



2021 PROMOTIONAL OPPORTUNITIES

PARTNERING IN PHILANTHROPY

Extend your reach.

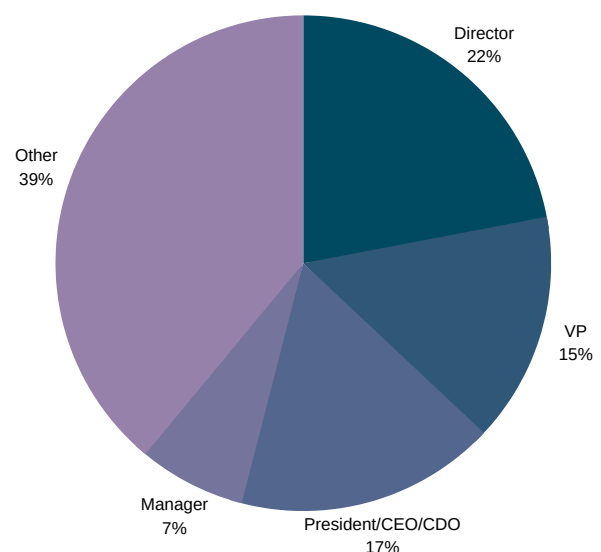
Founded in 1967, the Association for Healthcare Philanthropy (AHP) is the healthcare philanthropy professional's definitive source of thought leadership, networking, and education to advance the profession. With nearly 5,000 members throughout North America and the world, our highly engaged community **represents approximately 70% of the healthcare philanthropy industry** and supports a wide range of healthcare facilities including:

- Community and private hospitals
- Healthcare systems
- Children's hospitals
- Teaching hospitals and medical institutions
- Long-term care facilities
- Hospices
- Medical centers
- Advocacy groups
- Specialty hospitals

ADAPTING FOR COVID-19

In order to continue to bring the best in healthcare education to our membership during the COVID-19 pandemic, we pivoted some of our traditional, in-person events to a virtual format. As safety recommendations change throughout 2021, we will continue to evaluate our events and make adjustments accordingly.

TITLES OF
AHP MEMBERS



A LETTER FROM AHP PRESIDENT AND CEO, ALICE AYRES



Dear Colleagues,

If 2020 has taught us anything, it's how vital it is to continue connecting with colleagues from across the country to innovate, problem-solve, and share experiences—all with the goal of building meaningful relationships and elevating the work of healthcare philanthropy.

Keeping that in mind, 2021 will be another year full of need for agility, flexibility, and patience. The overwhelming success of our debut all-virtual Convene AHP and the International Conferences last year has positioned us to deliver the highest quality virtual events and experiences that support our members' professional development and organizational strategic goals throughout this time of social distancing.

Whether virtually or in-person, through white papers or via webinars, your support helps us deliver our profession's thought leadership, best practices, and professional development opportunities for our members in all stages of their careers.

Many thanks for your support of AHP to this day, and the generosity you show our membership. Your innovative ideas helped us adapt and perform throughout 2020's challenges—so please keep those ideas coming!

That is why we want you to view this prospectus as a conversation starter. Let's work together to develop the right partnership agreement to suit your needs and those of the world's leading healthcare philanthropy professionals.

Sincerely,

A stylized, handwritten signature in black ink, appearing to read 'Alice'.

Alice Ayres, MBA
President and CEO
Association for Healthcare Philanthropy

A partnership.

