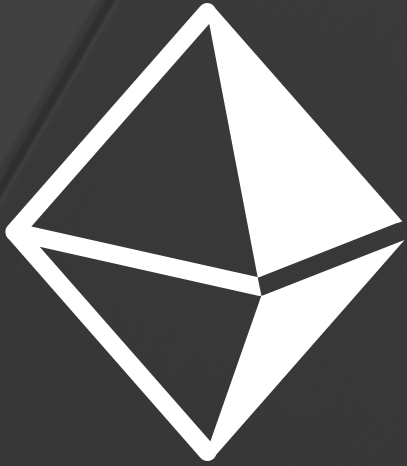


# 2020 Benefits

Partners | Sponsors | Associate Members

***DCHA is proud to be the unifying force advancing hospitals and health systems in the District for more than 40 years.***



# WHO WE ARE

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The District of Columbia Hospital Association (DCHA) is a unifying voice working to advance hospital and health systems in the District of Columbia by promoting policies and initiatives that strengthen our system of care, preserve access and promote better health outcomes for the patients and communities they serve.

At DCHA, our members' investments fuel the Association's work in building a sustainable, healthy, thriving community.

As a partner, sponsor or member, your organization will have access to many benefits related to community and connections, advocacy, recognition and visibility, and educational opportunities.

DCHA is always seeking to establish long-term relationships that provide value to our stakeholders and aligns with our goals, communication pillars, strategies and vision.

# PARTNERSHIPS WITH DCHA

The DCHA Corporate Partnership program creates opportunities for you to build a meaningful rapport with the District's top hospital decision makers, stay connected to the health care industry in DC and be the first to know about legislative, regulatory and other issues affecting hospitals. All corporate partners will be given impeccable service and customization to meet their needs and goals. DCHA is interested in pursuing innovative and unique opportunities with real impact for our hospitals, members, partners and stakeholders.

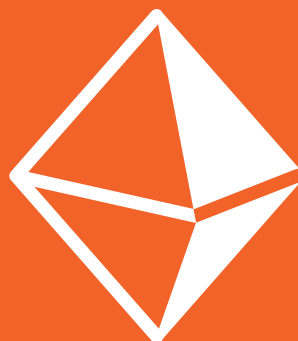
## GOALS

### #1

Establish a long-term relationship that provides value to DCHA stakeholders.

### #2

Align with DCHA's goals, communication pillars, strategies and vision.



# PARTNERSHIP BENEFITS



## **\$15,000 Minimum Contribution**

- Includes Gold Level associate member benefits
- Customized opportunities to meet your needs, goals and strategies

### **Visibility**

- Present at a DCHA Board of Director meeting
- Website slider on home page

### **Content**

- DCHA will send emails to attendee/member list on partner's behalf
- Content opportunities in DCHA's communication channels and publications, including blog posts, social media, infographics, videos and communities
- Sponsored content via DCHA's communication channels

### **Events**

- Company materials provided to attendees
- Prominent signage
- Recognition from the podium (if applicable) and/or speaking opportunities
- Exhibit/display table (if applicable)
- Advertisement in event materials
- Company name/logo on opening slide show
- Complimentary registration(s) to DCHA events
- Co-partner with DCHA to offer professional development

# SPONSORSHIPS

Sponsorship is a great way to gain visibility and network with the DC hospital and health care community while supporting the programs and initiatives of DCHA that contribute to improving the patient experience. Gain high-value exposure and prominent recognition for your company and its products and services.

## 2020 KEY DCHA OPPORTUNITIES

**Patient Safety & Quality Summit | June 4**

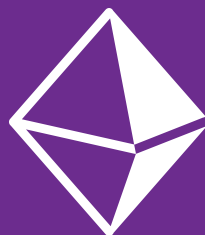
**Kaiser Permanente Center for Total Health**

- Keynote Speakers
- Tickets for Hospital Staff & Students
- Speed Rounds & Vendor Space
- Networking Lunch
- Promotional Items
- Wi-Fi Sponsor
- Advertising

**Health Heroes Luncheon | September 17**

**Kaiser Permanente Center for Total Health**

- Exclusive Awards Sponsor
- Keynote & Entertainment
- Health Hero Awards
- Tables & Tickets
- Promotional Items
- Wi-Fi Sponsor
- Advertising



# ASSOCIATE MEMBER TIERS

## BRONZE | \$1,500

Designed for the newer or existing small business owner seeking to enhance their visibility and grow business contacts through networking.

- Membership highlighted in *DCHA News*, our weekly e-newsletter
- Name and logo on the Associate Member's web page
- Invitations to DCHA events
- Pending approval and relevance, ability to use DCHA logo on your organization's marketing materials
- DCHA's online member directory to enhance your 1:1 networking
- Business cards, brochures, and other marketing materials in DCHA's lobby (500 monthly visitors)
- Invitations to DCHA's semi-annual Associate Member reception with DCHA staff, board of directors, and other relevant hospital staff
- Participation in DCHA's group purchasing program where you can save money on health care products and service providers

## SILVER | \$2,500

Recommended for businesses that have established their identity and are a recognized leader in the market place, but still seek additional opportunities to connect and grow.

