



2017 Sponsorship Prospectus

The Maine Public Health Association has served as The Voice of Public Health in Maine for the past 33 years. As a statewide association, we advocate, act and advise on critical public health challenges. We are dedicated to assuring the health of Maine's people and places, and encourage, support, and promote public health practice throughout the state by connecting with our members and other key stakeholders, including business owners, policymakers, and government agencies.

MPHA represents nearly 600 public health experienced and young professionals, and students throughout Maine. Our annual meeting is the premier public health event in Maine, and our social media presence continues to grow with 1,000+ followers. To celebrate the work of public health professionals throughout Maine, we have added several new networking and recognition events throughout the year.

MPHA's guiding principles are to:

- Be the leading voice for public health policy and advocacy in Maine.
- Convene broad-based stakeholders and promote evidence-based and data-driven policy.
- Promote healthy communities and health equity.
- Engage members in our work.

To that end, our 2017 priorities are to increase our advocacy efforts, and member engagement through networking, professional development, and educational opportunities.

We look forward to partnering with you!

Rebecca Boulos, MPH, PhD
Executive Director
Maine Public Health Association

2016 MPHA Annual Meeting Sponsors

Special thanks to the following organizations for their generous support of MPHA's 32nd Annual Meeting, which was held at the University of Southern Maine's Portland Campus. Thank you, too, to the University of New England for hosting the Celebration Reception.

Platinum Sponsors (\$5,000)

American Heart Association
MaineHealth
Maine Network of Healthy Communities
MCD Public Health
University of New England

Gold Sponsors (\$3,000)

Breathe Easy Coalition
EMHS
Healthy Androscoggin
Muskie School of Public Service, University of Southern Maine
Wellness Connection of Maine

Silver Sponsors (\$2,000)

American Lung Association
Bingham Program
Maine Cancer Foundation
Maine Quality Counts
Mid Coast Hospital
Portland Public Health

Bronze Sponsors (\$1,000)

Healthy Portland
Center for Outcomes Research & Evaluation, Maine Medical Center Research Institute
Maine Conservation Alliance
Maine Hospital Association
New England Public Health Training Center @ University of New England
The Opportunity Alliance

Breastfeeding Room Sponsors (\$300)

Cary Medical Center
Let's Go!
Maine Dental Association
The Opportunity Alliance
Winter Kids

2017 Sponsorship Opportunities

NEW MPHA Monthly Webinar Series

Sponsoring an MPHA webinar series (5 webinars) associates your company with our year-round commitment to offering educational and professional development opportunities for our members. Sponsors are recognized as partners and leaders in Maine's public health field.

The calendar for January 2017 – June 2017 is below:

- January: Maine Alliance for Addiction Recovery – Drug Recovery Resources App
- February: Maine Responds – Public Health Emergency Database
- March: Diversion Alert – Prescription Drug Use Resources
- April: Maine Area Health Education Center – HPV Vaccine
- May: Maine Cancer Foundation – Maine's Impact Cancer Network
- June: Environmental Health Strategies – Clean Drinking Water in Maine

MPHA's webinars are recorded live. Recordings are posted on MPHA's YouTube page, which allows for on-demand, perpetual access. Webinar sponsors will receive:

- Logo recognition & e-link on MPHA website & YouTube station
- Logo recognition & e-link in MPHA webinar emails, reaching 1,500+ public health-oriented professionals in Maine
- Logo recognition & e-link in webinar registration confirmation email
- Sponsorship recognition during opening remarks for live webinars, and in on-demand playback
- Recognition of sponsorship via MPHA social media outlets (Facebook, Twitter, LinkedIn, YouTube), reaching 1,000+ followers

Two sponsorships available:

~~November 2016 – April 2017: \$2,000~~

May 2017 – September 2017: \$2,000

NEW MPHA Networking Events

New for 2017, MPHA is introducing MPHA-CONNECT, a networking and mentoring opportunity for public health students, young professionals and experienced professionals to connect about public health and careers in Maine. Events will be held every other month throughout the year, across the state, and will feature a guest speaker and/or skill-building workshop. More than 40 graduate students/young professionals (SYP) have joined our SYP Committee. Networking event promotion will reach our entire listserv (1,500+ contacts).

Networking Event sponsors will receive:

- Logo recognition & e-link on MPHA & event websites
- Logo recognition & e-link in MPHA event emails, reaching 1,500+ public health-oriented professionals in Maine
- Logo placement on event signage
- Sponsor distinction on name badge for all company attendees
- Recognition of sponsorship from the podium at the event
- Recognition of sponsorship via MPHA social media outlets, reaching 1,000+ followers

Four event sponsorships available: \$2,000 per event

May, July, September, November

NEW MPHA Monthly E-News

\$3,000/year, or \$1,500/6 months

Sponsoring MPHA's e-news associates your company with our member updates and current events. Sponsors are recognized as partners and leaders in Maine's public health field. MPHA's newsletters reach our nearly 600 members and 1,500+ contacts. The sponsor's logo will be included in all e-communications.