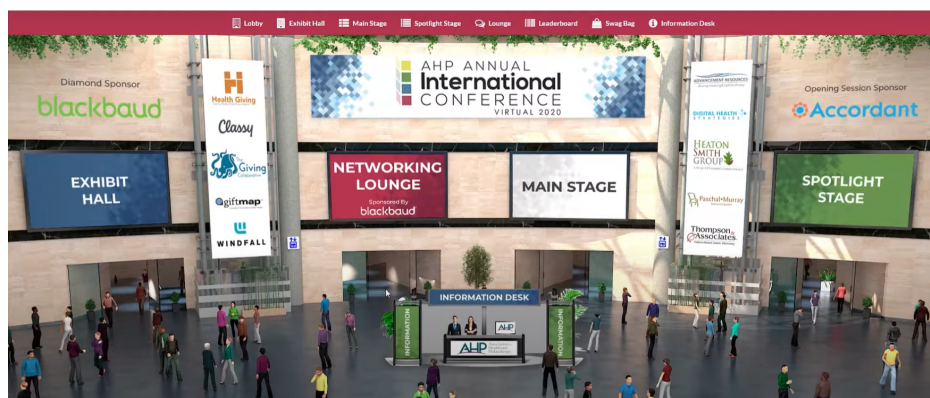
An AHP partnership is strategic and mutually beneficial. We offer our partners exclusive benefits that deliver a strong return on your investment. We'll work closely with you to understand your greatest challenges, and develop a plan to help you achieve your goals and deliver on your objectives.

GROW YOUR MARKET SHARE WITH AHP EVENTS AND EDUCATION

AHP's educational offerings are the perfect opportunity to create and grow your relationships with healthcare philanthropy professionals. Through the content we provide and the format of our programs, we target a variety of demographics, segmenting by geography, title, level of experience, and other metrics. We'll work with you through AHP's Partner Program to determine which conference, channel, or content partnership is right for your organization.

THE VIRTUAL CONFERENCE EXPERIENCE

Following the success of our previous virtual events, we are continuing to offer our conferences in a digital format. We adapted new sponsorship opportunities to maximize your reach during these virtual events. Our digital conferences are hosted on the virtual events platform vFairs, which includes a main lobby, main stage, exhibit hall, networking lounge, and the spotlight stage. See an example of the lobby layout below.



Leading Forward

Virtual Event

THE AHP EXECUTIVE SUMMIT

This series of virtual conversations is designed for Chief Development Officers, Executive Directors, and other executive leaders to have meaningful conversations around key areas in healthcare philanthropy.



**SPONSORSHIP
OPPORTUNITIES
\$10,000 USD**

Benefits include:

- Lead and moderate a discussion group of philanthropy leaders
- Recognition as "Presenting Sponsor" on the AHP conference webpages and throughout the virtual event platform
- Four passes for your team executives to attend Leading Forward
- Sponsor logo placement on all digital and print marketing channels, such as email, social media, and conference guides
- Moderate break-out sessions for other panels

WHO ATTENDS LEADING FORWARD

- Senior-most philanthropy professionals within a healthcare organization, such as:
 - System-level Chief Development Officers
 - US and Canada foundation Executive Directors
 - SVPs of Philanthropy or Directors of Development
- Attendees are vetted in advance to ensure a peer-to-peer experience and high-level discussions





Virtual Event

AHP's annual Convene Canada conference is the premier educational event designed by and for Canadian healthcare philanthropy professionals.



Benefits include:

- Opportunity to present an educational session*
- Four all-access registrations for company representatives
- Opportunity to deliver a two-minute remark either at the opening or closing of the general session
- Acknowledgment at general sessions by AHP leaders
- Recognition on prominently placed virtual signage in the lobby and session rooms
- Logo on conference website and marketing channels (email, social media, and event guides)
- Company description and logo within mobile app
- One booth in virtual exhibit hall



Benefits include:

- Opportunity to present an educational session*
- Two all-access registrations for company representatives
- Acknowledgment at general sessions by AHP leaders
- Recognition on prominently placed virtual signage in the lobby and session rooms
- Sponsor logo placement on conference website and all digital and print marketing channels, such as email, social media, and conference guides
- Company description and logo within mobile app
- One company booth in the virtual exhibit hall

*Subject to committee approval.



