



Washington State  
Hospital Association

2025 MEMBER ENGAGEMENT  
PARTNER PROGRAM

# WSHA REPRESENTS EVERY HOSPITAL & HEALTH SYSTEM IN WA STATE.

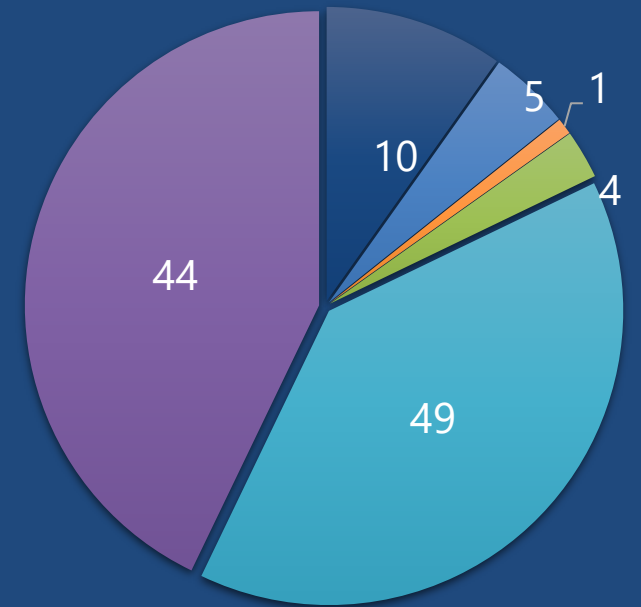
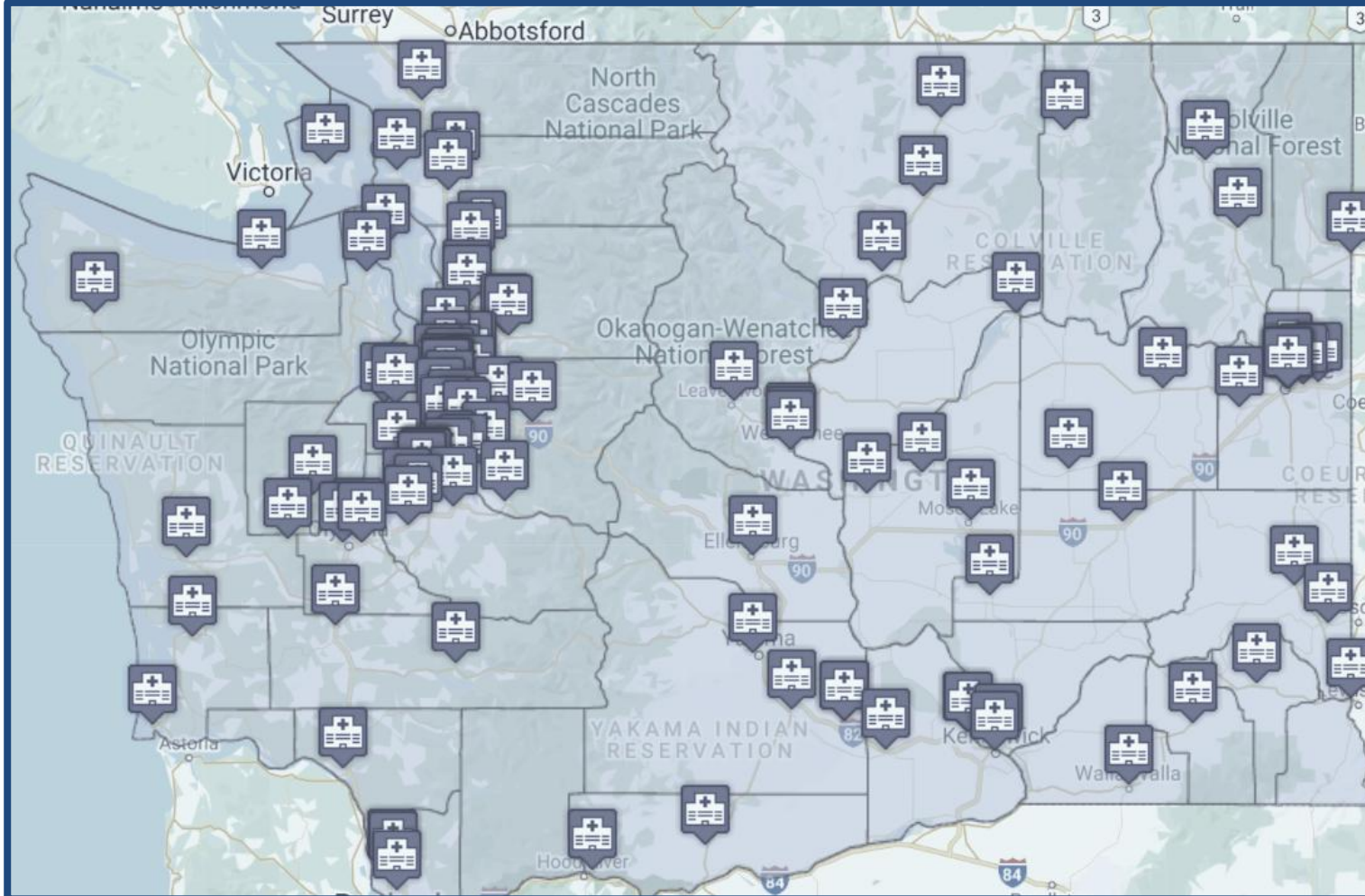
We strive to be the trusted voice and indispensable resource that leads, challenges and assists hospitals and health systems to achieve their missions and improve the health of the communities they serve.

