



Texas Hospital Association Foundation

THA Leadership Fellows Program

2020 Sponsorship Opportunities

Module I	March 26-27, 2020
Module II	June 11-12, 2020
Module III	September 10-11, 2020
Module IV	November 12-13, 2020
Jan. 26-27, 2021	Project Presentations at the THA 2021 Annual Conference and Expo

What Is the THA Leadership Fellows Program?

The Texas Hospital Association Leadership Fellows Program brings together health care leaders from THA member hospitals for a focused study in becoming effective health care advocates and developing in-depth knowledge on health care integration. Through the program, fellows learn how to lead policy discussions and create an environment that affects the best possible patient care outcomes.

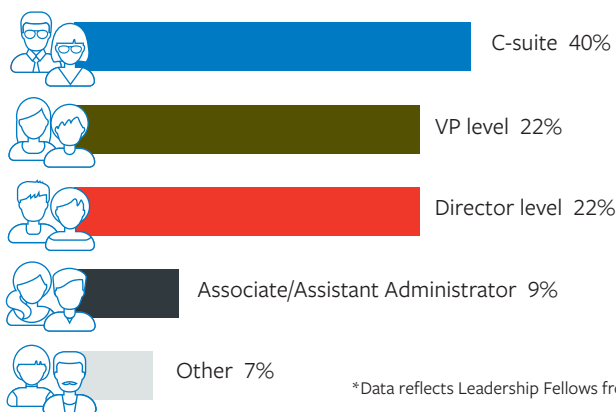
Program Format

Each new class of THA Fellows is announced at the THA Annual Conference and Expo. The program involves four in-person 1.5-day modules that take place over the course of one year. Each module consists of the following five topics:

- Key policy core competencies.
- Real-time legislative updates.
- Quality and patient safety issues.
- Leadership and building engagement.
- CEO innovations.

Attendees

The THA Leadership Fellows Program is composed of a highly selective group of health care leaders (C-suite, vice presidents, senior level directors) representing a variety of areas, including finance, operations, strategy and medical leadership.*



*Data reflects Leadership Fellows from 2014-2019.

How Does Becoming a Sponsor Benefit My Company?

- Your company receives premium one-on-one exposure with the opportunity to network with high-level hospital executives, THA members and key health care experts across Texas.
- Your company has the ability to establish strong relationships with decision-makers throughout the state.
- Your company gains access to attendee contact information.
- Your partnership demonstrates your company's desire to proactively support health care improvement in Texas.

Why Partner With the Leadership Fellows Program?

This program brings together an impressive group of rising leaders to develop the next generation of statewide influencers and to provide a unique, experiential learning opportunity for diverse participants. Attendees learn how to more effectively utilize their strengths to influence their organizations, form strong connections with their cohort and understand how they can affect change for their organization.

Sponsor participation ensures recognition and visibility before, during and after the program.

Presenting Sponsor \$52,150 (one available)

Exclusive Benefits

- Naming rights for the program for the sponsored year. For example, the name would be displayed as the "Texas Hospital Association's Leadership Fellows Program presented by XYZ Company".
- Welcome and introduction of company representative at opening module by THA president/CEO.

Connection and Speaking Opportunities

- Opportunity for two representatives to attend the program. This includes four training modules held for 1.5 days each quarter, in which the representatives will learn valuable health care advocacy education and interact with today's health care leaders.
- Opportunity to attend and welcome the 2020 class at the first training module.
- One 15-minute presentation about company at each module.
- Opportunity to introduce a speaker at each module.
- Opportunity to participate in networking events held during all four modules.
- Opportunity to welcome the incoming class at the THA 2021 Annual Conference and Expo.
- Exhibit table inside training room at all four modules.
- Opportunity to introduce Fellows speakers at 2021 THA Conference.
- First right of renewal for the 2021 program (response requested by Oct. 1, 2020).

Advertising Included for Presenting Sponsor

- Logo recognition as presenting sponsor on agenda and looping slide presentation before module and during breaks (provided to Fellows at each module).
- Logo recognition as presenting sponsor on Leadership Fellows section of the THA website for year of sponsorship.
- Logo recognition in e-blasts promoting the 2021 Leadership Fellows Program, which are sent to all C-suite leaders in the THA network.
- Logo recognition in Leadership Fellows marketing/program information sheet distributed throughout the year at THA conferences, workshops and education events.
- Logo recognition as presenting sponsor on signage in the attendee lounge during the Leadership Fellows modules at THA headquarters.
- Logo recognition in thank you message designed and purchased by THA Foundation in *Texas Hospitals* magazine.
- Promotion on THA's social media platforms (Facebook, Twitter and LinkedIn).

