



2022 Sponsorship Program

Join the effort to create healthy hospitals, communities, and individuals!

Georgia Hospital Association
380 Interstate North Parkway SE
Suite 150
Atlanta, GA 30339

Shellie Whitaker
770-249-4591
swhitaker@gha.org
www.gha.org/sponsors



“

GHA would not be able to offer high quality, affordable educational opportunities without the support of our sponsors. They are valuable partners in developing healthy communities through strong hospitals. ”

Earl V. Rogers
President & CEO

About the Georgia Hospital Association

Founded in 1929, GHA serves more than 150 hospitals in Georgia and promotes the health and welfare of the public through the development of better hospital care for all Georgia's citizens. The mission of GHA is to advance the health of individuals and communities by serving as the leading advocate for all Georgia hospitals and health care systems. GHA represents its members before the General Assembly and Congress, as well as state and federal regulatory agencies, and is an allied member of the American Hospital Association. For more information, please call 770-249-4500 or visit gha.org.



Our Mission

To advance the health of individuals and communities by serving as the leading advocate for Georgia hospitals and health care systems.



Our Vision

Georgia, where all achieve their highest potential for health through healthy hospitals, communities and individuals.



Our Values and Guiding Principles

GHA activities are guided by: respect, people, integrity, leadership, diversity, and collaboration.

Who Does GHA Reach?

GHA's website had more than 124,000 visitors in 2019 and nearly 239,000 visitors in 2020. Through September 2021, GHA's website has already had over 100,000 visitors.

GHA Today, including the Daily News Clips, goes out to approximately 7,000 recipients.

GHA also has a YouTube Channel and a magazine, twentyfourseven.



Facebook: 3,600+ followers



Twitter: 3,500+ followers



LinkedIn: 5,800+ followers



Instagram: 700+ followers

Why You Should Sponsor GHA

GHA's Sponsorship Program offers valuable networking opportunities with hospital leaders while supporting hospitals as they look to deliver quality care, drive operational efficiencies, and ensure financial sustainability for Georgia's hospital community. 2022 and a return to in-person events gives our sponsors a chance to reestablish relationships and cultivate new connections within the health care community. Sponsorships are limited to maximize interactions with GHA member hospitals' decision makers and enhance the potential value of those interactions.

Economic Impact of Georgia's Hospital Community

More than **162,000** hospital jobs

More than **\$65 Billion** impact on economy

\$12.7 Billion paid in salaries and benefits

Be a part of creating a healthier Georgia!

2022 sponsorship slots will first be offered to 2021 sponsors. Any open sponsorship slots will then be available to new sponsors on a first come, first served basis. If you are interested in sponsoring, please contact Shellie Whitaker, swhitaker@gha.org.

2022 GHA Meetings



GHA Annual Trustee Conference	Jan. 7-9	Greensboro, GA
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GHA Annual Summer Meeting	July 11-13	Amelia Island, FL
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Center for Rural Health Annual Meeting	Aug. 17-19	St. Simons Island, GA
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Check www.gha.org for more GHA meetings.



Platinum \$25,000



1/ Access to Membership

- Annual Trustee Conference
 - 1 complimentary registration
 - 1 registration at cost
- Annual Summer Meeting
 - 4 complimentary registrations
 - 1 registration at cost (approximately \$600)
 - Personal GHA Liaison during Sponsor Appreciation Reception (Optional)
- Center for Rural Health Annual Meeting
 - 2 complimentary registrations
- Invitation to attend GHA Board Retreat
- Ability to register for GHA affiliated society webinars at GHA member rates

2/ Access to Information

- GHA Today Newsletter, including Daily News Clips
- Advance copies of GHA meeting rosters
- Access to members-only areas on www.gha.org
- Receipt of GHA Membership Directory

3/ Recognition and Advertising

- Individual feature in GHA Today newsletter
- Group feature in GHA Today newsletter
- Premium individual signage at membership meetings
- Premium signage at membership meetings
- Listing (including logo) on GHA meeting app at membership meetings
- Listing in Membership Networking Directory (including logo, description and contact information)
- Full-page camera-ready ad in GHA magazine twentyfourseven
- Listing on GHA website (including logo, description, contact information and link to your website)
- Daily News Clips header for a month includes logo, description and contact information (one per year)
- Use of GHA-licensed sponsor logo
- Social media presence*
- Option to conduct a GHA webinar*
- Opportunity to submit articles for twentyfourseven*

