



Washington State  
Hospital Association

2024 MEMBER ENGAGEMENT  
PARTNER PROGRAM

# WSHA REPRESENTS EVERY HOSPITAL & HEALTH SYSTEM IN WA STATE.

We strive to be the trusted voice and indispensable resource that leads, challenges and assists hospitals and health systems to achieve their missions and improve the health of the communities they serve.

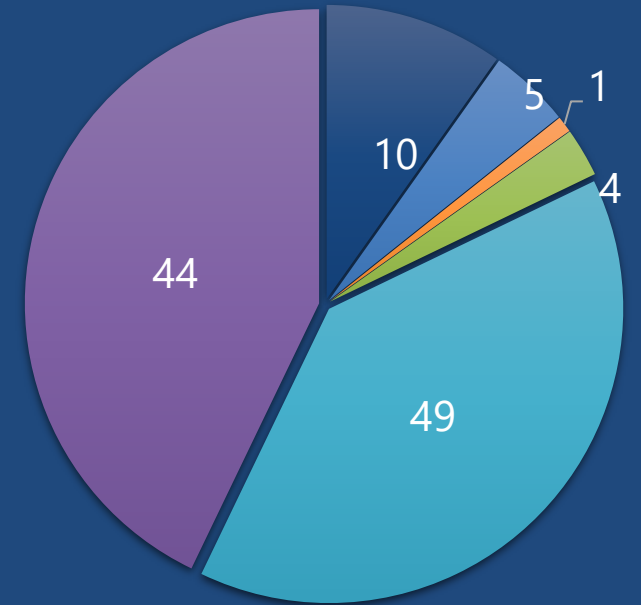
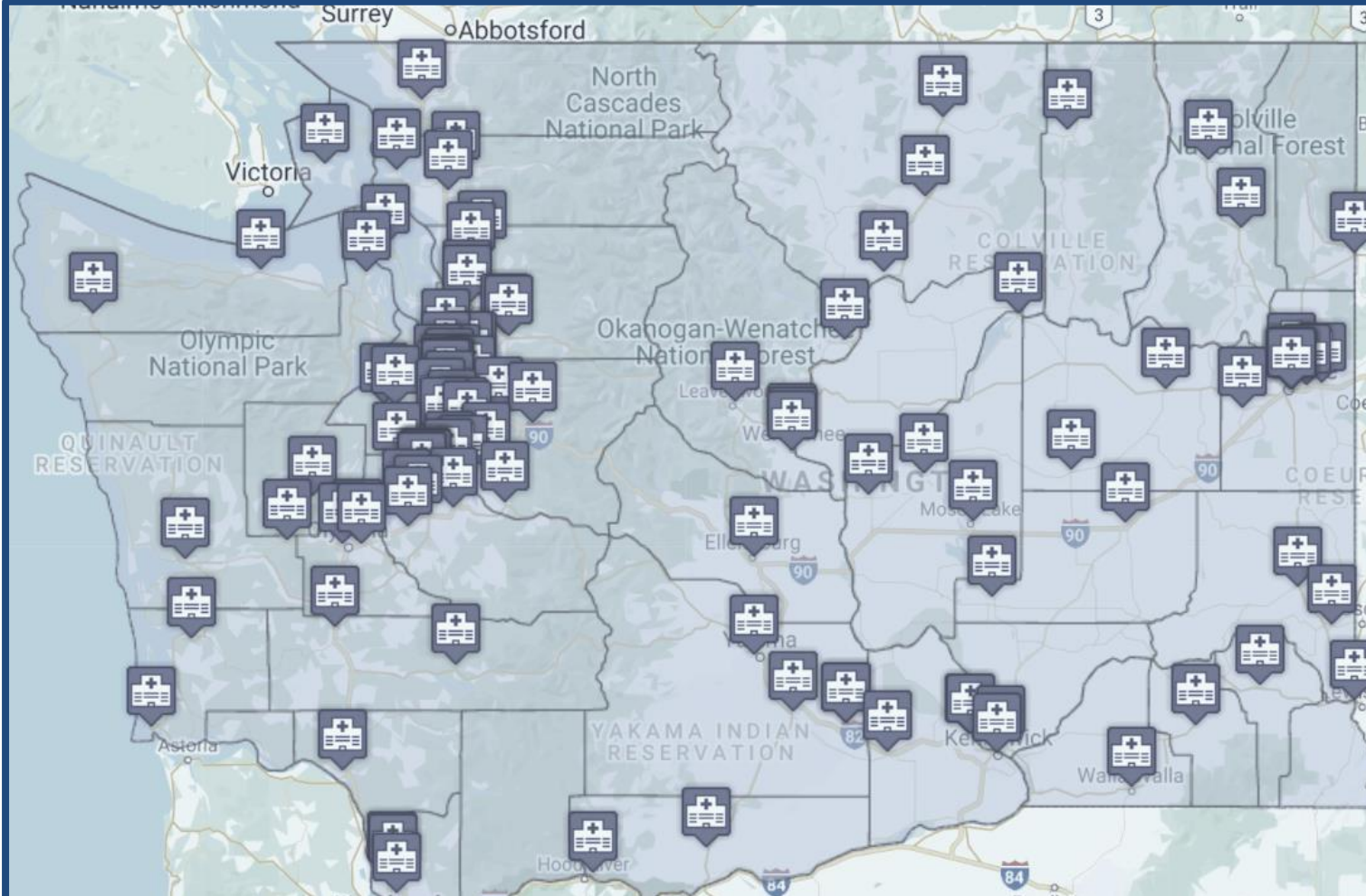
Join us.