**EXPRESS
TALK
\$3,500 CAD**

Benefits include:

- 20-minute pre-recorded presentation to live on-demand in the secondary stage
- Logo placement on conference website and pre- and post-conference marketing
- Opportunity to post your own educational resources on the AHP Industry Partners page
- Logo placement within vFairs platform
- An electronic copy of the names of the virtual exhibit booth attendees



**LUNCH AND
LEARN
\$3,000 CAD**

Benefits include:

- Leading a small roundtable discussion with participating organizations
- Logo placement on conference website and pre- and post-conference marketing
- Opportunity to post your own educational resources on the AHP Industry Partners page
- Logo placement within vFairs platform

WHO ATTENDS CONVENE CANADA

- Canadian healthcare philanthropy professionals at every level
- Marketed to all AHP Canadian members, which makes 10% of our total membership
- Past attendance numbers:
 - 2019: 235
 - 2020 Convene AHP: 317





**SESSION
BLOCK
\$2,500 CAD**

Benefits include:

- Opportunity to provide a pre-recorded commercial up to one minute long to play prior to the start of all breakout sessions within your sponsored block (two sessions per block)
- Logo placement on conference website and pre- and post-conference marketing
- Logo placement within vFairs platform
- An electronic copy of the names of the virtual exhibit booth attendees



**VIRTUAL
EXHIBIT BOOTH
\$1,500 CAD**

Benefits include:

- One company booth in the virtual exhibit hall
- Two all-access registrations for company representatives
- Company description and logo within mobile app
- Logo placement on pre- and post- conference marketing
- An electronic copy of the names of the virtual exhibit booth attendees

WHAT ATTENDEES ARE SAYING

"...the conference was very well run and informative. [I] enjoyed networking with other fundraisers at all levels of career."

"I have attended in the past but for what ever reason this was the best one I have attend in a long time. I learned a lot and came home passionate. Thank you!"



AHP ANNUAL International CONFERENCE

In-Person

The largest gathering of healthcare development professionals, the AHP Annual International Conference is the catalyst for growing your network, connecting with peers, and sharing new experiences.



Benefits include:

- Opportunity to present an educational session*
- Four all-access registrations for company representatives
- Opportunity to deliver a two-minute remark at either the opening or closing general session
- Choice to include a promotional item either A) on the audience chairs ahead of one general session (opening or closing), or B) in the attendee conference bags
- Logo on conference website and all marketing channels (email, social media, and conference guides)
- One 10x20 ft. exhibit booth
- Acknowledgment at general sessions by AHP leaders

*Subject to AHP approval.



Benefits include:

- Opportunity to present an educational session*
- Two all-access registrations for company representatives
- Placement of promotional item in attendee conference bag
- Sponsor logo placement on conference website and all marketing channels, such as email, social media, and conference guides
- One 10x10 ft. exhibit booth
- Acknowledgment at general sessions by AHP leaders
- Recognition on prominently placed on-site signage



OPENING SESSION \$10,000 (1)

Benefits include:

- Opportunity to provide two-minute video to be played prior to the beginning of a session block of your choice* or opportunity for a two-minute welcome remark at opening general session
- Opportunity to present one educational session**
- Logo placement on conference website and pre- and post-conference marketing***



OPENING RECEPTION \$10,000 (1)

Benefits include:

- Signage at opening reception
- Opportunity to distribute materials on tables at opening reception
- Opportunity for a two-minute welcome remark
- Opportunity to provide attendees with a promotional “parting gift” at evening’s end
- Logo placement on conference website and pre- and post-conference marketing***

WHO ATTENDS AHP INTERNATIONAL

- Healthcare philanthropy professionals from the US and other countries
- With sessions for every career stage, this conference is the one event most of our members attend each year
- Past attendance numbers:
 - 2018: 777
 - 2019: 863
 - 2020 (Virtual): 594



*Subject to AHP approval and submitted a minimum of two weeks in advance.

