



# Hawaii Healthcare Heroes

Who is your Hawaii Healthcare Hero?

This is what the Healthcare Association of Hawaii (HAH) is asking Hawaii residents. Since 2014, HAH has been collecting and sharing real-life stories about local healthcare workers who went above and beyond to make lives better. A judging panel then selects five extraordinary healthcare workers to be named as Hawaii Healthcare Heroes.

As a sponsor, your brand is aligned with the healthcare sector through television, radio, and newspaper media sponsors as well as digital and social media outlets. Your logo/organization name appears on posters, nomination forms, and media placements. There are also networking and positioning opportunities. HAH represents the following groups in Hawaii:

- 180 HAH member organizations
  - Acute care hospitals
  - Skilled nursing facilities
  - Assisted living facilities
  - Home health agencies
  - Medical equipment suppliers
  - Hospice organizations
- 20,000 workers
  - Clinical healthcare professionals (such as nurses, physicians, social workers and pharmacists)
  - Non-clinical professionals (such as admissions intake professionals, drivers and housekeepers)

## Campaign Overview

Now in its third year, the Hawaii Healthcare Heroes media blitz (Hawaii News Now, KSSK/KHVH radio, iHeart Media Honolulu, *Star-Advertiser*, digital and social media) will launch in the **summer of 2016**. Posters and fliers will be distributed to all HAH members and partners statewide. A media campaign will drive nominations. Five Hawaii Healthcare Heroes will be selected by a judging panel. Heroes will be profiled in the media and honored at a special dinner on **Saturday, October 29<sup>th</sup>**.

Mahalo to our media sponsors:





## Hawaii Healthcare Heroes

### Hero Sponsorship Opportunities

In 2014, HAH's 75th anniversary, HAH successfully launched Hawaii Healthcare Heroes award. This marks the third annual campaign. Sponsors must sign on by **MAY 6, 2016 to be included on the posters, fliers, and entry forms.**

*To review previous media, posters, entries, and HEROES, go to [HAH.org/heroes](http://HAH.org/heroes).*

### \$30,000 Hawaii Heroes Presenting Sponsor

*(only one presenting sponsor opportunity available)*

#### **Media coverage:**

**TV:** Your company CEO/spokesperson featured in **Hawaii News Now** 30-second Call for Entries television spots.

**Radio:** Your company CEO/spokesperson featured in **iHeart Media Honolulu** 30-second Call for Entries radio spots on KSSK-FM/AM and KHVH-AM.

Your company CEO/spokesperson interviewed with HAH on the one-hour Community Matters program (airs on **iHeart Media Honolulu**).

#### **Print:**

Prime placement of your logo in the *Honolulu Star-Advertiser* and *MidWeek* Call for Entries ads (alongside HAH logo).

Prime placement of your logo on the top cover of the special print insert publication, to run on Sunday, October 23, in the *Honolulu Star-Advertiser* and also distributed at the event.

Prime placement of your logo at top of full-page mahalo ad (alongside HAH logo).

**Collateral:** Prime placement of your logo on all Call for Entries posters, entry forms, and fliers.

#### **Dinner Sponsorship**

Head table (seats 10).

Speaking opportunity (5 minutes podium time).

Exhibit/display table.

Award presentation opportunity.

Favors for table guests.

Wine for the table.

Recognition on screen (logo) during the event.

Full page ad devoted to your organization in event program.

Logo on HAH website event page.

## \$15,500 Gold Medal Sponsor

### Media coverage:

**TV:** Your logo on **Hawaii News Now** 30-second Call for Entries television spots.

**Radio:** Your company CEO/spokesperson featured on **iHeart Media Honolulu** 30-second Call for Entries radio spots on KSSK-FM/AM and KHVH-AM.

**Print:** Your logo just beneath the Presenting Sponsor on all Call for Entries ads and *Honolulu Star Advertiser* and *Midweek* ads.

Your logo on the cover of special insert in *Honolulu Star-Advertiser*, to run Sunday, October 23 and also distributed at the event.

Your logo on full page mahalo ad in *Honolulu Star-Advertiser* and *MidWeek*.

Logo on all Call for Entries posters, entry forms, and flyers.

### Dinner Sponsorship

Table for 10.

Award presentation opportunity (limited to first four gold medal sponsors).

Favors for table guests.

Wine for the table.

Recognition on screen (logo) during the event.

Half-page ad devoted to your organization in event program.

Logo on HAH website event page.

## \$6,000 Silver Medal Sponsor

### Media coverage:

**Radio:** Your company CEO/spokesperson featured on **iHeart Media Honolulu** 30-second Call for Entries radio spots on KSSK-FM/AM and KHVH-AM.

**Print:** Your logo on all Call for Entries ads, to run in *Honolulu Star-Advertiser* and *Midweek*.

Your logo on cover of special insert in *Honolulu Star-Advertiser*, to run Sunday, October 23 and also distributed at the event.

Logo on all Call for Entries posters, entry forms, and flyers.

### Dinner Sponsorship

Two event tickets.

Recognition on screen (logo) during the event.

Recognition in event program.

Logo on HAH website event page.

## \$150 Hero Sponsor

Sponsor a Hawaii Healthcare Hero and/or their spouse/guest to attend the event. Sponsor as many seats as you wish at \$150 each.

### Dinner Sponsorship

Your organization logo/name will be on a placard at the Hero's seat.

We will also forward a letter to them with your company name/logo.

Recognition on screen (logo) during the event.

Recognition in event program.

Logo on HAH website event page.



# Sponsorship Reservation

Name:

Organization:  Job Title:

Address:

City:  State:  Zip Code:

Email Address:  Phone Number:

## Sponsor Level

- Hawaii Healthcare Heroes Presenting Sponsor (~~\$30,000~~) **SOLD**
- Gold Medal Sponsor (\$15,500)
- Silver Medal Sponsor (\$6,000)
- Hero Sponsor (\$150) Please indicate # of seats @ \$150 \_\_\_\_\_

## Payment Information

- Check enclosed  Please reserve my place; I'll mail my check later
- Please reserve my place; I will make my payment with my credit card by phone [call (808) 521-8961]

Please make check payable to **Healthcare Association of Hawaii**  
*Because HAH is a 501(c)(6) organization, contributions are not deductible as charitable contributions on the donor's federal income tax return. They may be deductible as trade or business expenses if ordinary and necessary in the conduct of the taxpayer's business. Please consult with your tax advisor on deductibility.*

Sponsor Deadlines:  
**May 6** to be included in call for entry posters and entry forms.  
**May 23** to be included in media coverage.

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