SOLD OUT

2020 Sponsorship Opportunities and Benefits

Module Sponsor \$7,825 (four available)

- Complimentary event registration for two representatives to attend one module.
- Opportunity to give 10-minute presentation about company during sponsored module.
- Opportunity to attend networking reception of sponsored module (if a reception is scheduled).
- Opportunity to introduce a speaker at sponsored module.
- Exhibit table outside training room at sponsored module.

Executive Sponsor \$3,650

- Complimentary event registration for one representative to attend one module.
- Opportunity to introduce a speaker at one module.
- Opportunity to attend networking reception of one module (if a reception is scheduled).

All sponsors receive the following:

- Recognition in agenda.
- Recognition in signage and scrolling slideshows during the sessions.
- Recognition in thank you message designed and purchased by THA Foundation in *Texas Hospitals* magazine.

What is the Texas Hospital Association Foundation?

This program is produced by the Texas Hospital Association Foundation. Established as a nonprofit corporation to address the growing needs of THA members for professional development, quality improvement and patient safety education and initiatives, the Texas Hospital Association Foundation is a 501(c)(3) tax-exempt organization that operates under THA as a member of its family of companies. Its mission is to transform health care through collaboration, education and research.

Testimonials – Past Leadership Fellows



"The THA Leadership Fellows Program is a must for health care leaders seeking to improve their advocacy and policy skills."

Billie Bell, vice president of operations, Medina Healthcare System, Hondo



"The THA Leadership Fellows Program is providing me with the knowledge, skills, and resources I need to further my goal of becoming an effective health care leader in my organization."

Christina Mintner, vice president, Parkland Health & Hospital System, Dallas



"The Leadership Fellows Program is an excellent forum for professional growth and development within the realm of advocacy and public policy. The format and course content is current, relevant to all hospitals, and equips executives with the knowledge needed to make a significant difference in the communities we serve."

Enrique Gallegos, FACHE, CEO, Laredo Medical Center



"The THA Leadership Fellowship Program provided me with insight into the political process and factors impacting health care executives. It was worth every minute of the time commitment."

Laura Griffin, vice president, neurological and cardiovascular services, HCA Gulf Coast Division, Houston



"The THA Leadership Fellows program exceeds expectations in curriculum, experience and networking. Being a part of this program is not only professionally rewarding, but an exceptionally enjoyable investment in peer relationships with health care professionals from across Texas."

Dewey Smith, director of Thrive Healthplex, Gonzales Healthcare Systems



"The program is very enlightening and very practical for health care leaders wanting to make a major and sustainable contribution that positively impacts their patients and community."

Charles Williams, FACHE, vice president, performance standards/quality management, Tenet Healthcare, Dallas



"This program was such a rewarding opportunity for me. The knowledge we received on legislative advocacy, from our guest speakers and from our own colleagues is invaluable. THA does a phenomenal job ensuring that each module is packed full of meaningful and impactful information to your job regardless of the size of your organization, and furthermore explains the importance of advocacy in our communities. If you have the opportunity to participate, I highly recommend it!"

Jamie-Crystal Wylie, clinic manager III, CHRISTUS Trinity Mother Frances Hospitals and Clinics, Tyler

Sponsor Contract

2020 THA LEADERSHIP FELLOWS PROGRAM



Texas Hospital
Association Foundation

SPONSOR/EXHIBITOR: (Vendor attendance is limited to those companies/firms participating as a sponsor.)

Company Name _____
(EXACTLY as you wish it to appear in printed materials)

Contact Name _____ Title _____

Mailing Address _____

City _____ State _____ ZIP _____

Telephone (area code) _____ Fax (area code) _____

Email _____ Website WWW. _____

SELECT SPONSOR LEVEL:

Presenting (\$52, 150) **SOLD OUT**

Module (\$7,825)

Executive (\$3,650)

QUESTIONS? CONTACT:

Noelle Parsons

Email: nparsons@tha.org

Phone: 512/465-1013

PAYMENT:

Sponsorship amount: \$ _____

Cash Discount: Take 4% off total

if paying by check or ACH.: \$ _____

Sponsorship total: \$ _____

NOTE: Selection does not guarantee availability. Sponsor levels are limited and are offered on a first-come, first-serve basis based on when contract is received. Full payment is required before the event. Artwork, contract and payment due no later than one month prior to sponsored module to be listed in on-site materials.