# 113

## MEMBER HOSPITALS



- Behavioral Health
- Children's
- Long Term Acute Care
- Military/Veterans
- Rural
- Urban



# 2024 MEMBER ENGAGEMENT OVERVIEW

## IN-PERSON EVENTS

Multi-day signature conferences, safety & quality learning collaboratives, social functions, and more.

## DIGITAL COMMUNICATION

Newsletters, [wsha.org](https://wsha.org), social media

## VIRTUAL EDUCATION

Monthly governance education webinars, weekly safety & quality webinars, workforce development training programs, workshops.

## ADVOCACY TRIPS

Members convene in Olympia, WA and Washington, D.C. to meet with legislators, connect during advocacy training sessions and enjoy social gatherings.

# 2024 PARTNER PROGRAM

## STRUCTURE

4 Partnership Levels: Platinum, Gold, Silver, Bronze  
Program Benefits Effective January – December.

## AVAILABILITY & ELIGIBILITY

Space is limited. Partners accepted on first-come, first-served basis.  
WSHA reserves the right to accept or reject any partnership request.

## CONTACT US

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Custom Packages Available Upon Request.

# PARTNERSHIP LEVELS

**PLATINUM**

\$20,000

3 Event Sponsorships + 3 Speaking Opportunities + 1 Month Display Advertising

**GOLD**

\$11,200

2 Event Sponsorships + 1 Speaking Opportunity + Bronze Level Benefits

**SILVER**

\$8,500

1 Event Sponsorship + Bronze Level Benefits

**BRONZE**

\$5,500

WSHA Corporate Membership Benefits + Access to RHLC Registration + WSHA Newsletter Subscription

# PARTNERSHIP BENEFITS

Benefit	Platinum \$20,000	Gold \$11,200	Silver \$8,500	Bronze \$5,500
Event Sponsorship	3	2	1	
Included Registrations per Sponsorship	3	2	2	
Live Commercial Speaking Opportunity (2-3min)	3	1		
Executive Education Sponsorship	▪	▪		
Logo Placement on Member Visit Packets	▪	▪	▪	
Hyperlinked Logo on wsha.org	▪	▪	▪	
Access to Event Meals & Social Functions	▪	▪	▪	
Hyperlinked Corporate Member Listing on wsha.org	▪	▪	▪	▪
WSHA Corporate Membership	▪	▪	▪	▪
Access to WSHA Newsletters	▪	▪	▪	▪
Weekly Report Newsletter Recognition Spotlight	Exclusive	Exclusive	Shared	Shared
Display Advertising in WSHA Newsletters	1 month	Eligible	Eligible	Eligible

