, WA / Washington, D.C. to meet with legislators, connect during advocacy training and enjoy social gatherings.

# 2023 PARTNER PROGRAM

## STRUCTURE

4 Partnership Levels: Platinum, Gold, Silver, Bronze

Program Benefits Effective January – December.

## AVAILABILITY & ELIGIBILITY

Space is limited. Partners accepted on first-come, first-served basis.

WSHA reserves the right to accept or reject any partnership request.

## CONTACT US

Valerie Aussem – [ValerieA@wsha.org](mailto:ValerieA@wsha.org) | 206-216-2557

Custom Packages Available Upon Request.

# PARTNERSHIP LEVELS

**PLATINUM**

\$20,000

3 Event Sponsorships + 3 Speaking Opportunities + 3 Exhibit Tables + 1 Month Display Advertising + Category Exclusivity

**GOLD**

\$10,000

2 Event Sponsorships + 1 Speaking Opportunity + 1 Exhibit Table + Bronze Level Benefits

**SILVER**

\$5,000

1 Event Sponsorship + Bronze Level Benefits

**BRONZE**

\$2,500

WSHA Corporate Membership Benefits  
Access to Event Registration

# PARTNERSHIP BENEFITS

Benefit	Platinum \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Event Sponsorship	3	2	1	
Included Registrations per Sponsorship	3	2	2	
Live Commercial Speaking Opportunity (2-3min)	3	1		
Included Exhibit Table	3	1		
Add-On Exhibit Table Rate	\$2,000	\$2,000	\$2,500	\$3,000
Executive Education Sponsorship	▪	▪		
Logo Placement on Member Visit Packets	▪	▪	▪	
Hyperlinked Logo on wsha.org	▪	▪	▪	
Hyperlinked Corporate Member Listing on wsha.org	▪	▪	▪	▪
WSHA Corporate Membership	▪	▪	▪	▪
Access to Event Registration	▪	▪	▪	▪
Access to WSHA Newsletters	▪	▪	▪	▪
Weekly Report Newsletter Recognition Spotlight	Exclusive	Exclusive	Shared	Shared
Display Advertising in WSHA Newsletters	1 month	Eligible	Eligible	Eligible

# 2023 EVENT SPONSORSHIPS

## STATE ADVOCACY DAY

*Sold out*

February 14 | Olympia, WA

C-Suite, Hospital Board Members, Management

## AWPHD & WSHA CEO RETREAT

June 25-26 | Chelan, WA

Rural CEOs

## RURAL ADVOCACY DAYS

Sept. 17-19 | Washington, D.C.

C-Suite & Hospital Board Members

## RURAL CFO RETREAT

*Sold out*

May 8-9 | Wenatchee, WA

Rural CFOs

## RURAL HOSPITAL LEADERSHIP CONFERENCE

June 26-28 | Chelan, WA

C-Suite & Board Members

## WSHA ANNUAL MEETING

October 22-23 | Renton, WA

C-Suite & Hospital Board Members

## FEDERAL ADVOCACY DAYS

*Sold out*

April 23-25 | Washington, D.C.

C-Suite & Hospital Board Members

## SUMMER BOARD RETREAT

July 16-18 | Union, WA

WSHA Board of Directors

## BOARD HOLIDAY DINNER

December 13 | Seattle, WA

WSHA Board of Directors & Committee Members

## WORKFORCE WORKSHOP

*Sold out*

March 21 | Virtual

C-Suite, Hospital Board Members, Safety & Quality

## PR LEADERS RETREAT

Summer | Seattle, WA

Public Relations, Marketing & Communications Leadership

## QUALITY LEADER COLLABORATIVE

Quarterly | Various

CNOs, CQOs, Quality Leaders (WA & OR)



# EVENT SPONSORSHIP BENEFITS

## ACCESS

Complimentary Registrations

Attend Social Functions

Participant List: Name, Title & Organization

## DIGITAL

Logo & Hyperlink Inclusion:

Event Marketing

Pre/Post-Event Email Communications to Registrants

Wsha.org Event Page

Recognition in Weekly Report Newsletter

## PRINT

Company Description + Contact Information in Attendee Agenda

Logo Inclusion:

Thank You Banners

Attendee Tabletop Signage

## LIVE

Verbal Recognition

Custom Program Slide

Program Logo Inclusion

Commercial Speaking Opportunity\*

Exhibit Table\*

\* Dependent upon Partnership Level and/or Add-On Agreement



# VIRTUAL EDUCATION SPONSORSHIP

## WOMEN'S LEADERSHIP PROGRAM

9-week virtual program that combines collegiate-level academics, peer coaching, inspirational panels, and networking designed to help boost the career development of our future women leaders.

## HEALTHCARE LEADERSHIP DEVELOPMENT

Multi-disciplinary suite of virtual education courses offered by Washington Hospital Services that focus on different areas of workforce development (ie DEI, Project Management, Negotiation).