**Subject to AHP approval.

***Must receive commitment by July 20, 2021 to ensure logo on printed materials.



**CONFERENCE
WIFI
\$7,500 USD (1)**

Benefits include:

- Acknowledgment during onscreen walk-in slides for all sessions
- Company logo in AHP mobile app
- Hyperlink company logo on AHP's conference landing page to the URL of your choice
- Logo placement on conference website and pre- and post-conference marketing*



**CONFERENCE
MOBILE APP
\$7,500 USD (1)**

Benefits include:

- Logo on mobile app splash screen and banner message on home screen
- Post one thought leadership engagement poll to attendees during the conference hours**
- Logo placement on conference website and pre- and post-conference marketing*



**EDUCATION
TRACK
\$5,000 USD (4)**

Benefits include:

- Provide remarks at the beginning of the session
- Introduce speakers for sessions within the track
- Two registrations for company representatives
- Signage at the event recognizing level of support
- Logo placement on conference website and pre- and post-conference marketing*



**MEAL
SPONSORSHIP
\$3,500 USD (4)**

Benefits include:

- Sponsor a meal on Thursday or Friday
- Logo featured on meal stations
- Opportunity to leave marketing materials in dining areas**
- Logo placement on conference website and pre- and post-conference marketing*

*Must receive commitment by July 20, 2021 to ensure logo on printed materials.

**Subject to AHP approval.



**HOTEL KEY
CARD
\$3,000 USD (1)**

Benefits include:

- Logo featured on attendee's hotel key cards
- Logo recognition on the hotel page on AHP's website
- Logo placement pre- and post-conference marketing*



**LANYARD
\$2,500 USD (1)**

Benefits include:

- Company name on the lanyards provided to attendees at registration
- Logo placement on conference website and pre- and post-conference marketing*



**COFFEE AND
SNACK BREAK
\$2,000 US (4)**

Benefits include:

- Opportunity to sponsor a coffee break on Thursday or Friday
- Logo featured on napkins and break stations
- Logo placement on conference website and pre- and post-conference marketing*



**FLOOR
DECAL
\$1,500 USD (10)**

Benefits include:

- Sponsor may provide two 3x3 ft. decals to be placed in high traffic areas
- Logo placement on conference website and pre- and post-conference marketing*

*Must receive commitment by July 20, 2021 to ensure logo on printed materials.



**TOTE BAG
SPONSORSHIP
\$2,500 (1)**

Benefits include:

- Company name on promotional tote bags provided to conference attendees at registration
- Logo placement on conference website and pre- and post-conference marketing*



**BAG INSERT
SPONSORS
\$1,000**

Benefits include:

- Provide an insert for conference tote bags
- Insert will be placed on chairs during a conference general session if tote bags are not available.
- Available to current exhibitors or sponsors only
- Logo placement on conference website and pre- and post-conference marketing*

WHAT ATTENDEES ARE SAYING

"Highly recommend for new members to healthcare philanthropy. Great place to learn and garner new ideas."

"It's a very well done fundraising conference! Nicely organized, well presented, great topics, and locations. My favorite."

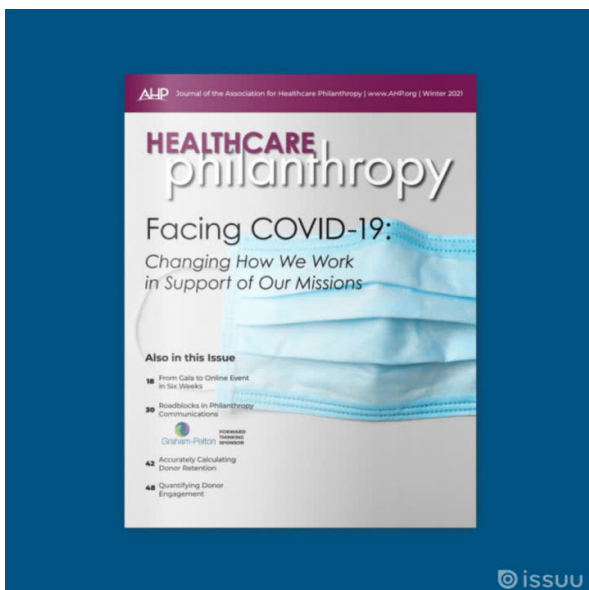
*Must receive commitment by July 20, 2021 to ensure logo on printed materials.

AHP's Healthcare Philanthropy Journal

The **Healthcare Philanthropy Journal**, published twice a year, is a peer-reviewed publication for healthcare philanthropy professionals worldwide, covering important and trending topics in the profession and industry.



