

# 2025

## SPONSORSHIP PACKET



State Leadership Conference  
April 17-18, 2025

Grand Traverse Resort  
& Spa - Acme, MI

# Support The Next Generation

Dear Community Partner,

Thank you for your interest in sponsoring Michigan HOSA and helping build the next generation of future health professionals. Our organization provides students with opportunities to become leaders in the global health community through education, collaboration, and experience in a wide variety of different fields. With your support, we will be able to help students pursue their dreams.



HOSA provides a direct portal for industry and community leaders to network with classrooms and offer educational opportunities to future employees. By choosing to sponsor Michigan HOSA, you are showing that you support educational programs that are directly relevant to your future employee base.

Within this packet, you will find the benefits and levels of sponsorship that Michigan HOSA has to offer your business/organization. Whether you choose to make a direct contribution or partner in another way, we thank you for your support. We will work with you to create the ideal partnership in order to advance the unique needs of your organization. To learn more about Michigan HOSA, please visit our website [www.michiganhosa.org](http://www.michiganhosa.org).

If you are interested in sponsoring Michigan HOSA, please fill out the Sponsor Interest Form and we will contact you. If you have any questions, feel free to email [amber.snider@mhc.org](mailto:amber.snider@mhc.org). We look forward to hearing from you and exploring partnership opportunities with you!

Sincerely,

**The Michigan HOSA Team**

*Mark Burley*  
State Director  
[hosa@mhc.org](mailto:hosa@mhc.org)

*Samantha Pohl*  
Assistant Director  
[samantha.pohl@mhc.org](mailto:samantha.pohl@mhc.org)

*Amber Snider*  
Sponsorships Coordinator  
[amber.snider@mhc.org](mailto:amber.snider@mhc.org)

# About Michigan HOSA



## Our Mission

Through the continued support of organizations like yours, we have increased membership across the state. From Monroe to Niles, up to Sault Ste. Marie and across to Ironwood, Michigan HOSA is developing an abundant and more qualified health care workforce.

Our sponsorship program is a strategic way to communicate information about your organization, service or product. By sponsoring the Michigan HOSA State Leadership Conference, you gain visibility and recognition among thousands of health science students. With a broad range of sponsorship levels, you can easily promote your message to HOSA students.

## Your Opportunities

Opportunities exist for health related organizations and those who support educational programs to become involved with HOSA. HOSA's interests lie in working collaboratively with the health care community and stakeholders. Partners have access to tomorrow's health care professionals. It's a chance to inform, contribute to, and communicate with thousands of Michigan high school students, teachers and health science administrators.

Michigan HOSA is powered by Michigan Health Council (MHC), a 501(c)(3) nonprofit organization on a mission to ensure the future of the healthcare workforce.



# State Leadership Conference

April 17-18, 2025

## Overview

The Michigan HOSA State Leadership Conference is the culmination of nine regional leadership conferences throughout the state. Over 2,500 students will participate in 80+ competitive events during a two-day event. Many teachers, judges, volunteers and industry representatives will help facilitate the conference in hopes of preparing a more qualified health care workforce.



By supporting this year's event, you are helping us to create lifelong learning experiences, while also helping to cover event costs, such as print materials, medallions, student t-shirts, event supplies and more!

### Exhibit Hall Schedule

Thursday, April 17, 2024

Set-up: 10 AM

Fair: 11 AM - 4 PM

*A small box lunch will be provided for exhibitors during student orientation at 12:30 PM.*

### Michigan HOSA Membership

- Michigan HOSA's 2023-2024 membership was **7,080**
- The *2024 Michigan HOSA State Leadership Conference* hosted **2,654** registered members from **136** schools across the state of Michigan!

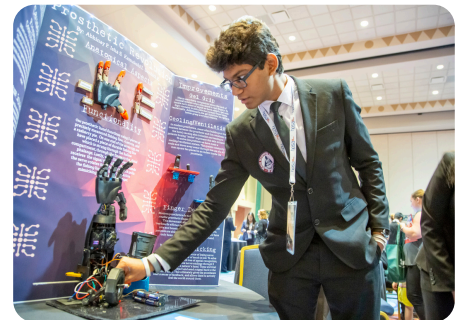
# Sponsorships at the SLC

We offer a wide range of sponsorship options to allow you to support Michigan HOSA students in a way that fits your needs and budget. Select from our Sponsorship Packages below or contact us to put together a custom sponsorship. Register as a sponsor at [www.michiganhosa.org/exhibitorapplication](http://www.michiganhosa.org/exhibitorapplication).

## Diamond

\$2,000

- One 6' table at the Exhibiting hall, 2 exhibitors
- Exclusive competitive event sponsorship (select from 75 healthcare events/competitions):
  - Recognition as a sponsor throughout the conference, including each time your selected event is featured in Michigan HOSA State Leadership Conference print, broadcasts, and social media.
  - Option of presenting competitive event medal to the winning HOSA team
- Half-page (8"x5.25") advertisement in conference program
- Recognition on the Michigan HOSA website
- Custom post on Michigan HOSA social media platforms
- Option to provide judges for selected event



## Gold

\$1,500

- One 6' table at the Exhibiting hall, 2 exhibitors
- Option of print or virtual advertisement:
  - Half-page (8"x5.25") advertisement in the conference program
  - Advertisement banner on State Leadership Conference web page
- Recognition on the Michigan HOSA website
- Custom post on Michigan HOSA social media platforms

# Sponsorships at the SLC

## Exhibitor

\$1,000

- One 6' table at the Exhibiting hall, 2 exhibitors
- Recognition on the Michigan HOSA website
- Recognition on the Michigan HOSA social account (group post)

### Add-Ons

- Extra exhibitors **\$100/person**
- Guaranteed electricity outlet **\$50**



## A la carte (limited availability)

### Advertisements

- Full-page (8.5x11 plus bleeds) advertisement in the Michigan HOSA SLC program: **\$1,000**
- Advertisement Banner on State Leadership Conference website page: **\$750**
- Half-page advertisement (8'x5.25") in the Michigan HOSA SLC program: **\$600**

### High Visibility Sponsorships

- Name Badge/Lanyard Sponsor (worn by every attendee): **\$10,000**
- Judge/event personnel gifts: **\$5,000**
- Karaoke event sponsorship (Thursday night): **\$5,000**
- Bag Sponsor (distributed to each school advisor): **\$5,000**
- Pen sponsor: **\$1,500 + 3,000 pens** (*sponsor-provided*)
- eBlast to newsletter list leading up to event: **\$1,000**



# Get Involved

We appreciate your consideration of Michigan HOSA as you explore ways to connect with the next generation of healthcare professionals. Whether you're able to sponsor this event or not, we could use your help!

Please consider acting as a Judge Volunteer, or connecting us with individuals at your organization who may be able to help.

To learn more about this role and to sign up, please visit [michiganhosa.org/judge](http://michiganhosa.org/judge)

# Contact Us

[www.michiganhosa.org](http://www.michiganhosa.org)  
[amber.snider@mhc.org](mailto:amber.snider@mhc.org)