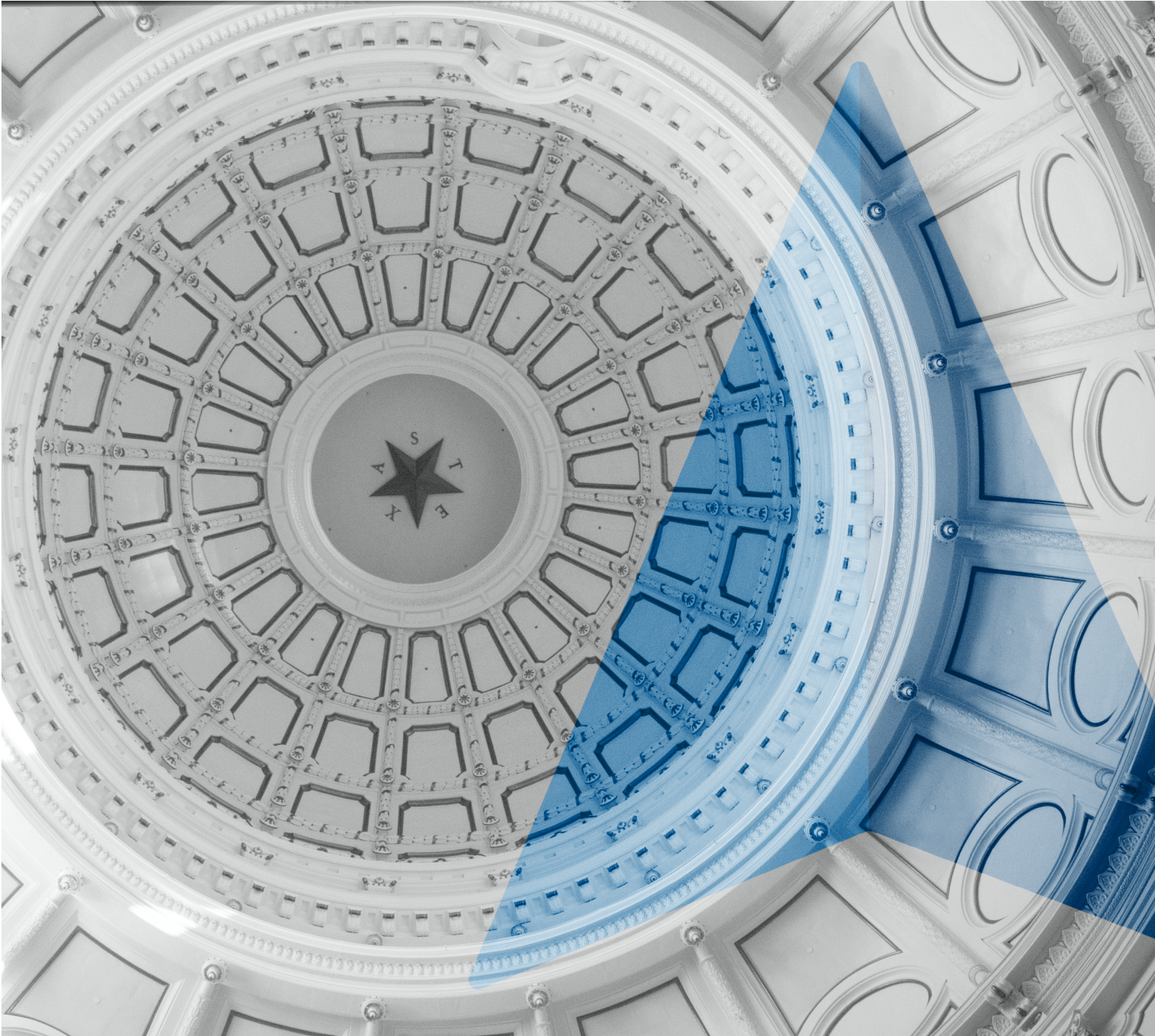




Texas Hospital
Association Foundation
THA Family of Companies

2025

THA LEADERSHIP FELLOWS PROGRAM
SPONSORSHIP PROSPECTUS



"The **THA Leadership Fellows Program** is intended to provide health care leaders with deep knowledge on the most important policy issues in the state. The program is designed to equip these brilliant people with the power to engage their community and elected officials in resolving these issues."

