



Kentucky  
Hospital  
Association

# 2024-2025 Sponsorship Opportunities



**ONE Powerful Voice**  
*Representing Kentucky Hospitals and Health Systems*

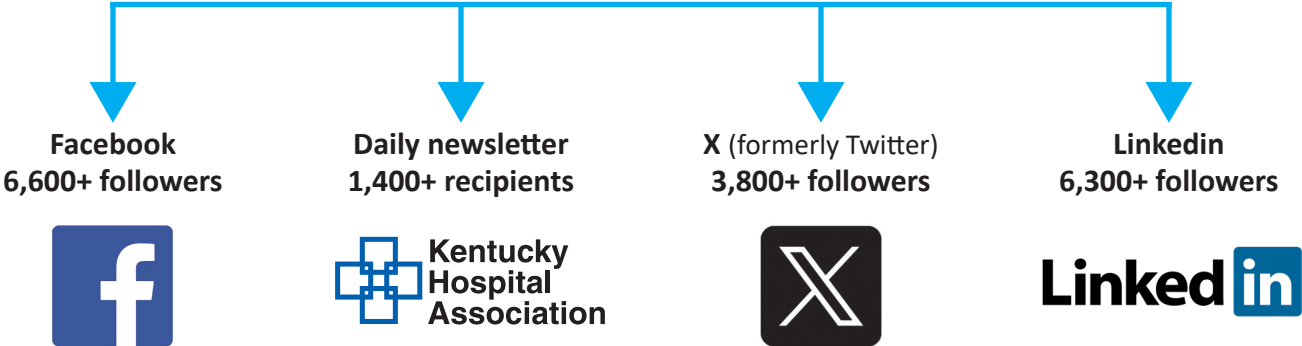


**NOTE:** All sponsorships are based on the KHA fiscal year (July 1, 2024 - June 30, 2025). KHA leadership reserves the right to review all applications to determine if they are appropriate. KHA sponsorship is not indicative of KHA endorsement. KHA strongly prohibits the use of its name on sponsor marketing material.

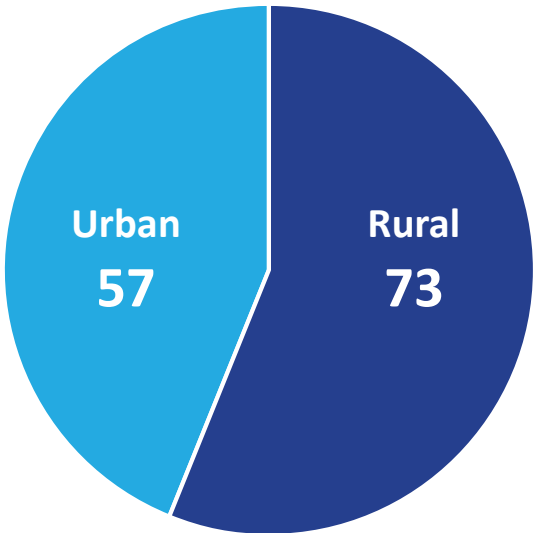
The Kentucky Hospital Association (KHA) provides numerous sponsorship opportunities, which are a great way to gain access to events with our members – **the largest audience of hospital decision makers in Kentucky**. KHA events feature educational programs from health care leaders and subject matter experts while providing multiple networking opportunities for sponsors to engage with members. When you become a KHA sponsor, you have the ability to reach c-suite executives, patient safety and quality leaders, hospital attorneys, physicians, and nursing leaders – health care executives at the forefront of their industry.

Become a sponsor today to increase your brand visibility and awareness by showcasing your organization and building relationships with Kentucky's hospital leaders. Together we can improve health care across the Commonwealth to benefit all Kentuckians!

