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**Dear Prospective NC HOSA Sponsor**,

I would like to invite you to become a Partner with NC HOSA. Your vested interested is needed to ensure North Carolina’s future is filled with high-quality healthcare professionals and leaders. The future of NC healthcare starts with NC HOSA.

North Carolina HOSA is a student organization comprised of future health professionals and composed of over **10,000** members, sponsored by secondary Health Science Education, approved by the North Carolina Department of Public Instruction, and endorsed by the United States Department of Education. It is a chartered affiliate of International HOSA, which has over 225,000 members. NC HOSA includes middle school, secondary schools (high schools), home schools, post-secondary/collegiate, and alumni members.

NC HOSA promotes activities and events that develop leadership skills, builds confidence, promotes inter-organizational relationships and recognizes individual achievements. HOSA members may pursue recognition through the competitive events program by demonstrating their knowledge and skills in key areas of the health science curriculum. HOSA chapters select delegates to attend their district and state conferences, and top placements are invited to the international leadership conference to compete for recognition and to attend the Educational Symposium. HOSA is committed to preparing college and career ready young adults.

HOSA members are provided extraordinary opportunities for personal, leadership and career development. Those who take full advantage of the classroom, chapter, conference and clinical opportunities have a head start in becoming America’s *future health professionals.*

This is the one time of the year we ask trusted partners, caring companies, and individuals to provide conference sponsorships and scholarships to support students seeking postsecondary education to become health professionals. Will you help us reach our goal to attract high-quality individuals into our state’s healthcare workforce? These are the students who will be caring for us when we have a healthcare need.

Thank you in advance for considering participation in the North Carolina HOSA Partnership and Sponsorship program. The following pages will describe how to become a partner and/or sponsor.

Respectfully,



**Katrina Coggins, MSN, MBA, RN**

*Executive Director, North Carolina HOSA*

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828-595-3846 phone

**NC HOSA**

PO BOX 659

Sylva, NC 28779

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**Partnership/Sponsorship Opportunities**

HOSA promotes opportunities in the health professions. As a HOSA partner at the State Leadership Conference (April 1-4, 2020), opportunities will be provided to network with over 2,700 future healthcare leaders who participate in competitive events, leadership development, team-building, health industry conducted workshops, and dynamic general sessions.

Your sponsorship enhances awards, scholarships, and conference activities. You can make a difference in the lives of young people who strive to become our future health professionals.

Sponsorship levels afford you the maximum investment in our future. The top three winners receive the sponsorship money if they go on to the International Leadership Conference to compete. If not, your sponsorship helps cover meeting room rentals, speaker fees, or audiovisuals. These are big-ticket items for which sponsor­ships help defray costs.

**Diamond Sponsorship - $6,000+**

* Recognition as the sponsor for the keynote speaker
* Logo on website, mobile application, full page ad in the online program, PowerPoint holding slide and signage
* Promotion within conference mobile application
* Exhibitor tables at the conference’s health career expo
* Recognition as Diamond Sponsor (with logo) on the website and conference app
* Link to your company on NC HOSA Web site
* $750 to be split between the top three winners of your chosen event to help with cost of International Leadership Conference attendance ($300, $250, $200)

**Post-Secondary/Collegiate (PSC) Awards/Networking Reception Sponsorship - $5,500+**

* Logo on website, mobile application, full page ad in the online program, PowerPoint holding slide and signage
* Logo on reception signage
* Promotion within conference mobile application
* Exhibitor table at the conference’s health career expo
* Recognition as Networking Reception Sponsor (with logo) on the website and conference app
* Link to your company on NC HOSA Web site

**Advisor Recognition Sponsorship - $5,000+**

* Logo on website, mobile application, full page ad in the online program, PowerPoint holding slide and signage
* Logo on recognition signage
* Promotion within conference mobile application
* Exhibitor table at the conference’s health career expo
* Recognition as Advisor Recognition Sponsor (with logo) on the website and conference app
* Link to your company on NC HOSA Web site

**Platinum Sponsorship - $3,000+**

* Logo on website, mobile application, full page ad in the online program, PowerPoint holding slide and signage
* Promotion within conference mobile application
* Exhibitor tables at the conference’s health career expo
* Recognition as Platinum Sponsor (with logo) on the website and conference app
* Link to your company on NC HOSA Web site
* $600 to be split between the top three winners of your chosen event to help with cost of International Leadership Conference attendance ($250, $200, $150).

