



IT'S A VIRTUAL WORLD

2021 Corporate Sponsorship Program

#1 Portal for Access to SC Hospital Decision Makers

SCHA is a private, not-for profit organization founded in 1921 to serve as the collective voice of South Carolina's hospital community. Today it represents approximately 100 member hospitals and health systems and 500 personal members. We work with our member hospitals and other partners to create a healthier future for our communities through advocacy, innovation, and collaboration. Together, we are leading South Carolina to a better state of health.

Learn more about SCHA at www.scha.org.

Our Membership

- 92 Facilities
- 13 Multi-Hospital Systems
- 13 Independent Hospitals
- 5 Children's Hospitals
- 4 Critical Access Hospitals
- 3 Substance Abuse Hospitals
- 2 Veterans' Hospitals
- 1 State Agency

Our Reach

More than **800** healthcare decision makers attended SCHA's major meetings in 2020.

Through social media, meetings, webinars and newsletters, SCHA reaches more than **40,000** healthcare professionals every year.

SCHA's website has more than **20,000** annual users and SCHA's social media accounts have more than **17,000** followers.



"2020 was a difficult year for the state's healthcare community, and we recognize that every industry has been impacted by COVID-19 and forced to completely rethink the way they do business. As we continue to adjust to the new normal of mask-wearing and social distancing, know that the state's hospitals will always be ready and willing to

step up in times of need. After all, South Carolina's hospitals are not only centers for health and wellness – they are some of the state's largest employers and robust business organizations that help drive their local economies. Our role at SCHA is to provide an arena for the state's hospitals and health systems to collaborate on initiatives that advance health and healthcare. We'd love to have you join us on our journey to a better state of health in South Carolina."

Thornton Kirby,

President & CEO
SC Hospital Association

Follow Us on Social Media



SCHospitals



@SCHospitals



@SC_Hospitals



SC Hospital
Association



SC Hospital
Association

SPONSORSHIP LEVELS

Business may be different, but it hasn't stopped...especially in healthcare! In 2021, SCHA is prepared to offer new opportunities in our everchanging environment. The SCHA corporate sponsorship program provides four tiers with benefits for each level of participation and support. The annual program runs from January 1, 2021 through December 31, 2021. Please submit your application by January 8, 2021 to begin receiving full benefits, including sponsor recognition at the Annual Meeting.

2021 BENEFITS		Bronze \$4,000	Silver \$7,000	Gold \$12,000	Platinum \$17,000
SCHA Meetings <i>Dates, locations and meeting formats are always subject to change</i>	Three complimentary registrations to the TAP Conference • September 16-17, 2021				X
	Two complimentary registrations to the Legislative Luncheon • April 27, 2021				X
	Two complimentary registrations to the Regional Leadership Summit • Summer 2021			X	X
	Two complimentary registrations to the CFO Forum • August 18-20, 2021		X	X	X
	Two complimentary registrations to the Annual Meeting • February 2-3, 2021 • Virtual	X	X	X	X
	Two complimentary registrations to the Healthcare Leadership Networking Event • May 20, 2021	X	X	X	X
Access to Information	Subscription to The Weekly, SCHA's newsletter	X	X	X	X
	Advance copies of SCHA meeting rosters (names and titles) for meetings & conferences	X	X	X	X
	A copy of SCHA's annual Membership Directory	X	X	X	X
Sponsor Recognition	Sponsor recognition at the TAP Conference				X
	Sponsor recognition at SCHA & Solvent Networks board meetings				X
	Logo displayed in The Weekly, SCHA's newsletter				X
	Logo on SCHA notepads, used in the Williams L. Yates Conference Center and major events				X
	*Sponsor recognition at Executive Orientations				X
	Sponsor recognition at the Regional Leadership Summit			X	X
	Sponsor spotlight in The Weekly, SCHA's newsletter		X	X	X
	Sponsor recognition in SCHA Quick Reference Guide		X	X	X
	Company highlight and contact information in annual SCHA Membership Directory		X	X	X
	*Sponsor recognition on SCHA social media		X	X	X
	Sponsor recognition on the SCHA website	X	X	X	X
	Sponsor recognition at the Annual Meeting	X	X	X	X
	Sponsor recognition at the Healthcare Leadership Networking Event	X	X	X	X
	Sponsor recognition on the SCHA lobby signage	X	X	X	X
Opportunities to Present	Present as a panelist or sponsor spotlight at the TAP Conference				X
	*Join the SCHA Speakers Bureau as subject matter expert (educational only)				X
	*Participate in SCHA's virtual education series (format/content calendar by SCHA)			X	X
	*Participate in Interview a Healthcare Leader virtual series (scripted by SCHA)			X	X
	Opportunity to present at the CFO Forum (call for proposals)		X	X	X
	Opportunity to present at the Healthcare Leadership Networking Event (call for proposals)	X	X	X	X
Discounts	Discount trade show booth at SCHA's affiliated society meetings • (contact kwooten@scha.org)	X	X	X	X
	25% off room rental at SCHA's William L. Yates Conference Center • (contact sjordan@scha.org)	X	X	X	X

*New for 2021. It's a virtual world.



"The companies affiliated with SCHA get my attention. Their support of and involvement in SC healthcare show me that they are committed to helping us do our jobs better."

Debbie Locklair,

Senior VP and Chief Human Resources Officer
McLeod Health

"As a decision maker in the hospital industry, I am constantly approached by people wanting to do business with us. If companies are visible to me via SCHA, their message breaks through the noise of the crowded sales marketplace."

Jim Pfeiffer,

President & CEO
Self Regional Healthcare



A LOOK BACK AT 2020

Through an SCHA corporate sponsorship, you can position your organization to be on the front lines with SCHA and our members in promoting all aspects of healthcare in South Carolina. You will have the opportunity to connect with executives and develop long-lasting business relationships with hospitals and health systems.

A special thank you to our 2020 sponsors for your patience during the COVID-19 response and for the specific resources you've been able to share with our member hospitals.



JOIN US

SCHA is committed to connecting those companies who invest in the healthcare of South Carolina through an SCHA sponsorship to the people who really make decisions.

In 2021, SCHA will offer opportunities which have proven to be effective in the past, and additional chances to connect that may make the difference in conducting a successful sales campaign in South Carolina. SCHA understands the needs of hospitals and their team members.

If you are interested in helping our members improve healthcare in South Carolina with relevant and quality products and services, we are interested in helping you do so.

SCHA has the network you want and need to be successful. Together, we can partner and continue to support our hospital members and the citizens of South Carolina.

It's a virtual world...visit www.SCHASponsorship.org to join the most effective healthcare network in South Carolina.

HAVE QUESTIONS?

**Need some help determining which level is best for you?
We are here!**

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SCHA's corporate sponsorship program is administered by Solvent Networks, a division of SCHA.