



MEMORANDUM

TO: MHA Corporate Affiliate Members

FROM: Carol M. Sinclair, Director of Education

DATE: November 13, 2023

SUBJ: **2024 Small or Rural Hospital Conference Sponsorships**

We are very excited to announce that sponsorships are now available for our annual **Small or Rural Hospital Conference**, being held **February 14-16, 2024**, at the Jordan Grand Resort Hotel & Conference Center at Sunday River. We are looking forward to bringing together our hospitals, big and small, to discuss the issues that challenge us all and expect a great turnout for this popular event!

This year's theme is ***"Empowering Rural Healthcare: Building Resilience and Nurturing Agility"*** and we'll explore and discuss innovative strategies and solutions for enhancing the resilience and agility of rural healthcare. We already have some great speakers lined up, including:

- **Amer Kaissi, PhD**, Professor of Healthcare Administration, Trinity University and author ***Agility and Resilience During Turbulent Times: Key Behaviors for High-performing Leaders;***
- **Ryan Donohue**, Strategic Advisor, NRC Health and thought leader, healthcare consumerism
Unaffordable Care: Exploring Healthcare's Final Frontier of Consumer Frustration;
- **Martie Ross, JD**, Director, PYA Center for Rural Health Advancement
Navigating the Future of Rural Health; and
- **Jean Nyberg**, Partner, FORVIS and **Kevin Rash, FACHE**, Managing Director, Healthcare Performance Improvement, FORVIS
Thriving in Turbulent Times: What Our Best Clients Are Doing to Sustain Profitability

As you know, our corporate members have become an integral part of our conference, generously sponsoring events and allowing us to deliver quality education to Maine hospitals at an affordable rate. One of our most popular events, we also leave plenty of time for networking and fun, with two dinner banquets, our traditional comedian and, of course, skiing!

Attached is a list of our corporate sponsorship opportunities to date. Sponsorships are recognized in many ways, including:

- Company name listed on the conference flyer;
- Company name and logo with a link to your website posted on our conference website;
- Company name listed on the conference app along with a link to your website;
- Signage with your company's logo at the event;
- Company name imprinted on materials distributed at the event;
- Recognition from the podium by the Chair of MHA's Board of Directors (recognition includes those individuals present at the event); and
- A complimentary registration, valued at \$375, for every \$1,000 in sponsorship.

If you are interested in being a sponsor at this year's Small or Rural Hospital Conference, please let me know by emailing the attached form indicating your preference. I would very much appreciate confirmation of your interest by **Thursday, December 14th** so we can include you in our marketing materials. Of course, you may still choose to sponsor an event after that date, and we will include your company's name in all subsequent program materials.

Please feel free to reach out if you'd like further information on the benefits of corporate sponsorship or have any questions at all. I look forward to hearing from you and I hope you will support Maine's hospitals by sponsoring at this year's Small or Rural Hospital Conference!

Corporate Sponsorship Opportunities

2024 Small or Rural Hospital Conference February 14-16, 2024

Jordan Grand Resort Hotel & Conference Center
Sunday River, Bethel, Maine

Corporate Affiliate: _____

Contact Person: _____ Title: _____

Telephone: _____ Email: _____

	<u>Sponsorship Request</u>	<u>Your Sponsorship Contribution</u>	<u>Preference (1st, 2nd, 3rd)</u>
Wednesday, February 14th			
Opening Night Reception:			
• Complimentary Bar	\$2,000	_____	_____
• Complimentary Hors D'oeuvres	\$2,000	_____	_____
Dinner Wine	\$2,000	_____	_____
Thursday, February 15th			
Breakfast	\$2,000	_____	_____
Break/Refreshments	\$2,000	_____	_____
Speaker: Amer Kaissi, PhD	\$2,000	_____	_____
<i>Agility and Resilience During Turbulent Times: Key Behaviors for High-performing Leaders</i>			
Speaker: Ryan Donohue	\$2,000	_____	_____
<i>Unaffordable Care: Exploring Healthcare's Final Frontier of Consumer Frustration</i>			
Panel Discussion	\$2,000	_____	_____
<i>Strategies for Effective Crisis Leadership</i>			
Luncheon	\$2,000	_____	_____
Reception:			
• Complimentary Bar	\$2,000	_____	_____
• Complimentary Hors D'oeuvres	\$2,000	_____	_____
Dinner Wine	\$2,000	_____	_____
Entertainment: Comedian	\$2,000	_____	_____
Friday, February 16th			
Breakfast	\$2,000	_____	_____
Breaks/Refreshments	\$2,000	_____	_____
Speaker: Martie Ross, JD	\$2,000	_____	_____
<i>Navigating the Future of Rural Health</i>			
Speaker: Jean Nyberg & Kevin Rash	\$2,000	_____	_____
<i>Thriving in Turbulent Times: What Our Best Clients are Doing to Sustain Profitability</i>			
Other Sponsorships			
Conference Giveaway	\$2,000	_____	_____
Mobile App	\$2,000	_____	_____
Hotel Room Key Cards w/Your Logo	\$2,000	_____	_____

Thank you for your generous support of our educational programs!

Please confirm your interest by **Thursday, December 14**. Forms may be emailed to Carol Sinclair at (csinclair@themha.org). Questions? Call Carol at 207-622-4794.