NEW MPHA Maine for ME Internships

New for 2017, MPHA is introducing an internship program for students studying public health at either the undergraduate or graduate level. Students must be Maine residents. This sponsorship opportunity provides a paid internship (\$1,500) for a Maine student to either intern with MPHA, or MPHA will broker an internship, providing the student with a hands-on experience of improving public health in their home state, and improving their statewide professional network, thus encouraging them to stay in Maine after graduation. The internship duration is 12 weeks, or 360 hours, whichever comes first.

Maine for ME Internship sponsors will receive:

- Logo recognition & e-link on MPHA website
- Logo recognition & e-link in MPHA promotional emails and flyers, reaching 1,500+ public health-oriented professionals in Maine
- Recognition of sponsorship via MPHA social media outlets (Facebook, Twitter, LinkedIn, YouTube), reaching 1,000+ followers
- The opportunity to meet with sponsored interns to discuss their internship experience and career goals

Four internship sponsorships are available (2/semester); \$2,000 per intern
May – August; September – December

2017 MPHA Annual Meeting “Health Equity: Can We Get There From Here?”

The ideal place to reach your target audience is the MPHA Annual Meeting, which brings together 300+ public health professionals and students, representing all career levels and public health specializations, including tobacco, clinical care, epidemiology, nutrition, physical activity, substance use, and environmental health.

Our attendees are the audience you want to reach: highly engaged and broad in specialty. The MPHA 2017 Annual Meeting is your chance to make connections and promote your company to this committed audience through a variety of support opportunities that offer maximum exposure and deliver a significant return on your investment.

As the premier public health event in Maine, this is the opportunity to support to reach leaders in Maine’s public health field. Join us in Portland, and take your company’s success to the next level.

Partnering with MPHA:

- Showcases your company at the largest public health conference in Maine
- Puts you face-to-face with 300+ highly engaged attendees from around the state
- Gives you the unique opportunity to build relationships with public health researchers, practitioners, and clinicians in Maine

All annual meeting sponsors will be acknowledged on signage at the event, including in the Welcome presentation. Sponsor acknowledgment is based on total 2017 commitments to MPHA, per levels outlined on page 9 – see below.

***NEW* Annual Meeting Delegate Bags**

\$5,000 (1 sponsor)

The official MPHA delegate bag is the highest profile promotional item distributed at the meeting. The supporters’ logos may be printed on the bag along with the MPHA meeting and/or Association logo. While seen throughout the meeting and host city during the meeting, attendees also take the bags home to use at the office, grocery store, etc., providing even greater exposure.

***NEW* Annual Meeting Glassware**

\$2,000 (1 sponsor)

New in 2016, we offered annual meeting attendees an MPHA mason jar. This popular item continues to be requested by members, and was appreciated in lieu of non-reusable beverage containers. The chosen sponsored vessel (e.g. waterbottle, mason jar) will be given to all attendees with the MPHA and sponsor logos. The design must be approved by MPHA before printing. Item and printing costs are the responsibility of the sponsoring organization.

***NEW* Name Badge Lanyards**

\$1,000 (1 sponsor)

This popular item clips on to the attendee badge, preventing pinholes in clothing, and thus, much appreciated by meeting attendees. Lanyards are highly visible and the supporter’s logo or name may be included. Production costs are provided by the supporter, and the design must be approved by MPHA before production.

NEW Electronics Charging Stations

\$500 per station (up to 2 sponsors)

Help attendees power up between sessions while gaining exposure for your company. Add your company's logo at the top of the station and a message at the bottom to drive attendees to your booth!

NEW Meeting Hall Banners

\$250 - \$2,000 (Unlimited sponsors; price depends on size and placement)

Capture the attention of MPHA attendees and direct them to your booth as they navigate their way through the meeting hall. Sponsor banners will be placed in a high traffic area in the meeting venue. Banner sizes vary to fit every budget.

NEW Keynote Speaker Sponsor

\$2,000

The keynote sponsor will be verbally recognized at the event, and on print materials. The sponsoring organization will be invited to introduce the keynote speaker, and an opportunity for a meet-and-greet with the speaker will be available.

NEW MPHA Public Health Policy Champion

\$500

This award recognizes a state policymaker who has made a significant contribution to public health in Maine. The award sponsor will be verbally recognized at the event, and on print materials.

NEW MPHA Public Health Journalism Award

\$500

This award recognizes a journalist who has made a significant contribution to public health in Maine. The award sponsor will be verbally recognized at the event, and on print materials.

NEW MPHA Rising Star Award

\$500

This award recognizes a young professional (<40 years old) in Maine who has made a significant contribution to public health in Maine. The award sponsor will be verbally recognized at the event, and on print materials.

MPHA Public Health Program of Excellence

\$500

This award recognizes effective, efficient, evidence-based, and creative public health programs in Maine. The award sponsor will be verbally recognized at the event, and on print materials.