Debuted for the Winter 2021 (Fall 2020) issue, the Journal is now available as a digital flipbook for all AHP members. Powered by ISSUU, members will be able to **experience** the magazine from their computer!



Exclusive to one sponsor annually (Fall and Spring issues), this sponsorship offers the following:

- Your company's name on the cover, Table of Contents, and article next to the Forward Thinking Sponsor icon
- A full page four-color ad included in all PDFs and ISSUU publications
- Ability to have your ads hyperlinked to your website indefinitely
- Opportunity to contribute sidebar copy of 300 words and logo
- High-res PDF copy of the issue
- Mentioned in social media promotions for the Journal

*Note for the Fall 2020 and Spring 2021 issues: the Journal will be distributed digitally only, through PDF and ISSUU, accessible to all members through their AHP account. Non-members can access some of the issue's feature articles for free on the AHP website.



2021 JOURNAL ADVERTISING RATES

Please note ad files must be provided in hi-res PDF or .ai formats, according to the specs for the ad package purchased. Advertisers also must provide one URL to be hyperlinked to the ad; UTM parameters are strongly encouraged.

Ad Size	Member	Non-member
Double-page Spread 17" long x 11.125" high	\$4,500	\$4,800
Back Cover 8.625" long x 11.125" high	\$3,900	\$4,200
Inside Front Cover 8.625" long x 11.125" high	\$3,700	\$4,000
Inside Back Cover 8.625" long x 11.125" high	\$3,700	\$4,000
Full Page 8.625" long x 11.125" high	\$3,000	\$3,300
2/3 Page Horizontal 7" long x 6.33" high	\$2,400	\$2,700
1/2 Page Horizontal 7" long x 4.583" high	\$1,800	\$2,100
1/3 Page Square 4.583" long x 4.583" high	\$1,300	\$1,600
1/3 Page Horizontal 7" long x 3" high	\$1,300	\$1,600
1/4 Page Horizontal 4.583" long x 3.33" high	\$1,000	\$1,300
1/4 Page Vertical 3.333" long x 4.583" high	\$1,000	\$1,300
1/6 Page Horizontal 4.583" long x 2.166" high	\$700	\$1,000
1/6 Page Vertical 2.166" long x 4.583" high	\$700	\$1,000

Connect Newsletter

The AHP Connect Newsletter is emailed to AHP members every other Thursday. Each issue includes the latest highlights in healthcare philanthropy news, thought leadership articles, educational and professional opportunities, and community updates.

TOP HALF



Strategies to Better Align Your Marketing and Development Teams

The relationship between marketing and development teams can be a tricky one to navigate. Check out these four tactics to help the teams work more collaboratively and to truly value the unique skillset they both bring to the table.

[Read the Post](#)

CALLING ALL EXECUTIVES



THE AHP EXECUTIVE SUMMIT

Join us starting March 23 for **Leading Forward 2021**, the AHP Executive Summit designed for chief development officers, executive directors, and other executive leaders in healthcare philanthropy.

Enjoy interactive, meaningful conversations with fellow leaders in virtual 75-minute Zoom sessions every two weeks.

Sessions will explore seven key areas of focus for healthcare philanthropy leaders in a pandemic-affected world.

[Register Now](#)

Sponsored Content
High Placement

Rectangle Top Ad
(Unavailable until 2022)



How and Why to Refresh Your Donor Recognition Strategy

Effective and impactful donor recognition is a profound fundraising tool and critical ongoing success. But traditional donor recognition is a challenge when people can't come in person to the hospital. For that reason and more it might be

BOTTOM HALF

ADVERTISEMENT

Box Ad
(Unavailable until 2022)

JOIN US FOR A WEBINAR

How to Engage and Grow Philanthropic Partnerships in a Post-Pandemic World on [March 24 at 2 pm ET](#). Registration is FREE.

Maximizing Individual Success through Diversified Revenue, Increased Collaboration, and Data-Driven Goals on [March 31 at 2 pm ET](#). \$49 for AHP members; \$99 for non-members; AHP Prime members FREE.