# 2024 IN-PERSON EVENT OPPORTUNITIES

## STATE ADVOCACY DAY

*Sold out*

January 29-30 | Olympia, WA

C-Suite, Hospital Board  
Members

## RURAL HOSPITAL LEADERSHIP CONFERENCE

June 23-26 | Chelan, WA

C-Suite, Hospital Board  
Members

## WSHA CEO RETREAT

October 2-4 | Snoqualmie, WA

Hospital & Health System  
CEOs

## SAFE DELIVERIES ROADMAP

November 7 | SeaTac, WA

Birthing Professionals

## SUMMER BOARD RETREAT

*Sold out*

July 28-30 | Union, WA

WSHA Board of Directors

## QUALITY LEADER LEARNING COLLABORATIVES

*Sold out*

May 20 | SeaTac, WA

CMOs, CNOs, CQOs

## RURAL CFO RETREAT

*Sold out*

April 29-May 1 | Leavenworth, WA

Rural CFOs

## PR LEADERS ROUNDTABLE

August 14 | SeaTac, WA

Public Relations, Marketing &  
Communications Leadership

## CYBERSECURITY WORKSHOP

*Sold out*

April 22 | SeaTac, WA

CISOs, Compliance Officers,  
Legal

## CNO ROUNDTABLE

*Sold out*

June 13 | SeaTac, WA

Hospital & Health System  
CNOs

## RURAL ADVOCACY DAYS

*Sold out*

September | Washington, D.C.

C-Suite, Hospital Board  
Members

## WSHA HOLIDAY DINNER

December 11 | Seattle, WA

WSHA Board of Directors,  
Committee Members



# 2024 VIRTUAL EVENT OPPORTUNITIES

## WOMEN'S HEALTHCARE LEADERSHIP PROGRAM

Weekly, April 18 – June 20

Rising women leaders in  
Healthcare

## QUALITY ESSENTIALS 101

Weekly, March 19 – May 21

New & emerging Quality  
Leaders, Clinicians, Executives,  
C-Suite

## NEGOTIATIONS TRAINING

Weekly, Feb 14 – March 13

Healthcare Leaders & C-Suite

## ADVANCED NEGOTIATIONS

Weekly, March 20 – April 17

Healthcare Leaders & C-Suite

## CNO ROUNDTABLE VIRTUAL EVENTS

October 11 or November 8

Hospital & Health System  
CNOs

# EVENT SPONSORSHIP BENEFITS

## ACCESS

Two Complimentary Registrations

Invited to Attend Social Functions

Participant List: Name, Title, Organization

## DIGITAL

Logo & Hyperlink Inclusion:

Event Marketing

Pre/Post-Event Email Communications to Registrants

Wsha.org Event Page

Recognition in Weekly Report Newsletter

## PRINT

Company Description + Contact Information in Attendee Agenda

Logo Inclusion:

