



“Taking Care of Those Who Took Care of Us”

New Hampshire Health Care Association

2015 Sponsorship Opportunities



The New Hampshire Health Care Association is excited to share our Sponsorship Opportunities for 2015. Your sponsorship of these events not only helps us to present outstanding events at a reasonable cost for our members, but it also shows your support of the NHHCA's efforts to improve the quality of long-term care in NH.

The NHHCA is the largest long-term care organization in New Hampshire, representing licensed nursing facilities, assisted living residences and residential care facilities. In the 64 years since its formation, the NHHCA has been a strong vocal advocate for quality long term care on behalf of our members, their employees, their residents and their resident's families. It is the mission of the Association to promote necessary and reasonable public policies, influencing society and government to invest in the well being of those entrusted into our care. The NHHCA is a non-profit 501(c) (6) charitable organization.

The mission of the New Hampshire Health Care Association is:

- To help quality caregivers better serve those who need care.
- To help individuals make informed decisions in care options for themselves or their loved one.
- To develop and insist on person-centered quality care.

The NHHCA has developed a new opportunity for you in 2015: Annual Sponsorship Packages.

These packages allow you the opportunity to reach your target audience in a uniform way throughout the year! Please see the next pages for these opportunities. There are a limited number of packages, so please secure yours now. **Plus, NHHCA members who choose one of these packages AND pay by April 1st will be eligible for 5% off of the package price.**

Sponsorship is a great opportunity for your company whether you choose an annual package or go event-by-event. Events are attended by facility administrators, front-line personnel, residents, families, and staff from other organizations that support long-term care.

Your sponsorship will be advertised at these events for all attendees to see.

Thank you in advance for your participation. Your support is an integral part of the success of the NHHCA events and our work!

Sincerely,

The NHHCA Development Committee



For questions or to indicate which events you would like to sponsor, please contact us.

NHHCA • 5 Sheep Davis Road, Suite E; Pembroke, NH 03275 • (603) 226-4900 • FAX (603) 226-3376 • info@nhhca.org • www.nhhca.org

Annual Sponsorship Packages

To aid our sponsors, the NHHCA Development Committee has put together Annual Sponsorship Packages. We hope this will help our sponsors by:

- ✓ Providing consistent placement of your organizations name and/or logo throughout the year.
- ✓ Streamlining the request and approvals process.
- ✓ Providing opportunities to be seen and heard throughout the year at major events and stand-alone programs.

“Key” Partner - \$7500 (1)

- ✓ Keynote Sponsor for Spring Conference in May
- ✓ Keynote Sponsor for Annual Conference & Trade Show in September
- ✓ Keynote Sponsor for Annual Meeting in November
- ✓ Logo and message on screen prior to opening remarks at above events
- ✓ Signage at entrance to Keynote room at both Conferences
- ✓ Recognition in pre-event and day-of event printed and online materials
- ✓ Opportunity to address the audience at all three events
- ✓ A table in the keynote room at each event to display your literature and network with attendees
- ✓ Exhibitor Booth at Annual Conference & Trade Show
- ✓ Recognition at Annual Meeting in November (includes one complimentary registration)

“Refueling” Sponsor - \$5500 (2)

- ✓ Lunch Sponsor for
 Spring Conference in May
 Golf Tournament in June
 Annual Conference & Trade Show in September
 Annual Meeting
- ✓ Recognition in pre-event and day-of-event printed and online materials
- ✓ Lunch Sponsor for all NHHCA in-house educational events
- ✓ Posters and signage surrounding food tables at all events
- ✓ Exhibitor Booth at Annual Conference & Trade Show
- ✓ Recognition at Annual Meeting in November (includes one complimentary registration)

“It’s in the Bag” Sponsor - \$4500 (\$5500 if the NHHCA provides bags) (1)

- ✓ Your logo and name printed on bags for the
 Spring Conference in May
 Golf Tournament in June
 Annual Conference & Trade Show in September
 Annual Meeting in November
- ✓ Recognition in pre-event and day-of-event printed and online materials
- ✓ Exhibitor Booth at Annual Conference & Trade Show
- ✓ Recognition at Annual Meeting in November (includes one complimentary registration)