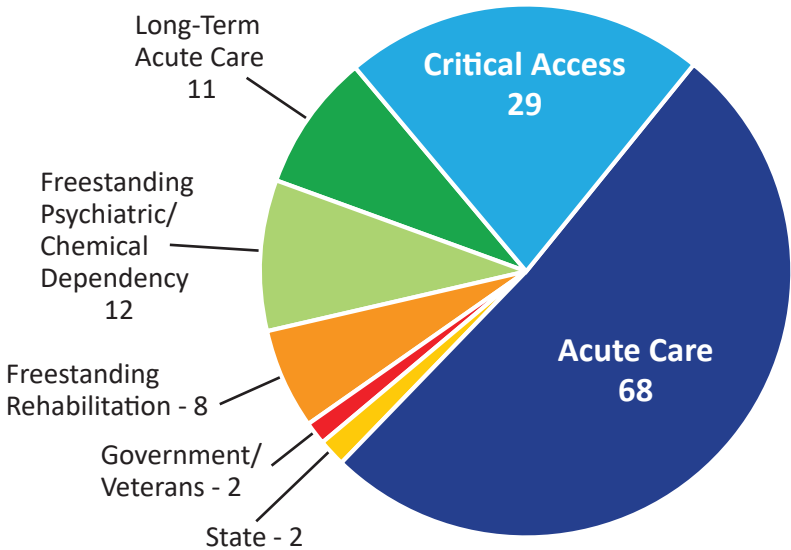
**Social Media Impact**



**KHA Membership by Area**



**KHA Membership by Hospital Type**



# Year-Round Sponsorships for KHA Events

KHA offers the opportunity for several levels of Year-Round Sponsorships in addition to Signature Events Sponsorships. Explore the details below to find the level right for you.

## Elite Sponsorship ..... \$25,000

### ▶ ANNUAL CONVENTION

- (1) 6' exhibit table in premier location
- 8 complimentary registrations
- Presentation of educational session including a one-minute advertisement during session introduction (pending approval/content relevancy)
- Gobo with logo
- Banner hung in room with keynotes and all meals
- Full-page ad in convention program with logo recognition on conference materials
- Floor decal with company logo
- Giveaway opportunity through convention app
- Logo on sponsor banner
- Mentioned in 10 electronic Annual Convention promotional communications, including KHA Daily Update plus the Education and Events Newsletter
- Advanced and final attendee lists **with emails** and mailing addresses

### ▶ QUALITY CONFERENCE

- (1) 6' exhibit table in premier location
- 4 complimentary registrations
- Exclusive sponsor of cocktail hour on day of choosing with a speaking opportunity
- Presentation of educational session (pending approval/content relevancy)
- Opportunities for giveaways during breaks
- Floor decal with logo
- ½-page insert in conference program
- Mentioned in 5 electronic KHA Quality Conference promotional communications, including KHA Daily Update plus the Education and Events Newsletter
- Final attendee list **with emails** and mailing addresses

### ▶ OTHER RECOGNITION

- Access to hospital decision-makers via five or more meetings annually with your target hospitals
- 2 complimentary registrations to one KHA conference or event of your choosing during the 2024-2025 sponsorship year
- Company logo with website link on the KHA Sponsors webpage
- 12 social media campaign opportunities
- 6 annual subscriptions to KHA Daily Update
- Sponsor Spotlight in the Education and Events Newsletter

## Diamond Sponsorship ..... \$15,000

### ▶ ANNUAL CONVENTION

- (1) 6' exhibit table in premier location
- 5 complimentary registrations
- Full-page ad in convention program with logo recognition on conference materials
- Floor decal with company logo
- Giveaway opportunity through convention app
- Logo on sponsor banner
- Advanced and final attendee lists **with emails** and mailing addresses

### ▶ QUALITY CONFERENCE

- (1) 6' exhibit table
- 2 complimentary registrations
- Opportunities for giveaways during breaks
- Floor decal with logo
- Company logo on conference materials
- Final attendee list **with emails** and mailing addresses

### ▶ OTHER RECOGNITION

- 2 complimentary registrations to one KHA conference or event of your choosing during the 2024-2025 sponsorship year
- Company logo with website link on the KHA Sponsors webpage
- 6 annual subscriptions to KHA Daily Update
- Sponsor Spotlight in KHA Daily Update
- Sponsor Spotlight in the Education and Events Newsletter

## Platinum Sponsorship ..... \$10,000

### ▶ ANNUAL CONVENTION

- (1) 6' exhibit table in prominent location
- 4 complimentary registrations
- ½-page ad in convention program with logo recognition on conference materials
- Floor decal with company logo
- Advanced and final attendee lists **with emails** and mailing addresses

### ▶ OTHER RECOGNITION

- 2 complimentary registrations to one KHA conference or event of your choosing during the 2024-2025 sponsorship year
- Company logo with website link on the KHA Sponsors webpage
- 5 annual subscriptions to KHA Daily Update
- Sponsor Spotlight in KHA Daily Update
- Sponsor Spotlight in the Education and Events Newsletter

# KHA Signature Events Sponsorships

## KHA 96th Annual Convention

May 19-21, 2025 | Central Bank Center, Lexington

Sponsors are encouraged to submit their sponsor applications early as exhibit spaces are expected to fill up more quickly than usual this year. Exhibit locations are assigned based on sponsor level, date application received, and at the discretion of KHA.