## SAFETY & QUALITY WEBINARS

Behavioral Health, Workforce Resiliency, Safe Deliveries Roadmap, Health Equity, Opioid Stewardship, Workplace Violence, Diagnostic Excellence.

*Inquire for details.*

# DISPLAY ADVERTISING: WSHA NEWSLETTERS

## WEEKLY REPORT

Trending healthcare news relevant to WA state

Weekly - 3,700 Subscribers - \$2,000/month

## CUSTOM SCOOP

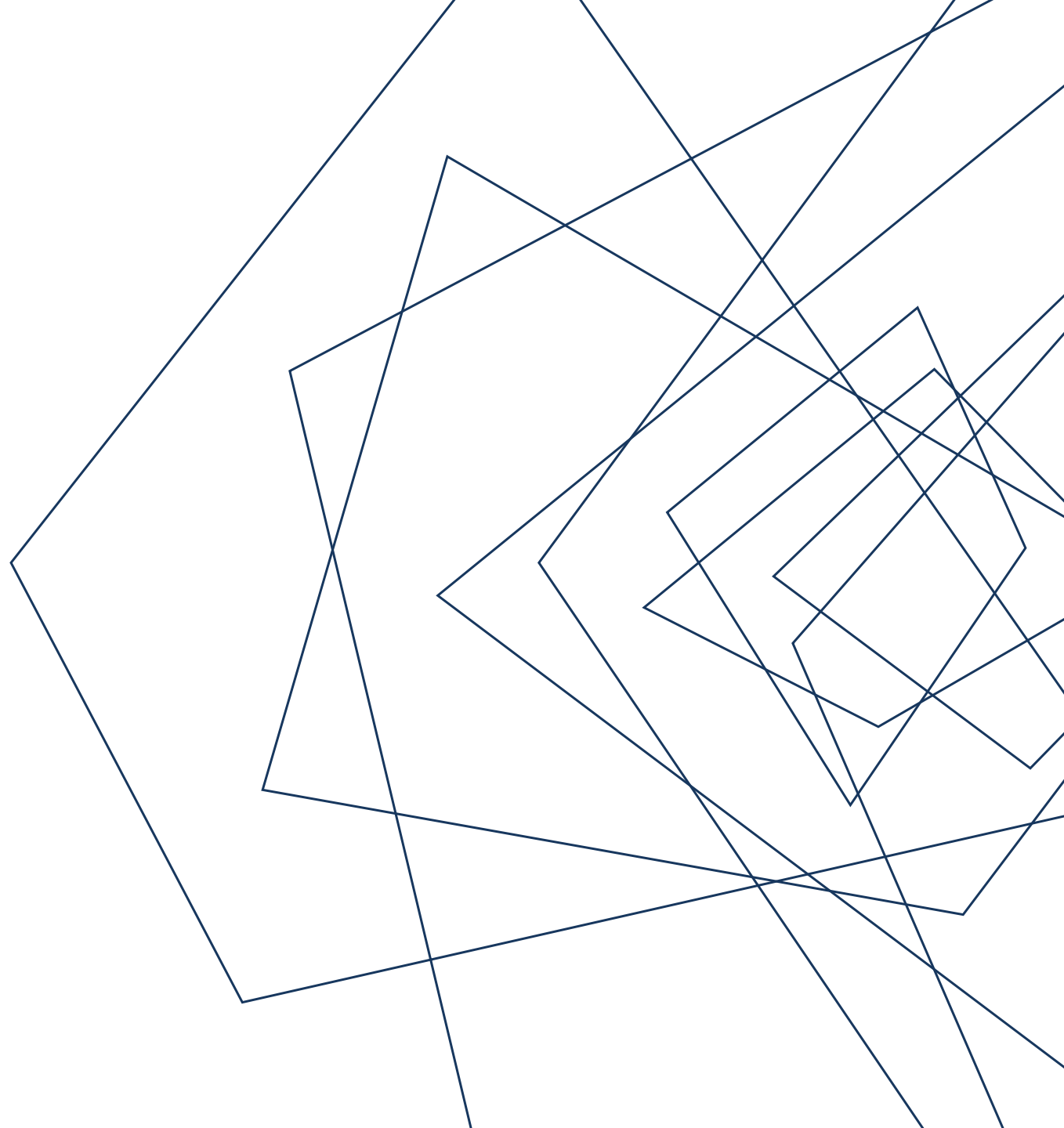
Daily news headlines about WSHA, healthcare industry and/or hospital members

Daily - 400 Subscribers - \$1,500/month

## IN OLYMPIA

Up-to-the-minute inside scoop on healthcare policy updates during legislative session

Weekly - 2,200 Subscribers - \$3,000/month



# THANK YOU!

Valerie Aussem

Member Engagement Program Manager

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