



State of the State of Healthcare Monday, June 10, 2019 Crowne Plaza Lansing West

Event Co-Chairs

Brenda J. Geoghegan, The Huntington National Bank
Rachel Lubahn, Smalley Investments

About the event

The State of the State of Healthcare is McLaren Greater Lansing Foundation's annual networking luncheon presented by Business Partners in Health.

The event is dedicated to educating business and medical professionals about current healthcare industry trends, what to expect in the future, how to prepare for change, the critical importance of a healthy workforce, and more.

Guests enjoy networking and lunch, while major sponsors are afforded the opportunity to attend a pre-event reception with the keynote speaker.

About the speaker - Dr. Holly G. Atkinson

Dr. Holly Atkinson, a well-known media personality and a gifted speaker, has engaged audiences on achieving wellness for more than 20 years. Dr. Holly Atkinson is Clinical Professor in the Department of Medical Education and Medical Student Advisor at the CUNY School of Medicine (CSOM) in New York City. Prior to joining the faculty at CSOM, Dr. Atkinson was at Mount Sinai Medical Center for 10 years, where she was Director of the Human Rights Program.

With degrees in both medicine and journalism, she possesses a unique blend of experience and skill—medical expertise, media savvy and business acumen. Atkinson has worked in print, broadcast television and web-based technologies for both consumers and medical professionals and has extensive international business experience.



State of the State of Healthcare Sponsorship

Sponsorships are available on a first-come, first-served basis and sell out quickly. For an up-to-date list, please visit www.mclaren.org/sos.

2019 State of the State of Healthcare sponsors, excluding the Donor Sponsor, receive lunch for the number of attendees included with their sponsorship.

In addition, sponsors choosing sponsorships of \$250 or more receive specific benefits listed below each level and the following:

- Recognition on State of the State of Healthcare website
- Recognition during the Foundation's Annual Donor Recognition Reception
- Recognition in the Foundation's annual report

Completed sponsorship forms and logos (if applicable) must be received by **May 28, 2019** in order to be recognized in event day materials.

Sponsorship Opportunities*

MEDIA SPONSOR - \$5,000

(\$4,400 is tax-deductible)

- Name and/or logo in event invitation and electronic marketing**
- Recognition in event press release
- Name and logo recognition in on-site print materials
- Name and logo recognition during event
- Invitation for four (4) guests to attend pre-luncheon reception
- Two (2) dedicated tables for six (6) guests each

VIP RECEPTION SPONSOR - \$5,000

(\$4,400 is tax-deductible)

- Name and/or logo in event invitation and electronic marketing**
- Recognition in event press release
- Name and logo recognition in on-site print materials
- Name and logo recognition during event
- Invitation for four (4) guests to attend pre-luncheon reception
- Two (2) dedicated tables for six (6) guests each

GOLD SPONSOR - \$3,500

(\$2,900 is tax-deductible)

- Name and/or logo in event invitation and electronic marketing**
- Recognition in event press release
- Name and logo recognition in on-site print materials
- Name and logo recognition during event
- Invitation for four (4) guests to attend pre-luncheon reception
- Two (2) dedicated tables for six (6) guests each



SILVER SPONSOR - \$2,500

(\$1,900 is tax-deductible)

- Name and/or logo in event invitation and electronic marketing**
- Name and logo recognition in on-site print materials
- Name and logo recognition during event
- Invitation for two (2) guests to attend pre-luncheon reception
- Two (2) dedicated tables for six (6) guests each

BRONZE SPONSOR - \$1,000

(\$700 is tax-deductible)

- Name and logo recognition in on-site print materials
- Name and logo recognition during event
- One (1) dedicated table for six (6) guests

REGISTRATION SPONSOR - \$750

(\$450 is tax-deductible)

- Name and logo recognition at registration
- Name and logo recognition in on-site print materials
- Name and logo recognition during event
- One (1) dedicated table for six (6) guests

TABLE SPONSOR - \$500

(\$200 is tax-deductible)

- Name recognition in on-site print materials
- One (1) dedicated table for six (6) guests

SPONSOR WITHOUT ATTENDING

DONOR SPONSOR - \$250

(\$250 is tax-deductible)

- Name recognition in on-site print materials

*Sponsorship levels subject to change

Registration must be confirmed by **April 5, 2019



"McLaren Greater Lansing Foundation has created an outstanding opportunity for business and community members to hear national industry experts address key topics impacting the ever-changing landscape of healthcare."

Calvin L. Jones

*Director of Government Relations
Lansing Board of Water & Light*



State of the State of Healthcare

Past Sponsors *(held June 18, 2018)*

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