**Sponsorship of Conference Mobile Application - $2,000+**

* Logo on website, mobile application, ½ page ad in the online program, PowerPoint holding slide and signage
* Promotion within mobile application
* Exhibitor table at the conference’s health career expo
* Recognition as Mobile Application Sponsor (with logo) on the website and conference app
* Link to your company on NC HOSA Web site

**Gold Sponsorship - $1,500+**

* Logo on website, mobile application, ½ page ad in the online program, PowerPoint holding slide and signage
* Exhibitor table at the conference’s health career expo
* Recognition as Gold Sponsor (with logo) on the website and conference app
* Link to your company on NC HOSA Web site
* $420 to be split between the top three winners of your chosen event to cover the $140 registration fee to attend International Leadership Conference

**Silver Sponsorship - $1,000+**

* Logo on website, mobile application, ¼ page ad in the online program, PowerPoint holding slide and signage
* Exhibitor table at the conference’s health career expo
* Recognition as Silver Sponsor (with logo) on the website and conference app
* Link to your company on NC HOSA Web site
* $225 to be split between the top three winners of your chosen event to help with cost of International Leadership Conference attendance ($100, $75, $50).

**Bronze Sponsorship–$500+**

* Logo on website, mobile application, ¼ page ad in the online program, PowerPoint holding slide and signage
* Recognition as a Sponsor on the website and conference app
* $150 to be split between the top three winners of your chosen event to help with cost of International Leadership Conference attendance ($75, $50, $25).

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**Expo Exhibit Opportunities**

Exhibitors are of major importance to the State Leadership Conference’s (SLC) success. Show your support and investment *in person*. Your interaction throughout the day with the students and their advisors is invaluable. Think of your positive influence and the immediate feedback received in return.

The 2020 SLC *Health Career Expo* dates are: **Thursday &** **Friday, April 2-3, 2020.**

* Registration and set up is from 9:00 a.m. – 10:00 a.m.
* Health Career Expo is 10:00 a.m. – 5:00 p.m.
* One lunch voucher will be provided.
* One 8’ table with two chairs will be provided (additional tables $25/table).
* Wi-Fi is complimentary at the convention center.
* Electricity available for an additional $150.
* If bringing handouts or promotional items, be aware there are over 2,500 students in attendance (all students are encouraged to visit the expo).
* Advertisement online and on the mobile app.

**$350.00 Exhibitor Fee (without Sponsorship/Partnership)**

**Advertisement Opportunities**

Ads in the conference program create a sense of community awareness and support. If sponsorship or exhibiting is not feasible, become an investor by submitting an ad in the online conference program. Your investment provides valuable coverage to participants *online and in the mobile conference app.* **Deadline for inclusion is February, 28 2020**.

**Program Ads (color) without Sponsorship or Scholarship:**

* **$300 Full Page + Mobile App,**
* **$200 Half Page + Mobile App,**
* **$150 One-Fourth Page + Mobile App,**
* **$75 Mobile App Only**

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**Scholarship Opportunities**

Scholarships are awarded on merit, academic achievement, leadership skills, and community service. Three letters of reference are provided that acknowledge the applicant’s good character and participation in HOSA, along with the applicant’s essay describing the contributions she/he expects to make in the healthcare workforce. Proof of acceptance into a postsecondary health science program is required. A scholarship investment will assist with tuition, room and board, and books at two-year and four-year colleges and universi­ties.

**Diamond Scholarship -** $1,000+

**Gold Scholarship -** $500+

**Silver Scholarship -** $250+

All Levels include:

* Opportunity to present your scholarship at the Recognition Session on Friday, April 3, 2020.
* Recognition at appropriate Scholarship Donor Level on the website and mobile conference app.

\*\*Donations in any amount below $250 designated for scholarships will be accepted and deposited into the general scholarship fund.

**Meal/Reception/Break Opportunities**

**Meal Sponsorship**

**\*Includes the following recognition for your organization:**

* Logo on website, mobile application, online program, PowerPoint holding slide and signage
* Logo on meal signage
* Promotion within conference mobile application
* Exhibitor table at the conference’s health career expo
* Recognition as Meal Sponsor (with logo) on the website and conference app
* Link to your company on NC HOSA Web site for sponsorships $1,000+

**Meal Sponsorship**

**\*Includes the following meals/reception choices:**

* **Board of Director’s Reception $2,000+**

*The Board of Directors hosts a reception for board members and competitive events management team. The time is used to plan for conference needs that have arose since the planning meeting and thank the members serving on the board. (Total cost for the reception is approximately $3,000, and you may sponsor the entire reception or part of the cost and be recognized with additional sponsors). Sponsors are announced and recognized.*

