



Why Metallic Sponsors?

Sponsors are CAHU's second largest source of income. In the 2006-2007 year, CAHU received \$107,850 from sponsors. Without the generosity of metallic sponsors, CAHU would have to scale back its programs and services.

Where Sponsorships Go

Sponsors allow CAHU to be a strong advocate for our private healthcare delivery system. CAHU's revenues, including sponsorship dollars, support the following valuable programs and services:

- Legislative advocacy in Sacramento to preserve our private healthcare delivery system
- Continuing education classes and speakers
- Leadership development and training
- Media relations to raise public awareness about the healthcare delivery system
- Communications through electronic and printed newsletters

METALLIC SPONSOR PACKAGES AND BENEFITS

| SPONSOR BENEFITS | \$25,000 Palladium (limited to 2) | \$15,000 Platinum (limited to 4) | \$10,000 Gold (limited to 4) | \$7,500 Silver (limited to 6) | \$5,000 Bronze |
|--|--|---|---|--|---------------------------|
| 2008 Sales Conference | | | | | |
| ▪ Exhibit booth | 1 prime double | 1 prime spot | 1 regular spot | 1 regular spot | 1 regular spot |
| ▪ Lunch/CE tickets | 20 tickets | 10 tickets | 4 tickets | 2 tickets | 2 tickets |
| ▪ Program display ad | Inside front or back cover | Full page | Full page | ½ page | ¼ page |
| ▪ Multi-media recognition | Yes | Yes | Yes | Yes | Yes |
| 2008 Day at the Capitol (May 19 and 20, 2008, at the Sacramento Sheraton) | | | | | |
| ▪ Table top exhibit | 1 prime double | 1 prime spot | 1 regular spot | 1 regular spot | 1 regular spot |
| ▪ Lunch/CE tickets | 16 tickets | 8 tickets | 4 tickets | 2 tickets | 2 tickets |
| ▪ Display ad in program | Inside front or back cover | Full page | Full page | ½ page | ¼ page |
| ▪ Multi-media recognition | Yes | Yes | Yes | Yes | Yes |
| Website and Newsletter Advertising | | | | | |
| Logo, Company Statement and link on www.cahu.org | Permanent | Permanent | 9 months | 6 months | 3 months |