### Target Audience:

Chief Executive Officers • Chief Financial Officers • Chief Operating Officers • Chief Nursing Officers & Nurse Leaders • Chief Medical Officers • Hospital Attorneys & Risk Managers • Department Vice Presidents & Directors • Hospital Trustees • Quality Improvement Directors

### Gold Sponsorship .....\$8,000

- (1) 6' exhibit table
- Exclusive sponsorship of 1 of the following (internet, convention app, breakfast or keynote, lunch)
- 3 complimentary registrations
- ¼-page ad in convention program with logo recognition on conference materials
- Logo on sponsor banner
- Floor decal with company logo
- Advanced and final attendee lists **with emails** and mailing addresses
- Company logo with website link on the KHA Sponsors webpage
- 4 annual subscriptions to KHA Daily Update
- Sponsor Spotlight in KHA Daily Update

### Silver Sponsorship .....\$5,000

- (1) 6' exhibit table
- 2 complimentary registrations
- Company logo recognition on conference materials
- Advanced and final attendee list **with mailing** addresses
- Link to website on the KHA Sponsors webpage
- 2 annual subscriptions to KHA Daily Update
- Sponsor Spotlight in KHA Daily Update

### Bronze Sponsorship .....\$3,000

- (1) 6' exhibit table
- 2 complimentary registrations
- Company name listed conference materials
- Final attendee list **only with mailing** addresses
- Link to website on the KHA Sponsors webpage
- 1 annual subscriptions to KHA Daily Update
- Sponsor Spotlight in KHA Daily Update



#### EXHIBIT SPACE:

Exhibit space includes a 6-foot table with two chairs, on carpet. Freestanding display **MUST** fit within a 7' x 4' area.

#### SPACE LIMITATIONS:

**Warning:** Due to space constraints, displays exceeding the 7' x 4' allotted space will not be permitted. Sponsors will be asked to remove the display unless advanced written permission is received from KHA's Events Manager.





# KHA Quality Conference

March 17-19, 2025 | Marriott Griffin Gate, Lexington

## Target Audience:

Chief Nursing Officers • Quality Improvement Directors • Nursing Directors • Pharmacists • Physicians • Infection Preventionists • Case Managers

### Reception Sponsor .....\$2,500

*(One Opportunity Available)*

- (1) 6’ exhibit table
- 5-minute speaking opportunity at the exclusively sponsored reception
- Opportunities for giveaways during breaks
- 2 complimentary registrations
- Floor decal with logo
- Company logo in conference materials
- Inclusion in 2 electronic promotional communications
- Final attendee list **with emails** and mailing addresses
- Sponsor Spotlight in KHA Daily Update

### Breakfast Sponsor ....\$2,000

- (1) 6’ exhibit table
- Opportunities for giveaways during the breaks
- 2 complimentary registrations
- Company logo in conference materials
- Inclusion in 1 electronic promotional communication
- Final attendee list **with emails** and mailing addresses
- Sponsor Spotlight in KHA Daily Update

### Partner Sponsor .....\$1,500

- (1) 6’ exhibit table
- Opportunities for giveaways during breaks
- 2 complimentary registrations
- Recognition in conference materials
- Final attendee list **with mailing** addresses
- Sponsor Spotlight in KHA Daily Update



# A Day for Infection Preventionists

November 8, 2024 | CityPlace, La Grange

## Target Audience:

Infection Preventionists • Chief Nursing Officers • Risk Managers • Quality Improvement Leaders • Patient Safety Personnel • Nursing Directors

### Breakfast or Lunch Sponsor .... Cost of Meal

*(One Opportunity Available, Lunch is SOLD)*

- (1) 6’ exhibit table
- 2 complimentary registrations
- Acknowledgement at the event
- Giveaway opportunity at lunch
- Recognition in promotional materials
- Final attendee list **with mailing** addresses

### Event Sponsor.....\$300

- (1) 6’ exhibit table
- 1 complimentary registration
- Recognition in promotional materials
- Giveaway opportunity
- Final attendee list **with mailing** addresses

KHA and its subsidiaries reserve the right to review all applications to determine if sponsors are an appropriate fit for the organization. KHA sponsorship is not indicative of KHA endorsement. KHA strongly prohibits the use of its name on sponsor marketing material.