* **Advisor’s Recognition**  **$5,000+**

*All advisors are invited to a recognition luncheon with presentations and service recognition. Sponsors are announced and recognized. (Total cost for luncheon is estimated at $13,000, you may choose to sponsor the entire cost or part of the cost and be listed with other sponsoring agencies).*

* **Judge’s Orientation Breakfast**  **$2,500+**

*Judges for the various competitive events donate their time and experience and are not compensated. The breakfast serves as an orientation and appreciation for their valued contribution. (Total cost for breakfast is estimated at $5,000, you may choose to sponsor the entire cost or part of the cost and be listed with other sponsoring agencies) Sponsors are announced and recognized.*

* **Judge’s Orientation Luncheon**  **$2,500+**

*Judges for the various competitive events donate their time and experience and are not compensated. The luncheon serves as an orientation and appreciation for their valued contribution. (Total cost for luncheon is estimated at $5,000, you may choose to sponsor the entire cost or part of the cost and be listed with other sponsoring agencies). Sponsors are announced and recognized.*

* **Executive Officer’s Recognition Reception $2,500+**

*Select students run for office and are voted in by delegates to fill the roles of next year’s executive team. The brunch, which occurs after new officer instillation, welcomes them and sets the tone for the upcoming year. (Total cost for reception is estimated at $5,000, you may choose to sponsor the entire cost or part of the cost and be listed with other sponsoring agencies). Sponsors are announced and recognized.*

* **Conference Staff/Competitive Events Staff Breakfast $1000+/day**

*State Leadership Conference would not be successful without the dedicated staff to help coordinate and execute the event needs. Breakfast is provided Thursday and Friday mornings to start the day for conference staff and competitive events personnel. Sponsors are announced and recognized.*

* **Conference Staff/Competitive Events Staff Lunch $1000+**

*State Leadership Conference would not be successful without the dedicated staff to help coordinate and execute the event needs. Lunch is provided Friday for conference staff and competitive events personnel. Sponsors are announced and recognized.*

* **Competitive Events Staff Break $100+/break**

*Competitive Events staff volunteer their time at conference to ensure the competitive events portion of the conference runs well and is a positive experience for students. Snack breaks are provided to show appreciation for the support they provide for conference through working as part of the competitive events team. Breaks are offered twice on Thursday and twice on Friday. Sponsors are announced and recognized.*

* **Conference Staff Break $100+/break**

*Conference staff volunteer their time at conference to ensure the conference runs well and is a positive experience for students. Snack breaks are provided to show appreciation for the support they provide for conference through working as part of the conference staff team. Breaks are offered twice on Thursday and twice on Friday. Sponsors are announced and recognized.*

* **Symposia Luncheon $1000+/day**

*Speakers are invited to present various topics to students during educational symposia on Thursday and Friday during State Leadership Conference. Lunch is provided to the speakers for spending the day with NC HOSA. Sponsors are announced and recognized.*

**Conference Materials Opportunities**

Are you interested in sponsoring a specific recognition luncheon/reception? How about sponsoring a promotional item. Name tags, lanyards, t-shirts and pack packs are provided to each of the 2,500+ delegates in attendance. Your company logo or name can appear on any of these items.

* **Conference Name Tags/Neck Wallet $4500+**

*Each attendee is provided a name tag/neck wallet that is required throughout the conference. The sponsor’s name is printed on the name tag/neck wallet. Reach 2500+ students and advisors.*

* **Conference Bags $4500+**

*Each attendee is provided a draw-string back pack filled with promotional items that attendee’s typically carry with them throughout the conference. The sponsor’s name/logo is printed on the bag. Reach 2700+ students and advisors.*

* **Conference T-Shirts $10,000+**

*Each attendee is provided a size-specific t-shirt with the HOSA logo on the front, and a conference image on the reverse. The sponsor’s name and/or logo is printed on shirt’s reverse below the conference image. Reach 2700+ advisors, students, and conference staff.*

* **Local Advisor Gift $2500+**

*Each advisor is provided a gift during the advisor luncheon on Thursday. The sponsor’s name is printed on the item sponsored. Reach approximately 325 advisors.*

* **Board of Director’s Gift $500+**

*Each director is provided a gift to show appreciation for service to the board of directors. The sponsor is recognized for supporting the board of directors.*

* **Competitive Events Team Gift $500+**

*Each CE team member is provided a gift in appreciation to the service they provide to NC HOSA. The sponsor is recognized for supporting the competitive events team.*

