

**2022 THA LEADERSHIP FELLOWS PROGRAM**  
Sponsorship Prospectus



Texas Hospital Association Foundation





## 2022 Sponsorship Opportunities

**Module I: March 24-25, 2022**

**Module II: June 2-3, 2022**

**Module III: September 1-2, 2022**

**Module IV: November 3-4, 2022**

### 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 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 2014-2021.

### 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 \$26,000 (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 2021 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.
- Exhibit table inside training room at all four modules. (as available)
- Opportunity to introduce Fellows speakers at 2023 THA Conference.
- First right of renewal for the 2023 program (response requested by Oct. 14, 2022).

CONTINUED -

# LEADERSHIP FELLOWS PROGRAM - SPONSORSHIP PROSPECTUS

## 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 2022 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. (when module is held in-person)
- 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).

## 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, RN, FACHE, Chief Nursing Officer, 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, Senior Vice President of Population Health & HOMES, Parkland Health & Hospital System, Dallas



“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, service line, HCA Houston Healthcare



“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, President, Baylor Scott & White Hillcrest, Waco



“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, FACHE, Regional Research Manager - Northeast Texas, CHRISTUS Health, Tyler



# SPONSOR CONTRACT

## 2022 THAF LEADERSHIP FELLOWS PROGRAM

**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 \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone (area code) \_\_\_\_\_ Fax (area code) \_\_\_\_\_

Email \_\_\_\_\_ Website **www.** \_\_\_\_\_

**SELECT SPONSOR LEVEL:**

Presenting (\$26,000)

Module (\$7,825)

Executive (\$3,650)

**PAYMENT:**

Sponsorship amount: \$ \_\_\_\_\_

Cash Discount: Take 4% off total if paying by check or ACH: \$ \_\_\_\_\_

Sponsorship total: \$ \_\_\_\_\_

**QUESTIONS? CONTACT:**

Name: **Noelle Parsons**  
Email: **[nparsons@tha.org](mailto:nparsons@tha.org)**  
Phone: **512/465-1013**

**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 #111900785

**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 \_\_\_\_\_

**NOTE:** If you previously submitted this form but would like to make updates or changes to your application, please email **[nparsons@tha.org](mailto:nparsons@tha.org)**.

# 2022 THAF LEADERSHIP FELLOWS PROGRAM

## 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 when modules are held in-person. 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, pandemic, 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** \_\_\_\_\_