



MEMORANDUM

TO: MHA Corporate Affiliate Members

FROM: Carol Sinclair, Director of Education

DATE: March 20, 2024

RE: **2024 Summer Forum Sponsorship Opportunities**

We are really looking forward to our annual Summer Forum, **June 19-21**, at the Samoset Resort in Rockport, Maine! Our largest venue for education, the event attracts close to 300 hospital chief executive officers, senior management, Trustees and physicians from across the region.

We are very excited about this year's conference, which features a great line-up of national speakers addressing some of today's most pressing topics, including:

- **Command Sergeant Major (ret.) Gretchen Evans**, one of the most decorated female veterans in U.S. history will share lessons learned on leadership, teamwork, navigating through change, and persevering with grit and determination, from her illustrious 27 years serving in the U.S. Army and commanding over 30,000 ground troops. A survivor of a devastating combat injury and PTSD diagnosis, she brings a unique perspective on the power and determination of the human spirit;
- **Natalie Johnson, MS**, co-founder and chief visionary at ViDL Work and a certified Dare to Lead™ facilitator will lead a session based on Brene Brown's groundbreaking research and development of the Dare to Lead™ program, designed to create courageous leaders of the future;
- Nationally recognized futurist, author and founder/chairman of Boston-based think tank Delphi Group, **Tom Koulopoulis** will share his vision on navigating the six major healthcare gigatrends of the future;
- **Steve Berkowitz, MD**, a national speaker with over 30 years of experience in healthcare executive management and consulting, will lead a session on the impacts of artificial intelligence in healthcare; and
- Author, podcast host and speaker **Paul Long** will close the conference by providing a roadmap helping leaders and teams maximize fulfillment, change perspective and manifest more of what's good.

We'll kick things off Wednesday evening with our Opening Banquet during which we'll honor outgoing members of the MHA Board of Directors, including Crystal Landry, Chief Executive Officer of Penobscot Valley Hospital, who has served us well as Chair of the Association for the past year. We'll also take the opportunity Wednesday evening to honor the recipient of this year's Caregiver of the Year Award.

As usual, the conference will include plenty of networking opportunities, from receptions and dinner banquets to golf tournaments! **As most of you know, the only way we can offer the caliber of speakers we've been able to is through your continued support of the Association and Maine's hospital community.** In addition to networking opportunities, specific benefits of corporate sponsorship include:

- Company name and logo posted on the conference website;
- Company name listed in the conference app 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 \$425, for every \$1,000 in sponsorship.

If you are interested in being a sponsor at this year's Summer Forum, please let me know by emailing the attached form indicating your preference. **I would very much appreciate confirmation of your interest by Friday, April 12, so that your company's name may be included in our program 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 call me if you'd like further information on the benefits of corporate sponsorship or have any questions at all. Some sponsorships go fast...I look forward to hearing from you soon!



Corporate Sponsorship Opportunities

2024 Summer Forum

June 19-21, 2024

Samoset Resort

Rockport, Maine

Corporate Affiliate: _____

Contact Person: _____

Telephone: _____ Fax: _____ E-Mail: _____

Sponsorship Request

Your Sponsorship Contribution

Preference
(1st, 2nd or 3rd choice)

Wednesday, June 19

Chairman's Reception: *Honoring outgoing MHA Chair Crystal Landry, CEO, Penobscot Valley Hospital*

Complimentary Bar	\$2,000	_____	_____
Complimentary Hors D'oeuvres	\$2,000	_____	_____
Reception & Dinner Music	\$2,000	_____	_____
Dinner Wine	\$2,000	_____	_____

Thursday, June 20

Breakfast	\$2,000	_____	_____
Speaker: CSM Gretchen Evans	\$2,000	_____	_____
<i>Healing, Hope and the Game-Changing Power of your Rope Team</i>			
Speaker: Natalie Johnson, MS	\$2,000	_____	_____
<i>Dare to Lead™</i>			
Speaker: Tom Koulopoulis	\$2,000	_____	_____
<i>Reimagining Healthcare: Navigating Tomorrow's Healthcare Gigatrends</i>			
Break/Refreshments	\$2,000	_____	_____
Luncheon	\$2,000	_____	_____
Golf Tournament (18 hole/shot-gun start)	\$2,000	_____	_____
Reception			
Complimentary Bar	\$2,000	_____	_____
Complimentary Hors D'oeuvres	\$2,000	_____	_____
Dinner Wine	\$2,000	_____	_____
Entertainment: TBA	\$2,000	_____	_____

Friday, June 21

Breakfast	\$2,000	_____	_____
Speaker: Steve Berkowitz, MD	\$2,000	_____	_____
<i>Artificial Intelligence in Healthcare: What Leaders Need to Know Now</i>			
Breaks/Refreshments	\$2,000	_____	_____
Speaker: Paul Long	\$2,000	_____	_____
<i>FUNdamism: Connecting the Workplace and Life through FUN</i>			

Other Sponsorships

Conference Giveaway	\$2,000	_____	_____
Mobile App	\$2,000	_____	_____
Branded Hotel Room Key Cards	\$2,000	_____	_____

*Additional sponsorships may be added

Thank you for your generous support of our educational programs!

Please email completed forms to Carol Sinclair (csinclair@themha.org) by Friday, April 12.