



HBA RTP CHAPTER CORPORATE SPONSORSHIP 2014

Why Be a Corporate Sponsor for HBA RTP:

Exposure to leading women in healthcare through the following channels:

- 200 Twitter followers with an active social media presence
- 300 members in our active HBA RTP Chapter LinkedIn group
- 200 HBA members in RTP – potential source of future contacts, etc. – many members are decision maker and/or key influencers
- Active HBA RTP website: <http://www.hbanet.org/chapters/rtp>
- Reach 800+ people in the RTP area with our weekly e-newsletter

How You Benefit from HBA RTP Chapter Sponsorship:

HBA-RTP holds events and meetings regularly throughout the year. We welcome your company or organization’s promotion and participation.

- **Evening events** typically attract 50-100 participants from HBA members and non-members, and have an invited speaker or panelists on a topic relevant to our chapter mission as well as the healthcare industry.
- Our **Women Interactive Networking (WIN) luncheons** regularly engage 20-40 participants and represent corporations from across the Triangle.
- We also run a 6-month **mentoring program** for members, providing mentees and mentors the chance to develop and grow together.
- Corporate Sponsors can also receive one complimentary “**Lunch & Learn**” onsite per year.

BENEFITS OF COMPANY SPONSORSHIP* :	Bronze \$500 – < \$999	Silver \$1,000 – < \$1,499	Gold \$1,500 – \$2,499	Platinum \$2,500+
Complimentary HBA-RTP admissions (valued at \$25-\$55/person depending on the program)	2	4	6	10
Listing as sponsor with thank you at HBA-RTP events	✓	✓	✓	✓
Promotion in HBA-RTP email, LinkedIn, and Twitter	✓	✓	✓	✓
Logo on HBA-RTP website for one calendar year	✓	✓	✓	✓
Welcome remarks at sponsored HBA-RTP event			✓	✓
Collateral distribution at sponsored HBA-RTP event			✓	✓
Complimentary profile in one HBA RTP weekly e-newsletter				✓
One Complimentary Mentoring enrollment – mentor or mentee (rewarded February each year)				✓

*Sponsorship may be cash or an in-kind donation

HBA Vision: *To empower more women as business and thought leaders in healthcare.*

HBA Mission: *To further the advancement and impact of women in healthcare worldwide.*

The HBA accomplishes this by focusing on:

- *Networking forums to build relationships*
- *Knowledge-sharing and access to thought leaders to broaden perspective*
- *Educational programs to develop leadership skills and cutting edge industry knowledge*
- *Recognition of outstanding women and companies to promote visibility of their achievements*

The HBA has become a powerful instrument for effecting change, from advancing careers to maximizing personal potential.

HBA is a 501c(6) not-for-profit organization. <http://www.hbanet.org>