# Workforce Summit **NEW**

Fall: November 12, 2024 | Marriott Louisville East, Louisville

Spring: May 19, 2025 | Central Bank Center, Lexington

## Target Audience:

Chief Executive Officers • Chief Financial Officers • Chief Operating Officers • Chief Nursing Officers and Nurse Leaders • Human Resources • Education Leaders

### Lunch Sponsor (Spring or Fall) ..... \$2,500

*(One Opportunity Available at each)*

- (1) 6' exhibit table
- (2) complimentary registrations
- A 5-minute speaking opportunity at the exclusively sponsored lunch
- Giveaway opportunity
- Company logo on Workforce materials
- Advanced & final Workforce attendee lists with email and mailing addresses
- Sponsor Spotlight in KHA Daily Update

### Partner Sponsor (Spring or Fall)..... \$1,000

- (1) 6' exhibit table (located inside meeting room on day of Summit only at Spring Summit)
- (1) complimentary registration
- Company logo on Workforce materials
- Advanced & final Workforce attendee lists with mailing addresses

### Yearly Lunch Sponsor ..... \$4,750

### Yearly Partner Sponsor ..... \$1,750

## ADDITIONAL OPPORTUNITIES

Some add-ons are not available at all events. Please call or email for availability.

- Exclusive Convention sponsor of 1 of the following, with signage (first-come, first-served) ..... \$1,500
  - Internet
  - Convention App
  - Breakfast or Keynote
  - Lunch
- Exclusive Networking Break sponsor with signage (first-come, first-served) ..... \$750
- Print ads in Convention program..... see print ad page
- Floor decals at sponsored event..... \$300
- Logo on coffee cup sleeves served during eligible events:..... \$500 for Quality Conference | \$1,000 for Convention
- Exclusive sponsorship of conference app (excludes convention)..... \$300
- Giveaway announcement from podium (not available at every event; convention giveaways completed via the app) ..... \$200
- Printed or digital materials distributed to a KHA forum..... \$300/each
- Share a 2-minute marketing video via KHA's social media..... \$500\*\*
- Sponsor event Save-the-Date digital flyer (sent to 10,000+ contacts)..... \$750
- 10-minute presentation to a KHA forum: Physician Leadership, Small/Rural and Critical Access, Rehabilitation, Long-Term Care, Psychiatric Chemical Dependency, Home Health ..... \$750/each
- Host a KHA Town Hall Webinar ..... \$1,500 each\*\*  
*(Submit an educational topic for an hour-long webinar for approval with a brief description and objectives. If approved, KHA will market this event directly to over 3,000 of Kentucky's top health care professionals.)*

**Additional marketing elements are subject to change based on event venue requirements.**

\*\* KHA reserves the right to review and determine suitability.

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# FULL EXPLANATION OF BENEFITS

- Complimentary registrations to the Annual Convention include all education and meal functions. Additional registrations are available at the member rate.
- One complimentary exhibit space includes a six-foot skirted table and two chairs located in a pre-function area, unless otherwise discussed. Electricity can be purchased through exhibitor kit. Sponsor literature must not reference a KHA endorsement of any kind. **Sponsor display tables are limited and displays must not exceed the equivalent space of a six-foot table.** Preferential placement is based on sponsor level, date application received, and then at the discretion of KHA.
- Exclusive sponsor of event snacks and beverages will receive verbal recognition along with sponsor signage.
- KHA Town Hall webinars are hour-long educational offerings marketed to the specific audience of your choice.
- Save-the-Date Sponsorship includes branding on a single digital postcard to over 10,000+ contacts.