MPHA Ruth S. Shaper Award

\$500

This award recognizes an individual who has made a significant contribution in the area of public health. The award sponsor will be verbally recognized at the event, and on print materials.

MPHA Presidents' Award

\$1,500

The President's award is the highest award given by MPHA. Nominations are solicited and vetted by MPHA past presidents. The award sponsor will be verbally recognized at the event, and on print materials.

Annual Meeting Signage

\$750 (1 sponsor)

Help attendees find their way to the annual meeting by displaying directions for parking and the meeting venue alongside your company logo and exhibit booth number on signs distributed throughout the venue.

Coffee Break

\$500 (up to 2 sponsors)

Coffee breaks occur in the Exhibit Hall between sessions. Coffee and tea are served. Sponsors will be recognized on table signage. Additional opportunities for promotion are available. Please contact MPHA for more information.

MPHA Annual Meeting Networking Breakfast

\$1,000 (1 sponsor)

Students, young professionals (within 3 years of graduating college or graduate school), and new members are invited to join the MPHA Board of Directors for an informational and interactive breakfast the morning of the conference. Sponsors will be recognized on table signage. Additional opportunities for promotion are available. Please contact MPHA for more information.

MPHA Annual Meeting Attendee Breakfast

\$600 (up to 3 sponsors)

Breakfast is available for all meeting attendees before the start of the conference. This is an opportunity for attendees to visit the exhibits, network, and review the day's agenda. Sponsors will be recognized on table signage. Additional opportunities for promotion are available. Please contact MPHA for more information.

MPHA Annual Meeting Attendee Lunch

\$750 (up to 3 sponsors)

Lunch is available for all annual meeting attendees. This is an opportunity for attendees to visit the exhibits, network, and review the day's agenda. Sponsors will be recognized on table signage. Additional opportunities for promotion are available. Please contact MPHA for more information.

Breastfeeding Support Room

\$500 (up to 3 sponsors)

The Breastfeeding Support Room is available to mothers who are breastfeeding, and offers them a quiet, private place to pump. Magazines, music and water will be available in the room, and sponsors will be acknowledged on signage directing women to the room, as well as in the room.

Material Distribution in Delegate Bags*

\$300 (Non-exhibitors) or \$100 (Exhibitors) *per insert*

To publicize an upcoming conference, promote a new product or draw traffic to an exhibit booth, an announcement can be inserted into the MPHA Annual Meeting delegate bags. A completed materials distribution form must be submitted to MPHA for review and approval prior to printing. **Bag inserts are not included in total support level.*

For questions about MPHA sponsor opportunities, please contact Rebecca Boulos at executivedirector@mainepublichealth.org.

2017 MPHA Corporate Memberships

Sustaining Corporate Membership

\$5,000

- Up to 20 employee MPHA memberships
- 20% discount on annual meeting registrations
- Company logo on MPHA website & direct link to your organization's website
- Listed in print & digital annual report, with link to your organization's site in e-version
- 3 year commitment, renewable annually

Alliance Corporate Membership

\$2,500

- Up to 15 employee MPHA memberships
- 10% discount on annual conference registrations
- Company logo on MPHA website & direct link to your organization's website
- Listed in print & digital annual report, with link to your organization's site in e-version

Advocate Corporate Membership

\$1,000

- Up to 10 employee MPHA memberships
- Company logo on MPHA website
- Listed in print & digital annual report

Partner Corporate Membership

\$500

- Up to 5 employee MPHA memberships
- Company logo on MPHA website
- Listed in print & digital annual report

In appreciation of your company's *cumulative* 2017 support*, MPHA offers the following additional benefits:

Diamond Supporter

Contributing \$20,000 or more

- 10 complimentary registrations to the MPHA Annual Meeting
- 25 Diamond Supporter ribbons
- Priority booth placement in the Annual Meeting Exhibit Hall
- Diamond Supporter plaque

Platinum Supporter

Contributing \$15,000

- 8 complimentary registrations to the MPHA Annual Meeting
- 20 Platinum Supporter ribbons
- Priority booth placement in Annual Meeting Exhibit Hall, after Diamond Supporters
- Platinum Supporter plaque

Gold Supporter

Contributing \$10,000

- 5 complimentary registrations to the MPHA Annual Meeting
- 15 Gold Supporter ribbons
- Priority booth placement in Exhibit Hall, after Diamond & Platinum Supporters
- Gold Supporter plaque

Silver Supporter

Contributing \$5,000

- 3 complimentary registrations to the MPHA Annual Meeting
- 10 Silver Supporter ribbons
- Silver Supporter plaque

Bronze Supporter

Contributing \$3,000

- 2 complimentary registration to the MPHA Annual Meeting
- 10 Bronze Supporter ribbons

Friend Supporter

Contributing under \$3,000

- 5 Supporter ribbons

**Exhibits are not included in total support level.*