John Hawkins, President and CEO, Texas Hospital Association, Austin



2025 Sponsorship Opportunities

Module I - January 23-24

Module II - March 13-14

Module III - May 15-16

Module IV - August 14-15

What Is the THA Leadership Fellows Program?

The Texas Hospital Association Leadership Fellows Program brings together health care leaders from THA member hospitals for a focused study in becoming effective health care advocates and developing in-depth knowledge on health care integration. Through the program, fellows learn how to lead policy discussions and create an environment that affects the best possible patient care outcomes.

Program Format

Each new class of THA Fellows is announced at the THA Annual Conference and Expo. The program involves four 1.5-day modules that take place over the course of one year. Each module consists of the following five topics:

- Key policy core competencies;
- Real-time legislative updates;
- Communications and presentation strategies;
- Leadership and engagement; and
- CEO innovations.

Attendees

The THA Leadership Fellows Program is composed of a highly selective group of health care leaders (C-suite, vice presidents, senior level directors) representing a variety of areas, including finance, operations, strategy and medical leadership.*



*Data reflects Leadership Fellows from 2014-2021.

How Does Becoming a Sponsor Benefit My Company?

- Your company receives premium one-on-one exposure with the opportunity to network with high-level hospital executives, THA members and key health care experts across Texas.
- Your company has the ability to establish strong relationships with decision-makers throughout the state.
- Your company gains access to attendee contact information.
- Your partnership demonstrates your company's desire to proactively support health care improvement in Texas.

Why Partner With the Leadership Fellows Program?

This program brings together an impressive group of rising leaders to develop the next generation of statewide influencers and to provide a unique, experiential learning opportunity for diverse participants. Attendees learn how to more effectively utilize their strengths to influence their organizations, form strong connections with their cohort and understand how they can affect change for their organization.

Sponsor participation ensures recognition and visibility before, during and after the program.

PRESENTING SPONSOR \$26,000 (ONE AVAILABLE)

Exclusive Benefits

- Naming rights for the program for the sponsored year. For example, the name would be displayed as the "Texas Hospital Association's Leadership Fellows Program presented by XYZ Company".
- Welcome and introduction of company representative at opening module by THA Representative.

Connection and Speaking Opportunities

- Opportunity for two representatives to attend the program. This includes four training modules held for 1.5 days each quarter, in which the representatives will learn valuable health care advocacy education and interact with today's health care leaders.
- Opportunity to attend and welcome the 2025 class at the first training module.
- One 15-minute presentation about company at each module.
- Opportunity to introduce a speaker at each module.
- Opportunity to participate in networking events held during all four modules.
- Exhibit table inside training room at all four modules. (as available)
- Opportunity to introduce Fellows speakers at the THA Annual Conference.

CONTINUED -

LEADERSHIP FELLOWS PROGRAM - SPONSORSHIP PROSPECTUS

Advertising Included for Presenting Sponsor

- Logo recognition as presenting sponsor on agenda and looping slide presentation before module and during breaks (provided to Fellows at each module).
- Logo recognition as presenting sponsor on Leadership Fellows section of the THA website for year of sponsorship.
- Logo recognition in e-blasts promoting the 2025 Leadership Fellows Program, which are sent to all C-suite leaders in the THA network.
- Logo recognition in Leadership Fellows marketing/program information sheet distributed throughout the year at THA conferences, workshops and education events.
- Logo recognition as presenting sponsor on signage in the attendee lounge during the Leadership Fellows modules at THA headquarters.

MODULE SPONSOR \$6,850 (FOUR AVAILABLE)

- Complimentary event registration for two representatives to attend one module.
- Opportunity to give 10-minute presentation about company during sponsored module.
- Opportunity to attend networking reception of sponsored module (if a reception is scheduled).
- Opportunity to introduce a speaker at sponsored module.
- Exhibit table outside training room at sponsored module.

