



2018 Hawaii Healthcare Heroes Sponsorships FAQ HAH Annual Awards and Scholarship Gala: Saturday, October 20, 2018

This information is also available online at www.hah.org/heroes.

Q: Who are the Hawaii Healthcare Heroes?

A: Each year, the Healthcare Association of Hawaii honors Hawaii Healthcare Heroes who work in — or advocate for — healthcare in Hawaii. They demonstrate one or more of the following traits:

- Going above and beyond what is required
- Genuinely caring about their work and their patients
- Advocating for policy, in state and federal government, that improves healthcare access and outcomes Hawaii's residents.

Q: What are the three categories for the Hawaii Healthcare Heroes awards?

A: There are up to 18 possible Hero awards to be given annually in the following categories. There are not necessarily recipients in each of these categories every year.

1. **Nine Heroes are healthcare employees nominated by their HAH-member peers or HAH-member organizations in the following categories:** Advocacy, Distinguished Service, Public Health, Rose Ann Poyzer Caregiver Award (home care employees only), Professional with Heart, Physician of the Year, Emergency Manager, Executive, and Leadership.
2. **Four Heroes are legislators or public officials nominated by HAH and member organizations in the following categories:** State Senator of the Year, State Representative of the Year, Federal Legislator of the Year, and Achievement in Advocacy.
3. **Five Heroes are healthcare employees nominated by patients which are non-HAH members (anyone in the public).** Nominees work for a healthcare organization in any capacity including, but not limited to, transport driver, dietician, doctor, certified nursing assistant, nurse, aide, activities coordinator, physical therapist, occupational therapist, administrator, or receptionist.

Q: Where will the gala be held this year?

A: Date: Saturday, October 20, 2018

Location: Ko'olau Ballrooms & Conference Center (Kaneohe)

Time: 5:00 pm Attire: Gala

Q: How many guests typically attend the HAH Awards and Scholarship Gala?

A: The number of guests for the past three years is as follows:

2017 – 500

2016 – 471

2015 – 486

Q: Who typically attends the gala?

A: This is one of Hawaii’s top healthcare-related events. Gala attendees include:

- Healthcare industry executives from HAH member organizations include (all acute care hospitals, long term care facilities, home care and hospice organizations);
- The Hero honorees and their guests;
- Healthcare industry associate or affiliate organization representatives in academia and a variety of business sectors;
- Scholarship recipients and their guest.

Q: What kind of benefits do sponsors receive that are not available to people with basic gala tickets?

A: Sponsor benefits vary by level. In general, they are the only way to secure:

- **Media visibility** during the many weeks leading up to the gala (through the public call for Hero nominations in TV, radio and newspapers);
- **Ad space** in the program book distributed at the gala;
- **Additional visibility** at the event including speaking opportunities and your organization’s logo on display; and
- **Additional benefits** such as premium VIP seating, an invitation to the spring legislative Hero ceremony, the five publicly nominated Heroes.

Q: Are individual seats and tables available without buying a sponsorship?

A: Yes. You may purchase a table of 10 or individual seats. Please note: Tickets are issued electronically (not printed). While we do not allow for cancellations, we do accept substitute guests should this be necessary.

Q: What if I want to wait to buy a sponsorship and/or tickets to attend until I know if my company has an award winner?

A: This is not a problem and a very common practice. Awardees are typically selected and pre-announced in August and the final deadline for HAH-nominated sponsorships is **August 20, 2018**. If you want to sponsor the public-nominated Hawaii Healthcare Heroes (which also includes a media blitz that runs for several weeks before the gala) the deadline is **April 30, 2018**.

Q: What types of sponsorships are available?

A: Sponsorships range from \$1,000 - \$30,000. Please see the following sponsor grid (which is also available online at www.hah.org/heroes). Please contact us with any questions on how the sponsorships differ.

Q: How much media visibility do sponsors get with the public call for Hawaii Healthcare Heroes nominations?

A: HAH is fortunate to have media sponsors including Hawaii News Now, the Honolulu Star-Advertiser and MidWeek, and iHeart Radio stations. We also produce and distribute posters and fliers – all of which acknowledge the sponsors. These materials help prompt the public (non HAH-members) to nominate their Hawaii Healthcare Hero. For media exposure numbers, please contact **Stacy Wong** or **Jamie Velasco** at (808) 521-8961 or swong@hah.org or jvelasco@hah.org.

Q: Who are last year’s Hero winners?

2017 Hawaii Healthcare Heroes

Patient-Nominated Hawaii Healthcare Heroes	HAH Peer-Nominated Heroes	
~As a public-nominated award, extensive media coverage is given to the five annual honorees~	~As an internal, peer-nominated award, media coverage is sought, but never guaranteed~	
Last Year’s Recipients	Category	Last Year’s Recipients
Jessica Ackerman	Advocacy	Paula Yoshioka
Anne Dempsey, MD	Distinguished Service	Angel Juan
Cheri Teranishi-Hashimoto	Emergency Manager	Cathy Nutting
Gary Oshita	Executive	Mary Boland, DrPH
Baron Wong, MD	Leadership	Sanoë Ka`uhane
	Physician of the Year	Melinda Ashton, MD
	Professional with Heart	Elvira De Jesus
	Public Health	Zeshan Chisty
	Rose Ann Poyzer Caregiver Award (home care employees only)	Vivian Villamor
	Achievement in Advocacy	Jill Tokuda
	State Senator of the Year	Rosalyn Baker
	State Representative of the Year	Della Au Belatti
	Federal Legislator of the Year	Mazie Hirono