

## 2022 SPONSORSHIP PACKAGES



**OCTOBER 18 & 19, 2022, Virtual Half Days**

**We are pleased to invite interested sponsors to support our 19<sup>th</sup> annual conference.**

The Northwest Patient Safety Conference is an annual event that brings together healthcare leaders, advocates, and patients concerned with the critical topic of patient safety. This year's virtual conference, **½ days on October 18 & 19**, continues our partnerships with the Oregon Patient Safety Commission and the British Columbia Patient Safety and Quality Council.

Program information can be found on the WPSC website. Consider being a part of the biggest patient safety event in the Pacific Northwest!

### **2022 Committed Sponsors**

New Canvas Advising

### **We want to thank last year's sponsors:**

**Platinum:** *Swedish Medical Center*

**Silver:** *Oregon Patient Safety Commission*

**Bronze:** *Amerigroup, BETA Healthcare Group, Individual, Confluence Health, First Choice Health, The Everett Clinic, Virginia Mason Franciscan Health, Washington State Nurses Association*

**Supporters:** *BC Patient Safety & Quality Council, MultiCare Health System, Overlake Medical Center & Clinics; Parker, Smith & Feek; PeaceHealth, Washington State Medical Association*

**Friends:** *Community Health Plan of Washington, OneHealthPort, RLDatix, Seattle Cancer Care Alliance, New Canvas Advising*

## THIS YEAR'S PACKAGES OFFER SEVERAL LEVELS FROM WHICH TO CHOOSE

All sponsors will be recognized on the Washington Patient Safety Coalition website and marketing materials with sponsor logos linking to an external website. Platinum, Gold, Silver and Bronze sponsors have access to a dedicated page on the conference website which can include images, videos, links, etc. In addition to those benefits, each sponsorship level provides unique benefits, visibility, and marketing options.

### PLATINUM SPONSOR - \$10,000 (1 AVAILABLE - DESIGNATION AS PRESENTING SPONSOR)

- **Platinum sponsorship will be considered a “presenting sponsor” of the conference and therefore will be listed on conference materials directly after the conference name Ex: “The 19<sup>th</sup> Annual Northwest Patient Safety Conference Presented by:....”**
- Recognition as Platinum Sponsor in all promotional material:
  - Lead position on all key marketing materials
  - Lead logo position in all sponsor lists
  - Logo listed as presenting sponsor on the event registration website
  - Conference platform visibility: Prominent logo placement on conference pages.
  - Dedicated sponsor page on the conference website
  - All conference announcements during the event will include your organization’s logo
- You will introduce the October 18<sup>th</sup> opening Keynote Speaker
- Fifteen (**15**) free registrations to the conference, a \$1,125 value.
- Detailed attendee roster provided to sponsor prior to the event date
- ‘Sponsor spotlight’ feature and designation as Presenting Sponsor in Friday Five newsletter (1700 weekly recipients) and social media platforms
- Presenting Sponsor Designation and Logo placement on all material in perpetuity
- Logo placement in email reminder to attendees the week prior to the conference and post-conference survey email

### GOLD SPONSOR(S) \$7,500 (3 AVAILABLE)

- Recognition as Gold Sponsor in all promotional material:
  - Prominent position on all key marketing materials
  - Prominent logo placement in all sponsor lists
  - Half-page ad space in agenda
  - Logo listed as gold sponsor on the event registration website
  - Conference platform visibility: Prominent logo placement on conference pages.
  - Dedicated sponsor page on the conference website
- Introduction of Plenary Speaker (3 available) with your organization’s logo on the session webpage and a one-minute recorded pre-roll before the plenary speaker’s presentation starts
- Ten (**10**) free registrations to the conference, a \$750 value.
- Detailed attendee roster provided to sponsor prior to the event date
- ‘Sponsor spotlight’ feature in Friday Five newsletter (1700 weekly recipients) and social media platforms

### SILVER SPONSOR(S) \$5,000

- Recognition as Silver Sponsor in all conference material:
  - Logo placement in all sponsor lists
  - Logo listed as silver sponsor on the event registration website
  - Conference platform visibility: Prominent logo placement on conference pages.
  - Dedicated sponsor page on the conference website

- Introduction of breakout room sessions with your organization's logo on the session webpage and a one-minute recorded pre-roll before the breakout session begins.
- Seven (**7**) free registrations to the conference, a \$525 value
- Detailed attendee roster provided to sponsor prior to the event date
- 'Sponsor spotlight' feature in Friday Five newsletter (1700 weekly recipients) and social media platforms

### **BRONZE SPONSOR(S) \$2,500**

- Recognition as Bronze Sponsor in conference material:
  - Logo placement in all sponsor lists
  - Logo listed as bronze sponsor on the event registration website
- Three (**3**) free registrations to the conference, a \$225 value
- Conference platform visibility: Prominent logo placement on conference pages.
- Dedicated sponsor page on the conference website
- Detailed attendee roster provided to sponsor prior to the event date
- Logo in 'Bronze Sponsor spotlight' feature in Friday Five newsletter (1700 weekly recipients)
- Detailed attendee roster provided to sponsor prior to the event date

### **SUPPORTER(S) OF PATIENT SAFETY \$1,500**

- Recognition as Supporter of Patient Safety in conference materials
- Conference platform visibility: Logo placement on conference pages.
- Two (**2**) free registrations to the conference, a \$150 value

*\*Newsletters go out every other Friday. Number of e-mail blasts will be dependent upon timing of sponsorship agreement.*