EXECUTIVE SPONSOR \$4,500

- Complimentary event registration for one representative to attend one module.
- Opportunity to introduce a speaker at one module.
- Opportunity to attend networking reception of one module (if a reception is scheduled).
- Resource table outside room

All sponsors receive the following:

- Recognition in agenda.
- Recognition in signage and scrolling slideshows during the sessions.

LEADERSHIP FELLOWS SCHOLARSHIP SPONSOR \$2500 (FOUR AVAILABLE)

Program Overview

The THA Leadership Fellows Program is a premier leadership and advocacy program designed to equip healthcare leaders with comprehensive legislative and policy knowledge. This program gives Fellows unique access to key policy shapers and an experiential curriculum that builds skills necessary to become effective healthcare advocates on community, state, and federal levels.

Scholarship Opportunity

Our aim at THA is to keep the Leadership Fellows Program accessible to all of our members. By sponsoring a scholarship for the THA Leadership Fellows Program, you will play a vital role in shaping the future of health care in Texas, empowering talented health care leaders to make meaningful contributions to their communities and the industry at large. This sponsorship will not only contribute to the growth of a promising health care leader, but also offer your company a unique platform to showcase its commitment to supporting health care professionals who drive positive change.

- Underwrite the fees for a candidate to participate to become a THA Leadership Fellow (to be applied to application or travel costs for hospital nominee)
- Complimentary event registration for one attendee for Module IV, to include the Fellows Graduation luncheon
- Distribution of a thought leadership piece during Module IV to be included in the scholarship packet
- Recognition on scholarship marketing piece and THA website

What is the Texas Hospital Association Foundation?

This program is produced by the Texas Hospital Association Foundation. Established as a nonprofit corporation to address the growing needs of THA members for professional development, quality improvement and patient safety education and initiatives, the Texas Hospital Association Foundation is a 501(c)(3) tax-exempt organization that operates under THA as a member of its family of companies. Its mission is to transform health care through collaboration, education and research.

Testimonials – Past Leadership Fellows



I applied to the Leadership Fellows Program to learn from and with like-minded individuals who want to drive change in health care for Texans and find solutions for our hospitals and patients as we face barriers to reimbursement and accessibility.

Chelsea Van Blarcum, MHA, AVP Finance Operations, Methodist Health System, San Antonio



My understanding of health policy and advocacy is somewhat limited, yet it has a profound impact on our ability to improve the health of people in Texas. I applied to this program to equip myself with the knowledge and relationships to succeed in this space.

Adam Melton, Senior Vice President, Children's Health System of Texas, Dallas



I applied to this program for the opportunity to network with dynamic, transformational leaders in my state that have the same passion for health care and patient care.

Stephanie Whitehead, MBA, MPH, MLS, Executive Director, Pathology, University Health

SPONSOR CONTRACT

2025 THAF LEADERSHIP FELLOWS PROGRAM



SPONSOR/EXHIBITOR: (Vendor attendance is limited to those companies/firms participating as a sponsor.)

Company Name _____
(EXACTLY as you wish it to appear in printed materials)

Contact Name _____ Title _____

Address _____

City _____ State _____ ZIP _____

Telephone (area code) _____ Fax (area code) _____

Email _____ Website **www.** _____

SELECT SPONSOR LEVEL:

- ☐ Presenting (\$26,000)
- ☐ Module (\$6,850)
- ☐ Executive (\$4,500)
- ☐ Scholarship Sponsor* (\$2,500)

PAYMENT:

Sponsorship amount: \$ _____

Cash Discount: Take 4% off total if paying by check or ACH: \$ _____

Sponsorship total: \$ _____

***PLEASE NOTE CASH DISCOUNT OPTION IS NOT AVAILABLE FOR THE SCHOLARSHIP SPONSOR.**

PAYMENT OPTIONS:

☐ IF PAYING BY ACH, REMIT PAYMENT BY ACH TO:

Texas Hospital Association

NEW ACH info:

Account Number: 592313707

ABA/Routing Number: 114000093

☐ IF PAYING BY CHECK, SEND PAYMENT AND COPY OF CONTRACT TO:

Texas Hospital Association Attn: Robin Jackson

NEW PO Box 2756,

San Antonio, TX 78299

☐ IF PAYING BY CREDIT CARD, PLEASE PROVIDE THE FOLLOWING INFORMATION TO RECEIVE THE SECURE LINK.