Join us.





## MEMBER HOSPITALS



- Behavioral Health
- Children's
- Long Term Acute Care
- Military/Veterans
- Rural
- Urban



# 2025 MEMBER ENGAGEMENT OVERVIEW

## IN-PERSON EVENTS

Multi-day signature conferences, safety & quality learning collaboratives, social functions, and more.

## DIGITAL COMMUNICATION

Newsletters, [wsha.org](https://wsha.org), social media

## VIRTUAL EDUCATION

Monthly governance education webinars, weekly safety & quality webinars, workforce development training programs, workshops.

## ADVOCACY TRIPS

Members convene in Olympia, WA and Washington, D.C. to meet with legislators, connect during advocacy training sessions and enjoy social gatherings.

# 2025 PARTNER PROGRAM

## STRUCTURE

4 Partnership Levels: Platinum, Gold, Silver, Bronze

Program Benefits Effective January – December

## AVAILABILITY & ELIGIBILITY

Space is limited. Partners accepted on first-come, first-served basis.

WSHA reserves the right to accept or reject any partnership request.

## CONTACT US

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Custom Packages Available Upon Request.

# PARTNERSHIP LEVELS

## PLATINUM

\$20,000

3 Event Sponsorships + 3 Speaking Opportunities +  
2 Exhibit Tables + 1 Month Display Advertising

## GOLD

\$11,000

2 Event Sponsorships + 1 Speaking Opportunity +  
1 Exhibit Table + Bronze Level Benefits

## SILVER

\$7,500

1 Event Sponsorship + Bronze Level Benefits

## BRONZE

\$4,000

WSHA Corporate Membership Benefits + Access to  
RHLC Registration + WSHA Newsletter Subscription

# PARTNERSHIP BENEFITS

Benefit	Platinum \$20,000	Gold \$11,000	Silver \$7,500	Bronze \$4,000
Event Sponsorship	3	2	1	
Included Registrations per Sponsorship	3	2	2	
Live Commercial Speaking Opportunity (2-3min)	3	1		
Included Exhibit Table	2	1		
Add-On Exhibit Table Rate	\$2,250	\$2,500	\$3,000	\$3,750
A La Carte Sponsorship (see page 8)	\$3,500	\$4,000	\$4,500	\$5,000
Logo Inclusion on Member Visit Packets	■	■	■	
Hyperlinked Logo on wsha.org	■	■	■	
Access to Event Meals & Social Functions during sponsorship	■	■	■	
Hyperlinked Corporate Member Listing on wsha.org	■	■	■	■
WSHA Corporate Membership	■	■	■	■
Access to WSHA Newsletters	■	■	■	■
Weekly Report Newsletter Recognition Spotlight	Exclusive	Exclusive	Shared	Shared
Display Advertising in WSHA Newsletters	1 month	Eligible	Eligible	Eligible
Full Access to WSHA's Private Website	■	■	■	■

# EXCLUSIVE A LA CARTE SPONSORSHIP OPTIONS

Are you interested in additional in-person exposure and exclusive event sponsorship benefits?