Thank You Signage

Attendee Tabletop Signage

## LIVE

Verbal Recognition

Custom Program Slide

Program Logo Inclusion

Commercial Speaking Opportunity\*

Exhibit Table\*

\* Dependent upon Partnership Level and/or Add-On Agreement

# DISPLAY ADVERTISING: WSHA NEWSLETTERS

## WEEKLY REPORT

Trending healthcare news relevant to WA state

Weekly - 3,700 Subscribers - \$2,000/month

## CUSTOM SCOOP

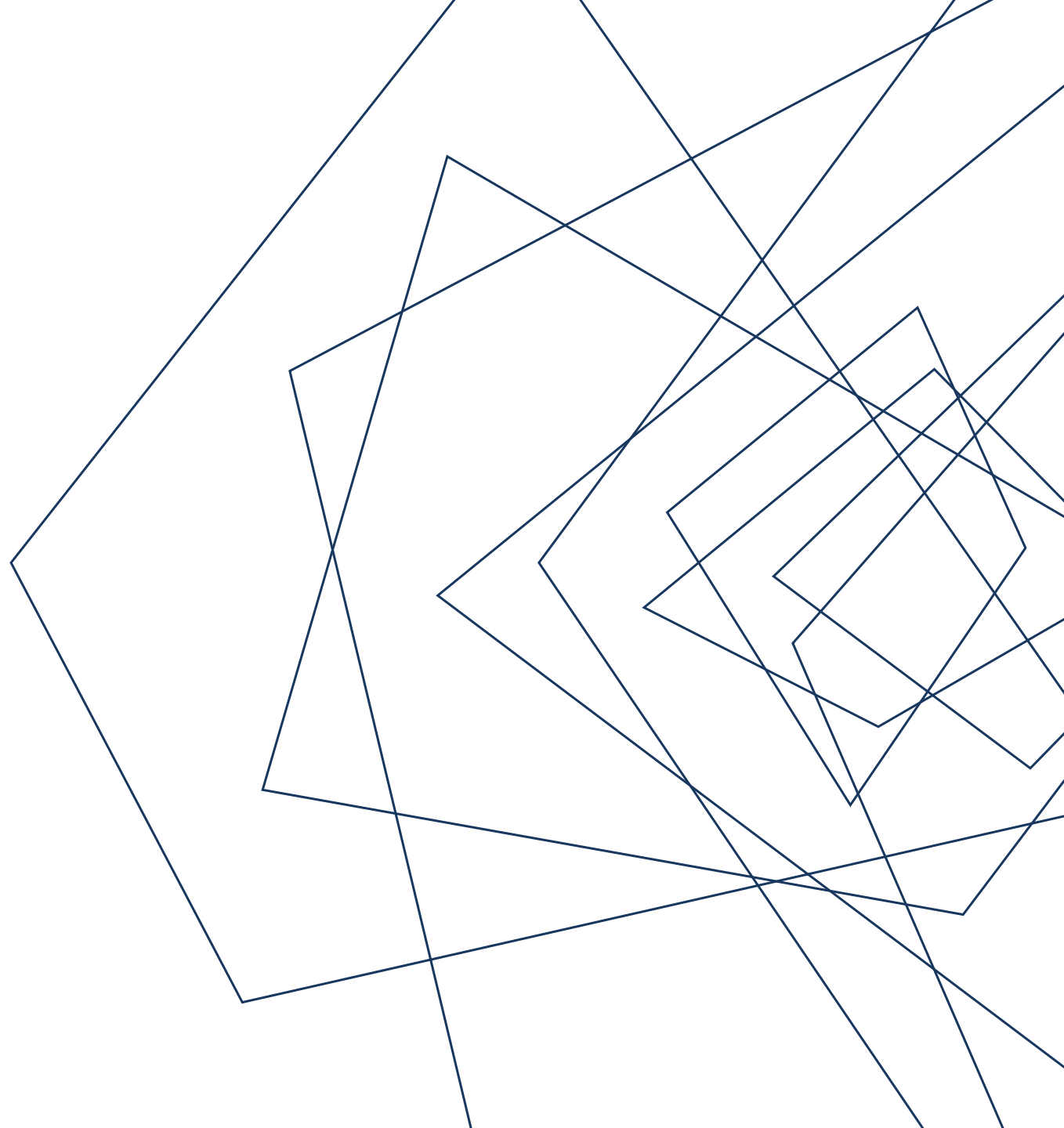
Daily news headlines about WSHA, healthcare industry and/or hospital members

Daily - 400 Subscribers - \$1,500/month

## INSIDE OLYMPIA

Up-to-the-minute inside scoop on healthcare policy updates during legislative session

Weekly - 2,200 Subscribers - \$3,000/month



WE LOOK FORWARD TO  
PARTNERING WITH YOU!

Jessie Blumer

Member Engagement Program Manager

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