*Approval based on topic and space

Gold \$12,000



1/ Access to Membership

- Annual Summer Meeting
 - 2 complimentary registrations
 - 1 registration at cost (approximately \$600)
 - Individual area at Sponsor Appreciation Reception
- Center for Rural Health Annual Meeting
 - 1 complimentary registration
 - 1 registration at cost (approximately \$300)
- Ability to register for GHA affiliated society webinars at GHA member rates

2/ Access to Information

- GHA Today Newsletter, including Daily News Clips
- Advance copies of GHA meeting rosters
- Access to members-only areas on www.gha.org
- Receipt of GHA Membership Directory

3/ Recognition and Advertising

- Individual feature in GHA Today newsletter
- Group feature in GHA Today newsletter
- Premium signage at membership meetings
- Listing on GHA meeting app at membership meetings
- Listing in Membership Networking Directory (including logo, description and contact information)
- Half-page camera-ready ad in GHA magazine twentyfourseven
- Listing on GHA website (including logo, description, contact information and link to your website)
- Use of GHA-licensed sponsor logo
- Social media presence*
- Option to conduct a GHA webinar*
- Opportunity to submit articles for twentyfourseven*

*Approval based on topic and space

Silver \$7,500



1/ Access to Membership

- Annual Summer Meeting
 - 1 complimentary registration
 - 1 registration at cost (approximately \$600)
- Ability to register for GHA affiliated society webinars at GHA member rates

2/ Access to Information

- GHA Today Newsletter, including Daily News Clips
- Advance copies of GHA meeting rosters
- Access to members-only areas on www.gha.org
- Receipt of GHA Membership Directory

3/ Recognition and Advertising

- Group feature in GHA Today newsletter
- Listing on GHA meeting app at membership meetings
- Listing in Membership Networking Directory (including logo and contact information)
- Listing on GHA website (including logo, contact information and link to your website)
- Use of GHA-licensed sponsor logo
- Social Media presence*
- Opportunity to submit speakers for GHA webinars*
- Opportunity to submit articles for twentyfourseven*

*Approval based on topic and space



Bronze \$4,000

1/ Access to Membership

- Annual Summer Meeting
 - 1 registration at cost (approximately \$600)

2/ Access to Information

- GHA Today Newsletter, including Daily News Clips
- Advance copies of GHA meeting rosters
- Member Information Guides
- Access to members-only areas on www.gha.org
- Receipt of GHA Membership Directory

3/ Recognition and Advertising

- Group feature in GHA Today newsletter
- Listing on GHA meeting app at membership meetings
- Listing in Membership Networking Directory (including logo and contact information)
- Listing on GHA website (including logo, contact information and link to your website)
- Use of GHA-licensed sponsor logo
- Social Media presence*
- Opportunity to submit speakers for GHA webinars*
- Opportunity to submit articles for twentyfourseven*

*Approval based on topic and space

Additional Sponsorship Opportunities

All additional sponsorship opportunities are available to GHA Sponsors on a first come, first served basis.

Daily News Clips

\$1,000 a month

A month of News Clips header with logo, description and contact information.

Hospital Heroes Table Sponsor

\$2,000 (5 available)

Sponsors one (1) Hospital Heroes winner table and able to send one (1) representative

Meeting Tables

**Patient Safety and Quality Summit Meeting Tables
\$2,000 (5 available)***

6-foot draped & skirted table in prominent location during the full conference

**Summer Meeting Tables
\$2,000 (8 available)***

6-foot draped & skirted table at sponsor appreciation reception and moved to registration area during the full conference

**Center for Rural Health Annual Meeting Tables
\$2,000 (4 available)***

6-foot draped & skirted table at registration area during full conference

**Meeting table fees do not include any registrations*

Exclusive Sponsor GHA Meetings App

**Annual Summer Meeting
\$2,000**

**Center for Rural Health Annual Meeting
\$2,000**

Includes a daily promoted post, one push notification to all attendees, and your logo on GHA app signage



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Please contact Shellie Whitaker with any questions.