Name _____

Title _____

Email Address _____

Phone Number _____

Signature _____ Date _____

NOTE: If you previously submitted this form but would like to make updates or changes to your application, please email vdale@tha.org.

QUESTIONS? CONTACT:

Name: **Vicki Dale**

Email: vdale@tha.org

Phone: **512/465-1013**

NOTE: Selection does not guarantee availability. Sponsor levels are limited and are offered on a first-come, first-serve basis based on when contract is received. Full payment is required before the event. Artwork, contract and payment due no later than one month prior to sponsored module to be listed in on-site materials.

2025 THAF LEADERSHIP FELLOWS PROGRAM

SPONSOR CONTRACT TERMS AND CONDITIONS

Complimentary Registrations: Sponsoring/exhibiting company(ies) may qualify for a designated number of complimentary full event registrations, including all meals (except for ticketed events), breaks and educational sessions. The number of complimentary registrations by sponsorship/exhibit option will be designated in the respective sponsor prospectus.

Resource Table: Presenting, Module and Executive Sponsors receive a resource table near educational sessions when modules are held in-person. The space includes one (1) table and two (2) chairs. Tables size is 5' x 2'.

List: Sponsors/exhibitors will receive a list of registrants prior to event (per THA privacy policy, attendee emails are not provided).

Website Listings: All sponsors/exhibitors will be listed on the event page of the THA website and linked to the sponsor/exhibitor's website URL specified on the sponsor/exhibitor application form.

Contributions: All sponsor/exhibitor contributions are voluntary. Sponsorships/exhibits are accepted on a first-come, first-served basis, based on date and time of the receipt of the contract. THA reserves the right to limit the number of program sponsors/exhibitors, and may reject any sponsorship/exhibit for any reason. THA reserves the right to refuse any sponsor/exhibitor that conflicts with the sponsorship/exhibit public policies or applicable law. Fees collected prior to such refusal shall be returned to the sponsor/exhibitor within 45 days.

Conduct of Sponsors: The purpose of the Leadership Fellows Program is to educate persons employed in the health care field. This does not preclude the stimulation by sponsors of interest in and demand for such products and/or services in the exhibit area; however, actual selling or order-taking is expressly prohibited. All business activities of the sponsor must be within the sponsor's allocated exhibit space. In keeping with the nature of a health care professional meeting, undignified promotional methods and/or materials considered to be objectionable by the association are expressly prohibited.

Cancellations: All sponsor cancellations must be submitted to THA in writing. Cancellations received by THA six weeks before sponsored module date will be assessed a fee of 50 percent of the total sponsorship cost. No refunds will be given on cancellations received after this date. Notwithstanding any provisions to the

contrary herein contained, THA shall not be liable for any delay or inability to perform any obligation under this agreement resulting from governmental emergency orders, judicial or governmental action, sabotage, riots, vandalism, labor strikes or disputes, acts of God, pandemic, fires, electrical failure, major computer hardware or software failures, acts of third parties, or any other cause if such delay or inability to perform is beyond its reasonable control.

Rules and Regulations: Corporate members, exhibitors and sponsors represent and warrant that they:

1. Have sufficient resources and capacity to provide the products and services that are being promoted under this agreement.
2. Maintain all licenses and permits required by law, and are the rightful owner and licensee of all products and services that are being promoted under this agreement.
3. Have never been the subject of a lawsuit or governmental investigation or action and are not now subject to any threatened or existing claim lawsuit, or governmental investigation, inquiry or action.
4. Have never been excluded, suspended, barred from participation in or subject to penalties from any governmental program (including but not limited to the Medicare or Medicaid program).
5. The association is not responsible for loss or damage to the sponsor/ exhibitor for any cause and urges the sponsor/exhibitor to exercise precautions to discourage damage or loss to the exhibit.
6. All sponsorships and exhibits must be paid in full prior to table setup. A sponsor or exhibitor with an outstanding balance will not be permitted to exhibit.

I have read and understand the contract terms and conditions.

Sign Here _____

Date: _____