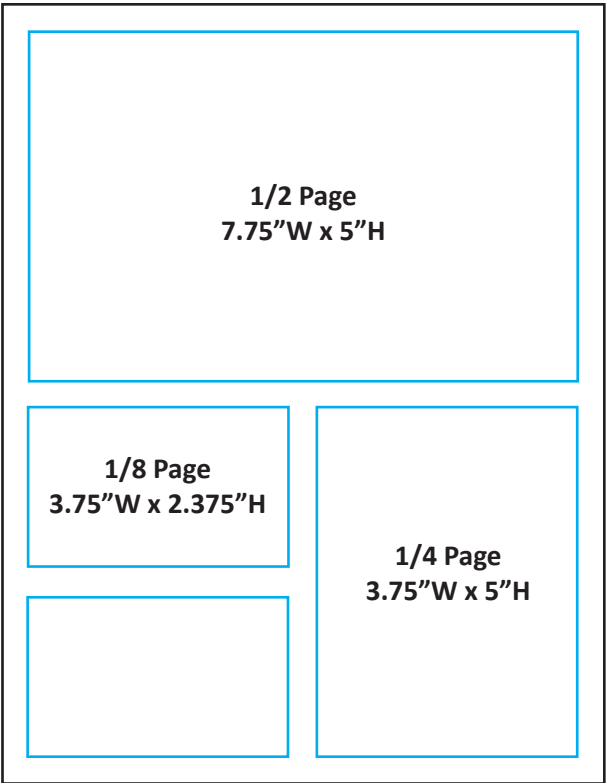
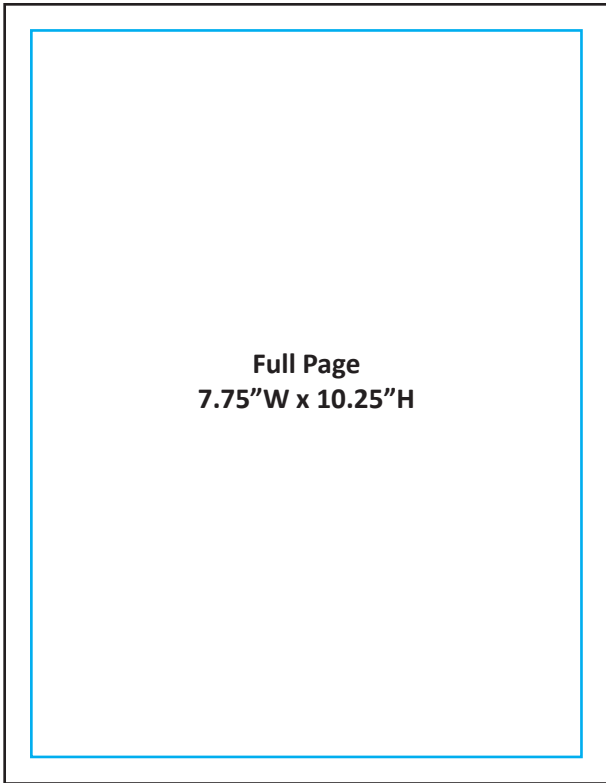
For more information, contact:

**Kris Allen**, Events Manager  
502-992-4361 | kallen@kyha.com



## KHA Annual Convention Program - Print Ads Specifications Sheet

Printed Advertisements will appear in the Annual Convention program.



<b>Full Page:</b> .....	\$650
<b>1/2 Page:</b> .....	\$400
<b>1/4 Page:</b> .....	\$325
<b>1/8 Page:</b> .....	\$200

**Ad Placement Deadline:** Submit artwork by **March 1, 2025**. Please adhere to the deadline to assure placement of ad.

**Format Specifications:** Artwork must be submitted in the chosen ad size at a resolution no less than 300 DPI. Acceptable formats are: EPS, TIF, JPG, PNG, or PDF.



Sponsor Benefits	Year-Round			Annual Convention			Quality Conference		
	Elite \$25,000	Diamond \$15,000	Platinum \$10,000	Gold \$8,000	Silver \$5,000	Bronze \$3,000	Reception \$2,500	Breakfast \$2,000	Partner \$1,500
<b>Annual Convention</b>									
Exhibit table	1	1	1	1	1	1			
Complimentary Registrations	8	5	4	3	2	2			
Presentation of educational session	✓								
Gobo with logo	✓								
Event Sponsorship				Event of choice					
Logo on sponsor banner	Exclusive	✓	✓	✓					
Giveaway opportunity through app	✓	✓	✓						
Convention program ad	Full-page	Full-page	½-page	¼-page					
Floor decal with logo	✓	✓	✓	✓					
In digital event promotions	10								
Recognition on signage & program	Logo	Logo	Logo	Logo	Logo	Name Only			
Attendee list with mailing addresses	Advanced & Final w/ emails	Advanced & Final w/ emails	Advanced & Final w/ emails	Advanced & Final w/ emails	Advanced & Final	Final			
<b>Other Recognition</b>									
Access to hospital decision-makers with target hospitals	5+								
Complimentary registration to one KHA event	2	2	2						
Social Media campaign opportunities	12								
Company link on KHA Sponsor webpage	Logo	Logo	Logo	Logo	Name	Name			
Annual subscriptions to KHA Daily Update	6	6	5	4	2	1			
Spotlight in KHA Daily Update	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor spotlight in Education and Events Newsletter	✓	✓	✓						
<b>Quality Conference</b>									
5-minute speaking opportunity at sponsored event	Reception						Reception		
Exhibit table	1	1					1	1	1
Complimentary Registrations	4	2					2	2	2
Presentation of educational session <i>(pending approval)</i>	✓								
Conference program insert	½-page								
Opportunity for giveaways	✓	✓					✓	✓	✓
Floor decal with logo	✓	✓					✓		
Recognition on conference materials	Logo	Logo					Logo	Logo	Name
In electronic event promotions	5						2	1	
Final attendee list	With emails	With emails					With emails	With emails	✓