PAYMENT

Remit Payment by ACH:

Texas Hospital Association

Account No. 0101887890

ACH or Transit Routing #062000019

IF PAYING BY CHECK, SEND PAYMENT AND COPY OF CONTRACT TO:

Texas Hospital Association

Attn: Robin Jackson

P.O. Box 95353

Grapevine, TX 76099-9733

Cash Discount Available: Take 4% off total if paying by check or ACH.

MasterCard

VISA

AmEx

Card Number _____ Expiration Date _____ CVV _____

Print Name Shown on Card _____ Signature _____

Billing Address _____ City/State/ZIP _____

Sponsor Contract Terms and Conditions

Complimentary Registrations: Sponsoring/exhibiting company(ies) may qualify for a designated number of complimentary full event registrations, including all meals (except for ticketed events), breaks and educational sessions. The number of complimentary registrations by sponsorship/exhibit option will be designated in the respective sponsor prospectus.

Exhibit Space: Presenting and Module sponsors receive an exhibit table near educational sessions. The space includes one (1) table and two (2) chairs. All exhibits/displays must fit within that designated space.

List: Sponsors/exhibitors will receive a list of registrants prior to event (per THA privacy policy, attendee emails are not provided).

Website Listings: All sponsors/exhibitors will be listed on the event page of the THA website and linked to the sponsor/exhibitor's website URL specified on the sponsor/exhibitor application form.

Contributions: All sponsor/exhibitor contributions are voluntary. Sponsorships/exhibits are accepted on a first-come, first-served basis, based on date and time of the receipt of the contract. THA reserves the right to limit the number of program sponsors/exhibitors, and may reject any sponsorship/exhibit for any reason. THA reserves the right to refuse any sponsor/exhibitor that conflicts with the sponsorship/exhibit public policies or applicable law. Fees collected prior to such refusal shall be returned to the sponsor/exhibitor within 45 days.

Conduct of Sponsors: The purpose of the Leadership Fellows Program is to educate persons employed in the health care field. This does not preclude the stimulation by sponsors of interest in and demand for such products and/or services in the exhibit area; however, actual selling or order-taking is expressly prohibited. All business activities of the sponsor must be within the sponsor's allocated exhibit space. In keeping with the nature of a health care professional meeting, undignified promotional methods and/or materials considered to be objectionable by the association are expressly prohibited.

Cancellations: All sponsor cancellations must be submitted to THA in writing. Cancellations received by THA six weeks before sponsored module date will be assessed a fee of 50 percent of the total sponsorship cost. No refunds will be given on cancellations received after this date. Notwithstanding any provisions to the contrary herein contained, THA shall not be liable for any delay or inability to perform any obligation under this agreement resulting from governmental emergency orders, judicial or governmental action, sabotage, riots, vandalism, labor strikes or disputes, acts of God, fires, electrical failure, major computer hardware or software failures, acts of third parties, or any other cause if such delay or inability to perform is beyond its reasonable control.

Rules and Regulations: Corporate members, exhibitors and sponsors represent and warrant that they:

1. Have sufficient resources and capacity to provide the products and services that are being promoted under this agreement.
2. Maintain all licenses and permits required by law, and are the rightful owner and licensee of all products and services that are being promoted under this agreement.
3. Have never been the subject of a lawsuit or governmental investigation or action and are not now subject to any threatened or existing claim, lawsuit, or governmental investigation, inquiry or action.
4. Have never been excluded, suspended, barred from participation in or subject to penalties from any governmental program (including but not limited to the Medicare or Medicaid program).
5. The association is not responsible for loss or damage to the sponsor/ exhibitor for any cause and urges the sponsor/exhibitor to exercise precautions to discourage damage or loss to the exhibit.
6. All sponsorships and exhibits must be paid in full prior to table setup. A sponsor or exhibitor with an outstanding balance will not be permitted to exhibit.

I have read and understand the contract terms and conditions.

INITIAL HERE _____