* **Conference Pen $250+**

*Each attendee is provided a conference pen. The sponsor’s name is printed on the pen. In lieu of monetary donation, pens may be donated to put in the conference bag. 3,000 pens would be needed.*

* **Judge Gift $1500+**

*Each judge is provided a small token of appreciation for volunteering his/her time. The sponsor’s name is printed on the promotional item. It takes 150+ judges for a successful conference.*

* **Speaker Gift $250+**

*Each speaker is provided a small token of appreciation for volunteering his/her time to present several workshops. The sponsor’s name is printed on the item.*

* **Delegate Gift $1000+**

*Each attendee is provided a draw-string back pack filled with promotional items that attendee’s typically carry with them throughout the conference. The sponsor’s name is printed on the promotional items. You may either send 3,000 items or provide payment for NC HOSA to provide the item from our vendors.*

**Sponsorship Opportunities (Outside of Conference)**

Are you interested in sponsoring events outside of conference?

**Washington Leadership Academy**

State Officers attend Washington Leadership Academy each year in September. The officers attend a four-day event providing them an opportunity to network with legislators/senators or designated staff, other state officers, and state advisors. In addition, the officers are exposed to engaging leadership activities that help them better understand themselves and others, gain confidence through interaction with team members from other state associations, and learn new skills and programs to implement in their own state.

Nine state officers attend Washington Leadership Academy from North Carolina. Areas to sponsor include:

* Registration ($500/person)
* Airfare (Approximately $300/person)
* Lodging (Approximately $400/person)
* Dinner on the night of arrival and departure, snacks, etc. ($100/person)

**Chapter JumpStart**

Each region offers leadership training for chapter officers and other chapter leaders. Opportunities exist to sponsor a location for the event, provide a meal for participants, or provide registration fees for members to attend.

**Regional Leadership Conference**

Each district hosts Regional Leadership Conference where members compete in events for a chance to represent their school and district at State Leadership Conference. Opportunities exist to sponsor a location for the event, provide a meal for participants, or provide registration fees for members to attend.

Approximately 10,000 delegates represent the over 225,000 members at HOSA’s annual International Leadership Conference (ILC). North Carolina has about 400 members in attendance at ILC.

** North Carolina HOSA Partnership Form**

**If you are interested in partnering with NC HOSA simply complete the form below, send to us, and you’re on the way to being a partner with future health professionals.**

* Email completed form to [Katrina.Coggins@nchosa.org](mailto:Katrina.Coggins@nchosa.org)

**Sponsorship**

❑ Diamond Sponsorship $6,000+ Event #1

❑ PSC Networking $5,500+

❑ Advisor Recognition $5,000+ Event #2

❑ Platinum Sponsorship $3,000+

❑ Gold Sponsorship $1,500+ Event #3

❑ Silver Sponsorship $1,000+ \*\*List three events you would like to sponsor – we will try to

❑ Bronze Sponsorship $500+ accommodate the first event but like to have alternates.

❑ Mobile App Sponsorship $2,000+

❑ Meal Opportunity: Amount $\_\_\_\_\_\_\_\_\_\_\_\_ Meal: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

❑ Conference Material: amount $**\_\_\_\_\_\_\_\_\_\_\_** Item: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

❑ Other: Amount $\_\_\_\_\_\_\_\_\_\_\_\_\_ Item: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**EXPO Exhibit ONLY**

❑ $350 without Sponsorship – Agency & Person(s) Attending:

**Advertisement**

Without Sponsorship or Scholarship ✓ Please provide a color, camera-ready ad

❑ Full Page (81/4” X 11”) - $300

❑ Half-page (4” X 5”) - $200 ✓ Email ad to Katrina.Coggins@nchosa.org

❑ Quarter-page (4” X 21/4”) - $150

❑ Mobile App Only - $75

**Scholarship**

❑ Diamond Scholarship - $1,000+ In Honor of or

❑ Gold Scholarship - $500+ In Memory of

❑ Silver Scholarship - $250+ ❑ I would like to present the scholarship(s) at the Recognition Session

❑ Other amount: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

(amounts of less than $250 will be graciously accepted and deposited into the general scholarship fund)

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**Deadline for Inclusion in the Online Conference Program: February 28, 2020**

Name (Contact Person):

Institution:

Address:

City: State: Zip Code:

Phone # Fax #

E-mail: Web Site:

❑ Check attached with form ❑ Check will be sent separately Check Amount: $

Make checks payable to NC HOSA

Please mail the original form and check to NC HOSA and keep a copy for your records

NC HOSA

PO BOX 659

Sylva, NC 28779

**North Carolina HOSA Thanks You for Your Support!**