# KHA Annual Sponsorship Opportunities 2024-2025 Application

Company Name: *(as it should appear in print)* \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Website: \_\_\_\_\_

Company Description (25-word description for Sponsor Spotlight): \_\_\_\_\_

I would like materials mailed to a different address. Please contact me.

**Main Sponsor Contact:** *Person who will be listed on KHA Sponsor webpage*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Email Address: \_\_\_\_\_

**Logistics Contact:** *Person KHA should contact regarding sponsor benefits*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Email Address: \_\_\_\_\_

## Kentucky Hospital Association's Sponsorship Benefits are from July 1, 2024 - June 30, 2025

### Year-Round Sponsorship

- Elite Level - \$25,000
- Diamond Level - \$15,000
- Platinum Level - \$10,000

### KHA Annual Convention

- Gold Level - \$8,000
  - Internet  Convention App  Breakfast  Lunch
- Silver Level - \$5,000
- Bronze Level - \$3,000

### Quality Conference

- Reception Sponsor - \$2,500
- Breakfast Sponsor - \$2,000
- Partner Sponsor - \$1,500

### A Day for Infection Preventionists

- Breakfast Sponsor - cost of meal
- Lunch Sponsor - cost of meal **(SOLD)**
- Event Sponsor - \$300

### Workforce Summit

- WF Lunch - \$2,500  Fall  Spring
- WF Lunch Yearly - \$4,750
- WF Partner - \$1,000  Fall  Spring
- WF Partner Yearly - \$1,750

### Additional Opportunities

- Convention event sponsor - \$1,500
  - Internet  Convention App
  - Breakfast  Lunch
- Convention Networking Break - \$750
- Print ads in convention program
  - Full page - \$650  1/2 page - \$400
  - 1/4 page - \$325  1/8 page - \$200
- Floor decals - \$200
- Logo on coffee cup sleeves
  - Quality Conference - \$500
  - Annual Convention - \$1000
- Conference app - \$300
- Giveaway - \$200
- Materials distributed to a KHA forum - \$300/each
- 2-minute marketing video via KHA's social media - \$500
- Save-the-Date flyer - \$750
- 10-minute presentation to a KHA forum - \$750/each
- Town Hall Webinar - \$1,500 each\*\*

### Payment (check appropriate payment option):

- Check enclosed** (make check payable to KHREF)
 

Check number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_
- Pay by credit card** (you will be emailed online link)

### Mail or Email sponsorship application to:

**KHREF**  
PO Box 436629  
Louisville, KY 40253

**Contact:** **Kris Allen**  
[kallen@kyha.com](mailto:kallen@kyha.com)  
502-992-4361

Please save this acknowledgement letter as your receipt for a 501(c)3 contribution. We estimate the fair market value for a Bronze Sponsorship to be \$900; Silver Sponsorship to be \$990; Gold Sponsorship to be \$2,135; Platinum Sponsorship to be \$2,915; Diamond Sponsorship to be \$4,075; and Elite Sponsorship to be \$12,465. We estimate the fair market value for a Quality Reception Sponsor to be \$1,245; Quality Breakfast Sponsor to be \$795; and Quality Partner Sponsor to be \$695; IP Day Sponsor to be \$200; WorkForce Lunch Sponsor to be \$895; and WorkForce Partner Sponsor to be \$330. The amount of the contribution that is deductible for federal income tax purposes is limited to the excess contribution by the donor over the value of the goods or services provided by the organization. The KHREF federal tax ID is 61-6052378.