Annual Sponsorship Packages

"Signature" Sponsor - \$4000 (\$5000 if the NHHCA provides pens) (1)

- ✓ Pens with your logo used and given away at:
 - Spring Conference in May
 - Golf Tournament in June
 - Annual Conference & Trade Show in September
 - Annual Meeting in November
- ✓ Signage by Check-in/Registration area at event
- ✓ Recognition in pre-event and day-of-event printed and online materials for all above events
- ✓ Your logo and name printed on notepads for all NHHCA in-house educational events
- ✓ Exhibitor Booth at Annual Conference & Trade Show
- ✓ Recognition at Annual Meeting in November (includes one complimentary registration)

"Note-able" Partner- \$3500 (\$4500 if the NHHCA provides notepads) (1)

- ✓ Your logo and name printed on bags for the
 - Spring Conference in May
 - Annual Conference & Trade Show in September
 - Annual Meeting in November
- ✓ Recognition in pre-event and day-of-event printed and online materials for all above events
- ✓ Your logo and name printed on notepads for all NHHCA in-house educational events
- ✓ Exhibitor Booth at Annual Conference & Trade Show
- ✓ Recognition at Annual Meeting in November (includes one complimentary registration)

"Good Start" Sponsor - \$3500 (2)

- ✓ Breakfast Sponsor for
 - Spring Conference in May
 - Golf Tournament in June
 - Annual Conference & Trade Show in September
- ✓ Recognition in pre-event and day-of-event printed and online materials for above events
- ✓ Signage recognizing Breakfast Sponsor for all NHHCA in-house educational events
- ✓ Posters and signage surrounding food tables at all events
- ✓ Exhibitor Booth at Annual Conference & Trade Show
- ✓ Recognition at Annual Meeting in November (includes one complimentary registration)

"Badge of Honor" – \$3000 (\$4000 if the NHHCA provides lanyards) (1)

- ✓ Your logo printed on lanyards and name badges for the
 - Spring Conference in May
 - Annual Conference & Trade Show in September
- ✓ Recognition in pre-event and day-of-event printed and online materials for all above events
- ✓ Exhibitor Booth at Annual Conference & Trade Show
- ✓ Recognition at Annual Meeting in November (includes one complimentary registration)

Special Offers for NHHCA-members:

- ✓ All Annual Sponsorship Packages include complimentary tee-box and greens signage on one tee at the NHHCA Golf Tournament in June.
- ✓ All Annual Scholarship Packages come with complimentary sponsorship of the NHHCA Member Masterpiece Calendar.
- ✓ **Receive a 5% Discount on Sponsorships paid before April 1, 2015.**
- ✓ Upgrade to a Double Booth at the Trade Show for an additional \$500.



**Thursday,
May 7**

**Church Landing
Meredith, NH**

***This is an education-only
event. There will be no
exhibitor space at this
conference.***

Spring Conference

Keynote Sponsor - \$ 1,250

- ✓ Your company will be recognized as the Keynote Sponsor of the Spring Conference
- ✓ Company logo published in pre-event marketing materials & event program
- ✓ 24"X36" Display poster with your company logo located at the registration desk
- ✓ Your company will be acknowledged as the Main Sponsor in opening and closing session remarks
- ✓ Sponsorship also includes table advertisements displayed during the lunch break

Notepad Sponsor - \$ 1,000

- ✓ Your company will be recognized as Notepad Sponsor of the Spring Conference
- ✓ Personalized Notepads with your company logo/information will be given to each attendee
- ✓ Company logo and information published in event program
- ✓ 18"X24" Display poster with your company logo located at the registration desk
- ✓ Your company acknowledged as the Notepad Sponsor in opening session remarks

Tote Bag Sponsor - \$ 750

- ✓ Your company will be recognized as the Tote Bag Sponsor with your company name/logo imprinted on Spring Conference tote bags given to all attendees (*sponsoring company must supply NHHCA with bags*)
- ✓ Company logo published in event program
- ✓ Your company acknowledged as the Tote Bag Sponsor in opening session remarks

