



## **Sponsorship Opportunities with Great Lakes Chapter of the American College of Healthcare Executives**

### **What is the Great Lakes Chapter of the American College of Healthcare Executives?**

The Great Lakes Chapter, American College of Healthcare Executives, or GLACHE, is the professional organization serving affiliates and healthcare professionals, working in a variety of settings, including hospitals, health plans, medical practices, consulting firms, pharmaceutical companies, nursing homes, universities, and other areas of the healthcare industry, throughout central, western, and northern Michigan, including those in the Upper Peninsula region.

Our chapter strives to provide and enhance opportunities for education, networking and information exchange that will improve the ability of our members to serve the communities and our collective healthcare organizations, while improving quality of and access to care throughout the Great Lakes Region. GLACHE offers educational and professional development opportunities on key issues affecting healthcare management. For the majority of our membership, GLACHE is the first place to go for up-to-date industry information and continuing education credits needed to obtain certification status in the American College of Healthcare Executives (ACHE).

### **Why Become a GLACHE Sponsor?**

GLACHE would like to offer your organization an opportunity to gain exposure to the top healthcare organizations and management teams in our region by sponsoring our chapter and its many activities. GLACHE has established a sponsorship program through which organizations and individuals have an opportunity to become involved in the chapter's events and activities, gaining exposure to our members and their varied healthcare organizations through an annual modest financial contribution.

GLACHE, and its members, have always relied upon the support of various industry vendors, like yourself, to underwrite our numerous education and networking programs and events. For this coming year we have developed a comprehensive corporate sponsorship program to provide maximum benefit and consistent recognition throughout the year. Sponsorship funds are vital to insuring that we can continue to provide quality programming, at affordable rates, to help meet the demands for quality, high value care, fostered and overseen by our members, in the communities they serve throughout Michigan.

## Benefits of Sponsorship

Our sponsorship program enables your organization to put its message in front of the healthcare industry's most important decision makers in our area.

- You can gain visibility, establish vital relationships and position your products and services with the healthcare professionals throughout the GLACHE area;
- As a sponsor you will extend your networking with industry leaders and have opportunities to expand your knowledge of the healthcare industry through your invited attendance at our programming events;
- Your participation will also align your company with the ACHE - GLACHE brand which is recognized as the leading healthcare organization for healthcare executives;
- Most of all, your sponsorship will help provide high quality, timely and affordable education to our membership.

## Types of GLACHE Sponsorships Available

- **SINGLE EVENT and/or IN-KIND (\$100 or more of in-kind value; examples include room rental, meal, snack food, etc.).** Only for Specific Sponsored Chapter Event Sponsorship  
Benefits
  - ❑ Recognition during welcoming or closing remarks at the specific sponsored chapter event;
  - ❑ Listing of sponsor's name and logo on the specific sponsored chapter event announcement and registration material.
- **BRONZE (\$500)**  
Benefits
  - ❑ Name Recognition as a Bronze Level Sponsor on our chapter's website for the year;
  - ❑ Opportunity for a Booth Display at one chapter event;
  - ❑ Recognition as a Bronze Level Sponsor at all chapter educational and networking events for the year;
  - ❑ Invited Guest Status for two people at one GLACHE function/educational event/networking event of less than 8 hours in length.
- **SILVER (\$1,000)**  
Benefits
  - ❑ All of the benefits of Bronze Level Sponsorship PLUS;
  - ❑ Name recognition as a Silver Level Sponsor on all printed materials for all chapter events for one year;
  - ❑ Name recognition as a Silver Level Sponsor on our chapter's website for one year;
  - ❑ Name recognition as a Silver Level Sponsor on all GLACHE written communication to its members, including the chapter newsletter and chapter member e-mail and other communications;
  - ❑ Invited Guest Status for four people at one GLACHE function/educational event/networking event of less than 8 hours in length;
  - ❑ Recognition as a Silver Level Sponsor at all chapter educational and networking events for the year;
  - ❑ Opportunity to offer prizes/giveaways at one chapter function.

- **GOLD (\$2,500)**

- Benefits

- ❑ All the benefits of Silver Level Sponsorship PLUS:
    - ❑ Name and Logo recognition as a Gold Level Sponsor on all printed materials for all chapter events for one year;
    - ❑ Name AND LOGO recognition as a Gold Level Sponsor on our chapter's website for the year with a hyperlink to your organization's website;
    - ❑ Name and logo recognition as a Gold Level Sponsor on all GLACHE written communication to its members, including the chapter newsletter and chapter member e-mail and other communications;
    - ❑ Opportunity to set up a Booth Display at three GLACHE events;
    - ❑ Invited Guest Status for six people at one GLACHE functions/educational events/networking events of less than 8 hours in length;
    - ❑ Company spotlight article in chapter newsletter;
    - ❑ Recognition as a Gold Level Sponsor at all chapter educational and networking events for the year;
    - ❑ Verbal recognition as a Gold Level Sponsor at all chapter events for the year;
    - ❑ Opportunity to offer prizes/giveaways at up to three chapter functions;
    - ❑ Opportunity to place a one-page, two-sided company overview at the event registration table or at the sponsor exhibit table for up to three chapter events during the year;
    - ❑ Opportunity to invite all or selected chapter members to one networking or educational event during the year being sponsored and funded by the sponsor.

- **HOSPITAL CONTRIBUTING MEMBER (\$350)**

- Benefits

- ❑ Name recognition in quarterly newsletter and on the chapter website;
    - ❑ Name recognition in program/announcements for yearly GLACHE educational and networking events;
    - ❑ Two complimentary registrations to a Great Lakes ACHE chapter educational and/or networking event for hospital executive team members;
    - ❑ Networking opportunity with GLACHE Higher Educational Network University HCA Programs.

- **HEALTH SYSTEM CONTRIBUTING MEMBER (\$1,000)**

- Benefits

- ❑ All the benefits of Silver Level Sponsorship and Hospital Contributing Member.

## **How to Become a Sponsor**

- Organization must be a healthcare vendor, provider of healthcare services, an institution of higher learning with an accredited baccalaureate or advanced degree program in a healthcare field located in our chapter area or an organization that promotes health and is not in conflict with the mission and values of ACHE;
- Organization must specify the type of sponsorship (see options above)
- Organization must provide camera-ready graphic standards for their corporate identity to GLACHE for postings as indicated under specific sponsorship option selected.

**Note:** Sponsorships agreed upon between GLACHE and sponsoring party are for *a rolling 12 month period* that will begin when sponsorship commitments and agreements are formalized and when the Sponsorship Agreement is signed by both parties.

## Sponsorship Request Form

*Please check one box at left*

- |  |            |
|--|------------|
| <input type="checkbox"/> Gold Sponsor  | \$2,500.00 |
| <input type="checkbox"/> Silver Sponsor & Health System Contributing Sponsor | \$1,000.00 |
| <input type="checkbox"/> Bronze Sponsor                                      | \$ 500.00  |
| <input type="checkbox"/> Hospital Contributing Member                        | \$ 350.00  |
| <input type="checkbox"/> Single Event/In Kind                                | \$ 100.00+ |

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

Organization: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

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

\_\_\_\_\_

**Checks should be made payable to Great Lakes Chapter of the American College of Healthcare Executives or GLACHE**

**Mailing Address for payment:**

Kevin A. Price, MHSA, FACHE, Great Lakes ACHE President  
Vice President & COO, Sparrow Clinton Hospital & Sparrow Ionia Hospital  
805 S. Oakland  
St. Johns, MI 48879  
Phone: (989) 227-3340