- All benefits of the Bronze Level
- Sponsor/supply content in *DCHA News* once a year
- Sponsor/supply a blog post to DCHA's member community once a year
- One complimentary rental of DCHA's board or conference room (pending availability)

## GOLD | \$5,000

An investment at the Gold Level is recommended for businesses that are planning to build their client base, customers, and relationships with other businesses.

- All benefits of the Silver Level
- Host one educational webinar
- Sponsor/supply content in *DCHA News* twice a year
- One sponsored email disseminated to DCHA members
- Two complimentary rentals of DCHA's board OR conference room (pending availability)

# ASSOCIATE MEMBER TIERS

## PLATINUM | \$7,500

Recommended for businesses and organizations that wish to continue and strengthen their involvement in the District's health care industry through high visibility and increased access to health care leaders.

- All benefits of the Gold Level
- Opportunity to sponsor content in *DCHA News* three times a year
- One-month ad run (4 issues) in *DCHA News* and DCHA's website

## DIAMOND | \$10,000

Allows a business to increase their engagement in programs, projects, events, and services; and share their in-house expertise, knowledge and ideas with the hospital leadership in relevant areas, such as finance, HR, patient outcomes.

- All benefits of the Platinum Level
- Opportunity to sponsor content in *DCHA News* four times a year
- Opportunity to host two educational webinars through DCHA
- Three month long ad run in *DCHA News* and the DCHA website
- Opportunity to present to DCHA's Board of Directors
- Opportunity to develop a white paper to be disseminated to DCHA's membership and promoted via DCHA's communication channels
- Opportunity to present one educational session at a DCHA in-person learning symposiums
- Three complimentary event registrations
- Exhibit space at events when available/offered
- Four (4) complimentary Association Board Room OR Conference Room rentals (pending availability)

## SOLO | \$500

Designed for the individual with limited resources seeking to enhance their visibility and grow business contacts.

- Membership highlighted in *DCHA News*
- Name on Associate Member's web page
- Access to DCHA's online member directory to enhance your 1:1 networking

## STUDENT | \$100

Designed for the student/young professional just starting off in the health care arena.

- Subscription to *DCHA News*
- Discounted pricing to DCHA events
- Access to DCHA's online member directory to enhance your 1:1 networking

# SPECIAL OFFER CONTENT PLAN



## White Paper

Take an in-depth look at specific topics, ideas and research that can be emulated by a broader audience. The aim is to explore how changes are successfully implemented and how they lead to improved processes and efficiencies.



## Advertising

Expand your reach with digital advertising via DCHA's main communication tool, the weekly *DCHA News*, or via the website, [dcha.org](http://dcha.org).



## Webinar

Record a live, interactive webinar for lively discussion and participation on a hot topic or record an on-demand webinar so DCHA members that can watch at the convenience of the desk. Webinars can be recorded anywhere, anytime.



## Email

An opportunity to inform DCHA members about how your company, product or service can help them succeed, create new and better efficiencies, improve current processes, address the patient experience, etc.



**Purchase All Four for \$5,000**



# À LA CARTE OPTIONS

## White Paper

\$2,000

## Webinars

\$1,000

## Hot Topics

- Consumerism
- Patient Experience
- Ethics
- Workforce
- Data
- Patient Quality
- Patient Safety
- Staff Resiliency
- Process Efficiencies
- Volume to Value
- Technology

## Exhibit Space

\$1,500

## Custom Content

Starting at \$1,500

## Advertising

Starting at \$500

## Sponsored Email

\$2,500

## CONTACT for more information



**Jennifer Hirt**

**Senior Director, Communications & Member Engagement**

**District of Columbia Hospital Association**

**[jhirt@dcha.org](mailto:jhirt@dcha.org) | 202-682-1584 | [dcha.org](http://dcha.org)**





# Associate Member Application

Date: \_\_\_\_\_

Company Name:	
Address:	
Phone:	Web Address:
Facebook Address:	Twitter Address:

**PRINCIPAL CONTACT PERSON**

Name:	Title:
Phone:	Email:

**OTHER CONTACT(S) FOR DCHA ONLINE DIRECTORY**

Name:	Title:
Phone:	Email:

Name:	Title:
Phone:	Email:

**BRIEF DESCRIPTION OF COMPANY (send logo):**

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- Bronze \$1,500     
  Silver \$2,500     
  Gold \$5,000     
  Platinum \$7,500  
 Diamond \$10,000     
  Solo \$500     
  Student \$100

**SIGNATURE:**

**RETURN WITH PAYMENT:** DCHA, 1152 15th St. NW, Suite 900, Washington, D.C., 20005. Application is complete upon payment; agreement shall auto renew unless either party provides 60 days written notice to terminate membership prior to the end of the organization's membership year.