ADVERTISEMENT

Lower Leaderboard

ADVERTISEMENT

Product
Showcase



Featured Positions

[Vice President of Foundation Operations](#)

Presbyterian Healthcare Services

Albuquerque, NM

[Director of Corporate and Foundation Relations](#)

Pennington Biomedical Research Foundation

Remote, Central Region

[Assistant VP - Philanthropy](#)

MedStar Health Inc.

Washington, DC

See all job postings or post a job in the [AHP Job Center](#).

Sponsored Content
Low Placement

© 2021 Association for Healthcare Philanthropy

2050 South Clark Street • Suite 816 • Arlington, VA • 22202 • 703.532.4243 • [www.ahp.org](#)

To unsubscribe from AHP Connect, [click here](#). To manage your AHP email subscriptions, [click here](#). To unsubscribe from ALL AHP emails, send an email to [ahp@ahp.org](#) with "Remove from ALL AHP emails" in the subject line.



2021 CONNECT ADVERTISING RATES

Rates below are divided by **Affiliate Member (AM)** and Non-members (NM).

Specs	1 Month (2 Ads)	3 Months (6 Ads)	6 Months (12 Ads)
Upper Leaderboard 630px wide x 90px high	AM: \$1,600 NM: \$1,900	AM: \$3,400 NM: \$3,700	AM: \$5,200 NM: \$5,500
Lower Leaderboard 630px wide x 90px high	AM: \$1,300 NM: \$1,600	AM: \$3,000 NM: \$3,300	AM: \$4,700 NM: \$5,000
Box Ad 280px wide x 200px high + content	AM: \$700 NM: \$1,000	AM: \$1,700 NM: \$2,000	AM: \$2,400 NM: \$1,700
Rectangle Top Ad 468px wide x 60px high	AM: \$300 NM: \$600	AM: \$600 NM: \$900	AM: \$1,000 NM: \$1,300
Sponsored Content High Placement 150px wide x 150px high logo + content	AM: \$800 NM: \$1,100	AM: \$1,300 NM: \$1,600	AM: \$2,000 NM: \$2,300
Sponsored Content Low Placement 150px wide x 150px high logo + content	AM: \$600 NM: \$900	AM: \$1,000 NM: \$1,300	AM: \$1,700 NM: \$2,000
Product Showcase 175px wide x 125px high	AM: \$200 NM: \$500	AM: \$400 NM: \$700	AM: \$600 NM: \$900

ADVERTISING REQUIREMENTS

- Image files must be in PNG, JPG, or GIF formats according to the specs respective to the ad package purchased
- Must provide all URLs to be hyperlinked to the ad; UTM parameters are strongly encouraged but not required
- No ads requiring plug-ins, or with audio or cookies can be used

ADDITIONAL OPPORTUNITIES



AWARDS AND PROGRAMS

40 Under 40 Program

- Recognizes young leaders under the age of 40 within healthcare philanthropy
- Winners are recognized during the AHP International Conference

Fellow of the Association for Healthcare

Philanthropy (FAHP)

- Recognizes a career of achievement of an AHP member
- Winners are selected after a two-round application process

Healthcare Philanthropy Journal Award

- Given annually to a guest writer
- Winner is recognized during the AHP International Conference

Si Seymour Award

- Recognizes distinguished leadership in the healthcare philanthropy community
- Winners are recognized during the AHP International Conference



WEBINARS

- Sponsored webinars are free to AHP members
- See between 150-250 participants



JOB BOARD

- Healthcare philanthropy professionals can browse available positions and post positions for recruiting



RESEARCH PUBLICATIONS

- This includes the Annual Salary Report, Report on Giving, and others



WANT SOMETHING MORE?

- Contact us to explore a customized sponsorship or personalized annual packages!



EMAIL

- Promotional and reminder communications for events are sent frequently to segments of the target audience, and they include logos of event sponsors as well as website hyperlinks

GIVE IT A TRY.

We'll work with you to find sponsorship opportunities that you feel work best for your brand.

Email businessdevelopment@ahp.org to get started.