A la carte sponsorships are available to WSHA Member Engagement Partners and include the following benefits:

- Exclusive Sponsorship
- 2-3 Minute Speaking Opportunity
- Printed & Web Agenda Sponsorship Recognition
- Logo Inclusion
- Displayed Signage
- Verbal Recognition
- 2 Attendees to the Sponsored Event
  - (does not include full event access)

*Rates are based on partnership level - see grid on pg. 7*

*Availability considered on a first-come-first-served basis.*

*Events are planned and organized exclusively by WSHA's member engagement department.*

A LA CARTE SPONSORSHIP	EVENT
Ice Cream Social (June 22)	Rural Hospital Leadership Conference
Networking Reception (June 23)	Rural Hospital Leadership Conference
BBQ on the Beach (June 24)	Rural Hospital Leadership Conference
Networking Dinner (Oct)	CEO Retreat
Networking Reception (Sept)	Rural Advocacy Days
Connection Activity (July 14)	Summer Board Retreat
Networking Dinner (July 14)	Summer Board Retreat
Welcome Dinner (April 30)	CFO Retreat
Networking Dinner (May 1)	CFO Retreat



# 2025 IN-PERSON EVENT OPPORTUNITIES

## STATE ADVOCACY DAY

February 10-11 | Olympia, WA

C-Suite, Hospital Board  
Members

## RURAL HOSPITAL LEADERSHIP CONFERENCE

June 22-25 | Chelan, WA

C-Suite, Hospital Board  
Members

## CEO RETREAT

October 6-8 | Snoqualmie, WA

Hospital & Health System  
CEOs

## CNO ROUNDTABLE

April 15-16 | Leavenworth, WA

Hospital & Health System CNOs

## SUMMER BOARD RETREAT

July 13-15 | Woodinville, WA

WSHA Board of Directors

## QUALITY LEADER COLLABORATIVE

October 24 | SeaTac, WA

CMOs, CNOs, CQOs

## RURAL CFO RETREAT

April 30-May 2 |  
Leavenworth, WA

Rural CFOs

## PR LEADERS RETREAT

August 20 | Renton, WA

Public Relations, Marketing &  
Communications Leadership

## SAFE DELIVERIES ROADMAP

November | SeaTac, WA

Birthing Professionals

## CYBERSECURITY WORKSHOP

August 13 | SeaTac, WA

CISOs, Compliance Officers,  
Legal, COOs

## RURAL ADVOCACY DAYS

September 15-17 |  
Washington, D.C.

C-Suite, Hospital Board  
Members

## HOLIDAY DINNER

December 11 | Seattle, WA

WSHA Board of Directors,  
Committee Members

# 2025 VIRTUAL EVENT OPPORTUNITIES

## REGENERATE LEADER PROGRAM

February – July (Monthly)

Hospital & Health System  
CEOs

## RURAL CNO ROUNDTABLE VIRTUAL EVENTS

March, May, July,  
September, November

Rural Hospital & Health  
System CNOs

## URBAN CNO ROUNDTABLE VIRTUAL EVENTS

February, March, May,  
September, October, December

Urban Hospital & Health  
System CNOs

## WOMEN'S HEALTHCARE LEADERSHIP PROGRAM

April – June (Weekly)

Rising women leaders in  
Healthcare including C-Suite

## ADVANCED NEGOTIATIONS

May – June (Weekly)

Healthcare Leaders, C-Suite,  
HR, Policy Directors

## THE ART & SCIENCE OF CONSTRUCTIVE DISAGREEMENT

September – October (Weekly)

C-Suite, Hospital Leaders, HR,  
Policy Directors

# EVENT SPONSORSHIP BENEFITS

## ACCESS

Two Complimentary Registrations

Invited to Attend Social Functions

Participant List: Name, Title, Organization

## DIGITAL

Logo & Hyperlink Inclusion:

Event Marketing

Pre/Post-Event Email Communications to Registrants

Wsha.org Event Page

Recognition in Weekly Report Newsletter

## PRINT

Company Description + Contact Information in Attendee Agenda

Logo Inclusion:

Thank You Signage

Attendee Tabletop Signage

## LIVE

Verbal Recognition

Custom Program Slide

Program Logo Inclusion

Commercial Speaking Opportunity\*

Exhibit Table\*

\* Dependent upon Partnership Level and/or Add-On Agreement

# DISPLAY ADVERTISING: WSHA NEWSLETTERS

## WEEKLY REPORT

Trending healthcare news relevant to WA state

Weekly – Year-Round - 3,700 Subscribers - \$1,500/month

## CUSTOM SCOOP

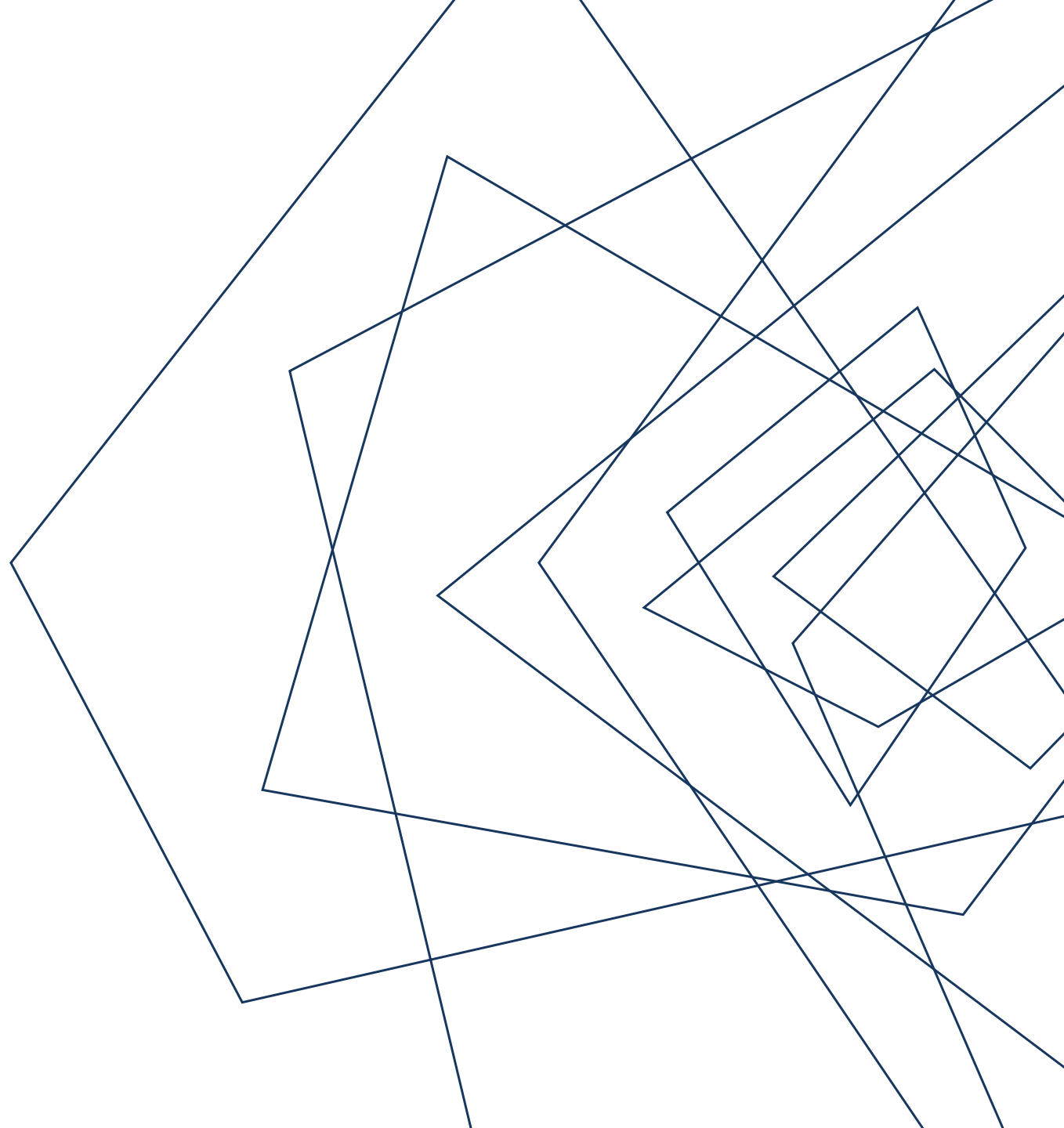
Daily news headlines about WSHA, healthcare industry and/or hospital members

Daily – Year-Round - 400 Subscribers - \$1,000/month

## INSIDE OLYMPIA

Up-to-the-minute inside scoop on healthcare policy updates during legislative session

Weekly – Dec-March/April - 2,200 Subscribers - \$2,500/month



WE LOOK FORWARD TO  
PARTNERING WITH YOU!

Jessie Blumer

Member Engagement Program Manager

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