Lunch Sponsor - \$ 750

- ✓ Your company will be recognized as the Lunch Sponsor with advertisements on all food service tables
- ✓ Company logo published in event program
- ✓ Your company acknowledged as the Lunch Sponsor in opening session remarks

Breakfast Sponsor- \$ 500

- ✓ Your company will be recognized as the Breakfast Sponsor with advertisements on all breakfast tables
- ✓ Company logo published in event program
- ✓ Your company acknowledged as the Breakfast Sponsor in opening session remarks

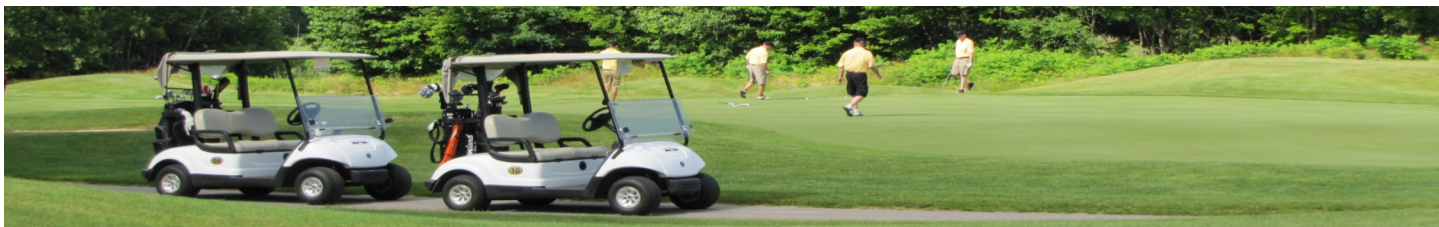
Door Prize Sponsor- \$ 250

- ✓ Your company will be recognized as a Door Prize Sponsor during presentation of door prizes.

Leaflet Sponsor - \$100

- ✓ Supply the NHHCA with 400 post card size (5.5"X4.5") advertisements which will be stuffed into attendee bags prior to event. Postcards must be into the NHHCA no later than April 24, 2015.

If your company would like to supply all the attendees with some type of marketing merchandise or goodie bag item (ie. notebooks, umbrellas, t-shirts, etc) these items must arrive at the NHHCA Office by April 24, 2015. You do not have to be a sponsor to supply items.



23rd Annual Golf Tournament

Platinum Sponsor - \$3,000 (1)

- ✓ One (1) complimentary foursome
- ✓ Recognition during awards presentation as sole Platinum Sponsor
- ✓ Prominent signage throughout golf tournament including:
- ✓ Company logo on two of the 18 links: tee box and green signs
- ✓ Company logo on all inward facing golf cart signs
- ✓ Company logo on cover of golf brochure (2.5"X1.25" color)
- ✓ Sponsorship includes attendance to breakfast, lunch, and awards presentation*

Gold Sponsor - \$ 2,000 (3)

- ✓ One (1) complimentary foursome
- ✓ Prominent signage throughout golf tournament
- ✓ Company logo on two of the 18 links: tee box and green signs
- ✓ Company logo on all outward facing golf cart signs
- ✓ Sponsorship includes attendance to breakfast, lunch, and awards presentation*

Lunch Sponsor - \$ 1,750 (2)

- ✓ One (1) complimentary foursome
- ✓ Recognition during the awards presentation as the Lunch Sponsor
- ✓ 24"X36" display poster with company logo located at lunch station
- ✓ Company logo/information on table advertisements during lunch
- ✓ Sponsorship includes attendance to breakfast, lunch, and awards presentation*

Silver Sponsor - \$ 1,500 (3)

- ✓ Two complimentary golfers
- ✓ Company logo on one of the 18 links: tee box and green sign
- ✓ Sponsorship includes attendance to breakfast, lunch, and awards presentation*

Bronze Sponsor - \$ 1,250 (4)

- ✓ One complimentary golfer
- ✓ Company logo on one of the 18 links: tee box or green sign
- ✓ Sponsorship includes attendance to breakfast, lunch, and awards presentation*

Golf Ball Sponsor - \$1,000 (2)

