![ASHHRA – American Society for Health Care Human Resources Administration logo]

Webinar Sponsorship Agreement

Do you have a best practice or solution to offer ASHHRA members?

Consider hosting a webinar to share your expertise with the premier network of health care human resource professionals.

Webinars are an effective way to grab the attention of members by educating on best practices, effective solutions and quality resources to advance the health care human resource profession.

ASHHRA webinars typically run 60 minutes in length. These learning opportunities are promoted to the entire ASHHRA membership, non-members and other PMGs (Professional Membership Groups) within the AHA via:

- Eblasts to approximately 22,000 health care professionals
- ASHHRA website
- ASHHRA Online Store
- AHA Online Store
- Social Media (Facebook, Twitter and LinkedIn)
- ASHHRA and Institute for Diversity eNewsbrief
- ASHHRA eNews Pulse
- ASHHRA Insider
- Affiliated ASHHRA Chapters

Sponsorship Benefits

PRE-WEBINAR
- Sponsor identifies a topic aligned with the educational schedule as well as provide the presenter(s) (Inclusion of at least one practitioner strongly preferred)
- ASHHRA will be responsible for the webinar logistics including marketing, registration, communication, production and facilitation
- Sponsor logo and link to sponsor's website included on all ASHHRA marketing materials
- Sponsor logo included on the webinar page of the ASHHRA website

DURING WEBINAR
- Verbal recognition of sponsorship during the introduction and closing of the webinar
- Sponsor contact information provided to attendees at the end of presentation

POST WEBINAR
- Logo with link to sponsor's website included on post webinar communication
- Sponsor may provide up to three questions to be included in post-webinar feedback survey
- Sponsor receives post-webinar survey feedback survey results

ADDITIONAL SPONSORSHIP DETAILS
- Sponsored webinar will be offered complimentary or at a reduced rate to ASHHRA members and at a reduced rate (to be determined by ASHHRA) will be charged for non-members
- The webinar will be recorded and made available on other ASHHRA education platforms
- Attendee information provided to sponsor post webinar
- Webinar content must fit with the ASHHRA educational calendar and be approved by ASHHRA, AHA and the learning and education committee
- Presentations delivered by an HR practitioner will yield greater attendance and is strongly recommended.

The *ASHHRA Member Feedback Survey* indicates that **webinars are the most preferred method for learning** and the second most valuable member benefit.

ASHHRA 2019 Educational Schedule based on the HR Leader Model

Learn more about the HR Leader Model at **ashhra.org/HRLeader**

Q1 Spring 2019
Community Citizenship
Articles due Dec 1; Mail Jan 30, 2019

Subject matter may include:
- *Workforce planning with educational, corporate and/or organizational partners.*
- *Importance of community engagement in workforce pipeline planning*
- *Trends in recruitment for new roles in the health care field*
- *Information on community engagement on social determinants of care (i.e., housing, food, etc.).*
- *Improvement of community health care based on equity of care model*
- *Example or case study on your organizations development and growth of health care careers.*

Q2 Summer 2019
Health Care Business Knowledge
Articles due March 6; Mail May 15, 2019

Subject matter may include:

- *Meeting the challenge of regulatory compliance.*
- *Training HR professionals on the financial aspect of health care human resources.*
- *Cybersecurity's Impact on HR.*

Q3 Fall 2019
HR Delivery – Conference Issue *Connect. Innovate. Transform.
Articles due June 5; Mail Aug. 14, 2019

Subject matter may include:
- *Technology that has improved productivity/efficiency within an organization.*
- *Case Study of an organization that has transformed using metrics and benchmarking data.*
- *Labor relations issues and experiences.*
- *Case study highlighting creative benefits development and delivery for the millennial populations.*

Q4 Winter 2019
Personal Leadership
Articles due Sept. 5; Mail Nov. 14, 2019

Subject matter may include:
- *Accolades given to an individual/organization that has demonstrated the mission and vision of their organization.*
- *Improved community relations fostered through collaboration within the organization.*
- *HR's role in encouraging learning and self-growth*
- *Leading cultural change in the age of mergers and acquisitions*

Sponsor Commitment to ASHHRA

- Webinar content to fit in within educational calendar and be approved by ASHHRA and AHA
- Webinar content provided at least **six to eight weeks in advance** of scheduled webinar for suitable marketing time, continuing education requirements and facilitation of logistics
- Must be educational focused and a noncommercial presentation delivering a best practice, resource or solution
- $5,000 for 60-minute webinar using ASHHRA webinar platform on the last Tuesday of each month 2:00 – 3:00 p.m. CT.
- Payments are non-refundable.

Other Provisions

- Webinar will be copyrighted by ASHHRA; no license to the content is granted to the sponsor or host
- Webinars are an ASHHRA member benefit only (non-members are required to pay registration fee. Registration fees are determined by ASHHRA)
- As ASHHRA webinars are noncommercial forums, the direct promotion of products and services is prohibited
- The presenter/sponsor will refrain from overt statements, harsh language or pointed humor that disparages the rightful dignity and social equity of any individual or group
- The sponsor/presenter is responsible for adhering to the timeline provided and the guidelines for submission outlined in this document
- Webinar will be canceled by ASHHRA if deemed necessary or due to lack of interest or participation.

Please complete the following information

_____
Sponsoring Organization

_____
Primary Contact   Title

_____
Address

_____
City   State   Zip

_____
Email   Phone

_____
Presentation Topic   Preferred month

METHOD OF PAYMENT (ASHHRA 319SPONWEB)   **Sponsorship Amount: $5,000**

	Request an Invoice	Submit completed form: Fax: (312) 422-4577 or email: ashhra@aha.org
	Check (*Payable to: ASHHRA 319SPONWEB)*	Mail completed form to: ASHHRA, P.O. Box 75315, Chicago, IL 60675-5315

Signature _____ Date _____