

Webinar Sponsorship

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 health care.

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 resources 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 and AHA Calendar
- Social Media (Facebook, Twitter and LinkedIn)
- Diversity eNewsbrief
- 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.*
- 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.
- 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 feedback survey results.
- Email message from sponsor sent to registrants after the webinar.

ADDITIONAL SPONSORSHIP DETAILS

- Sponsored webinar will be offered complimentary or at a reduced rate to ASHHRA members, and also at a reduced rate (to be determined by ASHHRA) for non-members.
- The webinar will be recorded and made available on other ASHHRA education platforms
- 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.

ASHHRA 2021 Educational Schedule based on the HR Leader Model

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

Q1: SPRING	Q2: SUMMER
<p>Article topics may include:</p> <ul style="list-style-type: none"> • Technology: Productivity Monitoring Software • Workforce: Decreasing Turnover • Advocacy: COVID-19 and EEO Laws • Leadership: Succession Planning • Business of Health Care: Future of Nursing • Diversity: Diversity and Inclusion Training 	<p>Article topics may include:</p> <ul style="list-style-type: none"> • Technology: Cyber Phishing Attacks • Workforce: Workplace Safety • Advocacy: Labor Update • Leadership: Leading during Challenging Times • Business of Health Care: Pay Equity • Diversity: Highlight a Successful Diversity Initiative
Q3: FALL	Q4: WINTER
<p>Article topics may include:</p> <ul style="list-style-type: none"> • Technology: Cyber Phishing Attacks • Workforce: Workplace Safety • Advocacy: Labor Update • Leadership: Leading during Challenging Times • Business of Health Care: Pay Equity • Diversity: Highlight a Successful Diversity Initiative 	<p>Article topics may include:</p> <ul style="list-style-type: none"> • Technology: Cyber Phishing Attacks • Workforce: Workplace Safety • Advocacy: Labor Update • Leadership: Leading during Challenging Times • Business of Health Care: Pay Equity • Diversity: Highlight a Successful Diversity Initiative



Sponsor Commitment to ASHHRA

- Webinar content fits 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.
- Presentation must be education-focused and noncommercial, delivering a best practice, resource or solution.
- \$5,000 for a 60-minute webinar through the ASHHRA webinar platform on the last Tuesday of each month, 1:00 – 2:00 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 or rescheduled by ASHHRA if deemed necessary.

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: ashhra@aha.org
	Check (<i>Payable to: ASHHRA 319SPONWEB</i>)	Mail completed form to: ASHHRA, P.O. Box 75315, Chicago, IL 60675-5315

Signature _____ **Date** _____