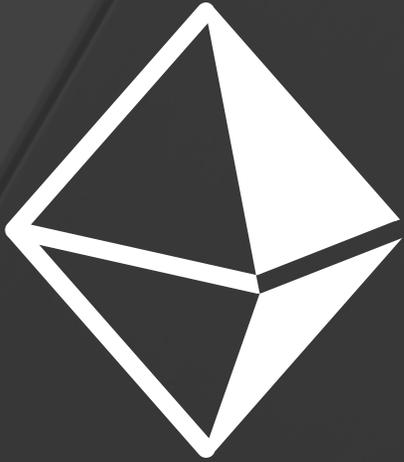


2021 Benefits

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

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.

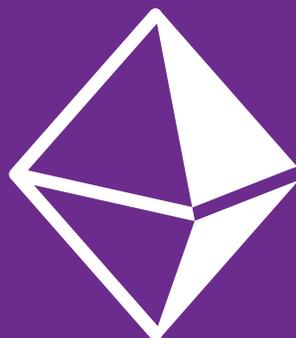
GOALS

#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

SPONSORSHIP

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.

2021 SIGNATURE OPPORTUNITY

Virtual Patient Safety & Quality Summit | June 22-24

- Keynote Speakers
- Brand Transitions Between Speakers/Slides
- Sponsored Introductions
- Video Ads
- Interactive Exhibits/Discovery Wall
- Branded Breakouts and Break Areas
- Social Media
- Branding on Event Registration Page
- Registrant List
- Present Awards to Hospitals and Health Care Professionals
- Marketing and Promotional Materials Mailed to Attendees



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
- Invitations to DCHA's semi-annual Associate Member reception (may be virtual this year) 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

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

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

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.



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 \$3,000

À LA CARTE OPTIONS

White Paper

\$2,000

Advertising

Starting at \$500

Webinars

\$1,000

Sponsored Email

\$2,500

Hot Topics

- Behavioral Health
- COVID-19
- Staff Resiliency
- Patient Quality & Safety
- Population Health
- Patient Experience
- Workforce
- Data
- Process Efficiencies
- Volume to Value
- Technology

CONTACT for more information



Jennifer Hirt

Senior Director, Communications & Member Engagement

District of Columbia Hospital Association

jhirt@dcha.org | 202-682-1584 | 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):

- 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.