# Webinar Sponsorship

## Ways to Sponsor:

1. **Introduction:** Sponsor can introduce speaker at the beginning of webinar.
2. **Visibility:** Sponsor logo on webinar page and promotional materials
3. **Presentation:** Sponsor presents submitted topic.

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

Consider a webinar to share your expertise with the premier network of human resources professionals in healthcare.

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

ASHHRA webinars typically run 60 minutes in length and are promoted to the entire ASHHRA audience (members and non-members) via:

- Eblasts to approximately 11,000 healthcare professionals
- ASHHRA website
- ASHHRA calendar
- Social Media *(Facebook, Twitter and LinkedIn)*
- ASHHRA eNews Pulse
- ASHHRA Insider
- Affiliated ASHHRA Chapters

## Sponsorship Benefits

### PRE-WEBINAR
- Sponsor identifies a topic aligned with the educational schedule (see page 2) as well as provide the presenter(s). *Inclusion of at least one practitioner strongly preferred. Up to three (3) presenters per webinar and up to two (2) assistants can assist during presentation.*
- ASHHRA will manage webinar logistics, including marketing, registration, communication, production and facilitation.
- Sponsor logo and link to sponsor's website included on ASHHRA marketing materials.

### DURING WEBINAR
- Verbal recognition of sponsorship during the introduction and closing.
- Sponsor contact information provided to attendees at the end of presentation.
- Opportunity to provide up to three polling questions during webinar.

### POST WEBINAR
- Inclusion of sponsor's logo with link to sponsor's website and message from the sponsor (up to 100 words) in post webinar feedback survey email to registrants.
- Sponsor may provide up to three questions to be included in post-webinar feedback survey. *(Optional)*
- Sponsor receives feedback survey results.
- Mailing addresses of registrants provided to sponsor. ***Email addresses of registrants are NOT included.***

### ADDITIONAL SPONSORSHIP DETAILS
- Sponsored webinar will be offered complimentary to ASHHRA members and non-members.
- The webinar will be recorded and copyrighted by ASHHRA and made available on ASHHRA education platforms.
- Webinar content must fit with the ASHHRA educational calendar and be approved by ASHHRA and the Learning and Education Committee
- Presentations delivered by an HR practitioner will yield greater attendance and is **strongly** recommended.

# ASHHRA 2022 Educational Schedule based on the HR Leader Model

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

| Q1: SPRING | Q2: SUMMER |
|---|---|
| Article topics may include:<br><br>• **Technology:** Cyber phishing attacks<br>• **Workforce:** Department of Labor IRAP program for Health Care<br>• **Advocacy:** COVID-19 vaccination policies for staff/visitors<br>• **Leadership:** Relationship with local community<br>• **Business of Healthcare:** Service animal policy<br>• **Diversity:** Story that celebrates Black History Month and/or Women's History Month | Article topics may include:<br><br>• **Technology:** Social media policies<br>• **Workforce:** Travel Nursing<br>• **Advocacy:** Labor update<br>• **Leadership:** New leadership techniques<br>• **Business of Healthcare:** Drug testing and/or substance abuse policies<br>• **Diversity:** Recruitment and retention of diverse employees |
| **Q3: FALL** | **Q4: WINTER** |
| Article topics may include:<br><br>• **Technology:** Telehealth<br>• **Workforce:** Employee burnout and mental health time off<br>• **Advocacy:** Update from Capitol Hill<br>• **Leadership:** Nursing preceptor programs<br>• **Business of Healthcare:** Incentive pay/bonuses<br>• **Diversity:** Cultural competence in healthcare | Article topics may include:<br><br>• **Technology:** Remote patient monitoring<br>• **Workforce:** Military/veteran recruitment<br>• **Advocacy:** Laws affecting the health care human resources field<br>• Leadership<br>• **Business of Healthcare:** Pay equity<br>• **Diversity:** Highlight a successful diversity initiative |

## Sponsor Commitment to ASHHRA

- Webinar content fits within educational calendar and be approved by ASHHRA.
- Presentation must be education-focused and noncommercial, delivering a best practice, resource or solution.
- Webinar content, Sponsor Agreement form, sponsor logo and presenter headshot(s), and 100-word "message from sponsor" provided at least **six to eight weeks in advance** of scheduled webinar for suitable marketing time, continuing education requirements and facilitation of logistics.
- PowerPoint presentation must be in ASHHRA-provided template and final version submitted to ASHHRA no less than one week before live webinar.
- $5,000 for a 60-minute webinar through the ASHHRA webinar platform.
- Payments are non-refundable.

## Other Provisions

- Webinar will be copyrighted by ASHHRA; no license to the content is granted to the sponsor. Sponsors/speakers do not receive the recording.
- All communications to registrants must come from ASHHRA.
- ASHHRA provides continuing education credit for educational offerings. ASHHRA will provide applicable program codes to participants upon completion of post-webinar feedback survey. All program codes are property of ASHHRA and to be distributed by ASHHRA only.
- 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 or rescheduled by ASHHRA if deemed necessary.
- Agreement to Terms of Use and ASHHRA Privacy Policy by submitting this form.

**Please complete the following information**

_____

Sponsoring Organization

_____

Primary Contact                                                                                    Title

_____

Address

_____

City                                                               State                             Zip

_____

Email                                                              Phone

_____

Presentation Topic                                                                      Preferred month

**METHOD OF PAYMENT**              **Sponsorship Amount:  $5,000**

| | | |
|---|---|---|
| | Request an Invoice | Submit completed form: ASHHRA.EDU@ashhra.org |
| | Check *(Payable to: ASHHRA)* | Mail completed form to: ASHHRA, 233 S. Wacker Dr., 44th Fl., Chicago, IL 60606 |

**Signature** _____ Date _____