- ✓ Supply the golfers with a sleeve of golf balls with your company logo
- ✓ Recognition during the awards presentation as the friend sponsor

Registration Sponsor - \$ 750 (3)

- ✓ Signage at registration table
- ✓ Company logo/information on table during breakfast

Snack Sponsor - \$ 500 (4)

- ✓ Recognition during the awards presentation as a snack sponsor
- ✓ Company logo on two snack cart golf cards during golf tournament

Door Prize Sponsor - \$250

- ✓ One door prize will be purchased in your name with your company information attached

Raffle Sponsor - \$150

- ✓ One raffle item will be purchased in your name with your company information attached

*** NOTE about attendance to Breakfast/Lunch/Awards:** Please notify NHHCA if you choose to attend breakfast/lunch/awards but not play in the tournament.

**Thursday,
June 25**

**Stonebridge CC
Goffstown, NH**

150

Expected attendees

A day of camaraderie
and fundraising to
support the mission of
the NHHCA.

Golfers
Foursomes: \$600
Individual Golfers: \$150
Includes: 18-holes of Golf with
cart, breakfast, lunch, givea-
ways, and more!
Email info@nhhca.org
to register.



Fall Conference & Trade Show

Trade Show Sponsor (1) - \$7,500

- ✓ 2 complimentary booths in location of your choice
- ✓ One Trade Show Sponsor sign located at your booth
- ✓ Opportunity to address all attendees during opening remarks event
- ✓ Four display posters placed in high-traffic areas throughout event

Opening Keynote Speaker Sponsor (1) - \$5,000

- ✓ Opportunity to address all attendees during opening remarks
- ✓ Your company name and logo will be on the cover of all the keynote handouts
- ✓ A table located in the room of the keynote presentation will be available to display and distribute company materials

Trade Show Bag Sponsor (1) - \$2,000

- ✓ Company name/logo imprinted on trade show bags given to all attendees, vendors and presenters (*sponsoring company must supply NHHCA with bags*)

Lunch Sponsor (2) - \$1,500

- ✓ One poster with company information located at lunch display
- ✓ Company logo and information on all table signs during lunch
- ✓ Recognition in event program

Breakfast Sponsor (2) - \$1,000

- ✓ One poster with company information located at breakfast display
- ✓ Company logo and information on all table signs during breakfast
- ✓ Recognition in event program

Name Badge Holder Sponsor (1) - \$1,000

- ✓ Company name/logo on bottom of all attendee name badges
- ✓ Supply the attendees with lanyards that display your company name/ logo (*sponsoring company must supply NHHCA with lanyards*)

Breakout Session Sponsor (12) - \$500

- ✓ Target a more specific audience with breakout session sponsorship
- ✓ Sponsorship includes an opportunity to address the attendees prior to the session as well as introduce the speaker
- ✓ Recognition in event program

Leaflet Sponsor - \$100 (NOTE: This sponsorship is only available to exhibitors)

- ✓ Supply the NHHCA with 400 post card size (5.5"X4.5") advertisements which will be stuffed into attendee bags prior to event. Postcards must be into the NHHCA no later than September 1, 2015

**Wednesday,
September 23**

**Radisson Hotel
Manchester, NH**

Be an Exhibitor!

This is a GREAT opportunity to meet potential clients and strengthen current relationships with NH long-term care providers.

Pre-season pricing! Register NOW and receive 2014 pricing

Members:

Individual Booth: \$650

Double Booth: \$1100

Non-members:

Individual Booth: \$900

Double Booth: \$1500

Your 10' x 8' Booth will include:

- Electrical hookup (no added charge)
- (1) 6' skirted table
- (2) folding chairs
- (1) wastebasket
- ID sign & booth number



Annual Meeting

**Friday,
November 20**

TBD

New, revised format
being considered for
2015!

Keynote Sponsor—\$750

- ✓ Opportunity to address all attendees during opening remarks
- ✓ Your company name and logo on the screen prior to and following the presentation
- ✓ A table located in the room of the keynote presentation will be available to display and distribute company materials

Lunch Sponsor—\$500

- ✓ One poster with company information located at lunch display
- ✓ Company logo and information on all table signs during lunch
- ✓ Recognition in event program

Member Masterpiece Calendar Sponsor - \$100

The Member Masterpiece Calendar is the result of an art contest among the residents living in NHHCA long-term care facilities.

- ✓ Sponsorship will include your company information on the back cover of the calendar
- ✓ Your company will be recognized as the sponsor for one month of the calendar
- ✓ Your company will be recognized as one of the calendar sponsors in the Annual Meeting brochure

If your company would like to supply all the attendees with some type of marketing merchandise or goodie bag {ie. notebooks, umbrellas, t-shirts, etc} please inform us by November 1, 2015. You do not have to be a sponsor to supply items.

Sponsorship Request Form

ORGANIZATION:	
CONTACT NAME:	
CONTACT EMAIL:	
CONTACT PHONE:	
\$ TOTAL (from below)	

Annual Sponsorship Packages

- ☐ "Key" Partner - \$7500 (1)
- ☐ "Refueling" Sponsor - \$5500 (2)
- ☐ "It's in the Bag" - \$4500 (\$5500 if the NHHCA provides bags) (1)
- ☐ "Signature Sponsor" - \$4000 (\$5000 if the NHHCA provides pens) (1)
- ☐ "Note-able" Partner- \$3500 (\$4500 if the NHHCA provides notepads) (1)
- ☐ "Good Start" Sponsor - \$3500 (2)
- ☐ "Badge of Honor" - \$3000 (\$4000 if the NHHCA provides lanyards) (1)
- ☐ **Golfer-Individuals - \$150 X _____ # of golfers**
- ☐ **Golfer-Foursome - \$600**

ACT NOW
Sponsorships are given on a
first come/first serve basis.
ANNUAL SPONSORSHIP
PACKAGES have a
5% member discount if paid
in full by April 1, 2015

Spring Conference

- ☐ Keynote Sponsor - \$ 1,250
- ☐ Notepad Sponsor - \$ 1,000
- ☐ Tote Bag Sponsor - \$ 750
- ☐ Lunch Sponsor - \$ 750
- ☐ Breakfast Sponsor- \$ 500
- ☐ Door Prize Sponsor- \$ 250

23rd Annual NHHCA Golf Tourn.

- ☐ Platinum Sponsor - \$3,000 (1)
- ☐ Gold Sponsor - \$ 2,000 (3)
- ☐ Lunch Sponsor - \$ 1,750 (2)
- ☐ Silver Sponsor - \$ 1,500 (3)
- ☐ Bronze Sponsor - \$ 1,250 (4)
- ☐ Golf Ball Sponsor - \$1,000 (2)
- ☐ Registration Sponsor - \$ 750 (3)
- ☐ Snack Sponsor - \$ 500 (4)
- ☐ Door Prize Sponsor - \$250
- ☐ Raffle Sponsor - \$150
- ☐ **Golfer-Individual - \$150 X _____ # of golfers**
- ☐ **Golfer-Foursome - \$600**

Fall Conference & Trade Show

- ☐ Trade Show Sponsor (1) - \$7,500
- ☐ Opening Keynote Speaker Sponsor (1) - \$5,000
- ☐ Trade Show Bag Sponsor (1) - \$2,000
- ☐ Lunch Sponsor (2) - \$1,500
- ☐ Breakfast Sponsor (2) - \$1,000
- ☐ Name Badge Holder Sponsor (1) - \$1,000
- ☐ Breakout Session Sponsor (12) - \$500
- ☐ Leaflet Sponsor - \$100 (NOTE: This sponsorship is only available to exhibitors)
- ☐ **Single Trade Show Booth**
 - ☐ Members—\$650
 - ☐ Non-Members—\$900
- ☐ **Double Trade Show Booth**
 - ☐ Members—\$1100
 - ☐ Non-Members—\$1500

Annual Meeting

- ☐ Keynote Sponsor—\$750
- ☐ Lunch Sponsor—\$500

Member Masterpiece Calendar

- ☐ Sponsor—\$100

Fax to: (603) 226-3376 * Scan/Email to: events@nhhca.org

Mail to: 5 Sheep Davis Road, Suite E; Pembroke, NH 03275