

# Corporate Information Packet

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Association Sponsorship

MISSISSIPPI  
**RURAL HEALTH**  
ASSOCIATION





## Corporate Information Packet

The Mississippi Rural Health Association is a 1,500+ membership organization that supports rural health clinics and rural hospitals with training, education, and tools for professional excellence. We pride ourselves in supporting all matters pertaining to rural health care in Mississippi and support all efforts to maintain quality care and access to care in the state.

We invite you to partner with the Mississippi Rural Health Association in delivering your message to our membership and community advocates. Your support of the Association will give you access to a dedicated membership of health care professionals, and it will help show your commitment to rural health care in Mississippi. Please review the following opportunities and levels of sponsorship, advertising, and exhibiting.

# Annual Association Sponsorship Rates

Annual partners with the Mississippi Rural Health Association provide the greatest support for administrative function. These sponsors will receive top recognition at all Association events and in all communication pieces.

## Diamond Sponsor

\$30,000

- Named sponsorship in annual issues of Crossroads magazine, Rural Health Clinic Connection newsletter, and weekly Rural Health newsletter
- Full page color advertisement in Crossroads magazine and Rural Health Clinic Connection newsletters
- Company name and/or logo featured prominently on the Association's website with dedicated web link from menu
- Three direct mailings to members per year
- Lead Sponsor of Association's 'End of the Year' luncheon
- Lead Sponsor of Association's annual webinar series
- Lead Sponsor of the Association's annual Capitol Day
- Diamond level sponsorship of Association's Rural Health Clinic Conference and Annual Conference
- Dedicated micro-site on website

## Platinum Sponsor

\$20,000

- Featured sponsorship in annual issues of Crossroads magazine, Rural Health Clinic Connection newsletter, and weekly Rural Health newsletter
- Full page color advertisement in Crossroads magazine and Rural Health Clinic Connection newsletters
- Company name and/or logo featured prominently on website
- One direct mailing to members per year
- Sponsor of the Association's annual webinar series
- Sponsor of the Association's annual Capitol Day
- Platinum level sponsorship of Association's Rural Health Clinic Conference and Annual Conference
- Logo and contact information listed on website

## Gold Sponsor

\$10,000

- Full page color advertisement in annual issues of Crossroads magazine, Rural Health Clinic Connection newsletter, and weekly Rural Health newsletter
- Company name and/or logo featured prominently on website
- One direct mailing to members per year
- Sponsor of the Association's 'End of the Year' luncheon
- Gold level sponsorship of Association's Rural Health Clinic Conference and Annual Conference
- Logo and contact information listed on website

## Silver Sponsor

\$5,000

- Half page color advertisement in annual issues of Crossroads magazine, Rural Health Clinic Connection newsletter, and weekly Rural Health newsletter
- Silver level sponsorship of Association's Rural Health Clinic Conference and Annual Conference
- Logo and contact information listed on website

## Bronze Sponsor

\$2,000

- Bronze level sponsorship of Association's Rural Health Clinic Conference and Annual Conference
- Contact information listed on website



# Advertising Opportunities

Provide your organization with an opportunity to promote your service or product to members of the Mississippi Rural Health Association.

## Crossroads Magazine

**Each Issue:** quarterly | distributed to more than 5,000 professionals.

**Half Page Ad:** 5.5" x 8.5" or 4.25" x 11"

- For profit organizations \$250
- Public/Non-profit organizations \$150

**Full Page Ad:** 8.5" x 11"

- For profit organizations \$500
- Public/Non-profit organizations \$250

## Rural Health Clinic Newsletter

**Each Issue:** bi-yearly | electronically distributed to more than 3,500 professionals.

**Half Page Ad:** 5.5" x 8.5" or 4.25" x 11"

- For profit organizations \$150
- Public/Non-profit organizations \$50

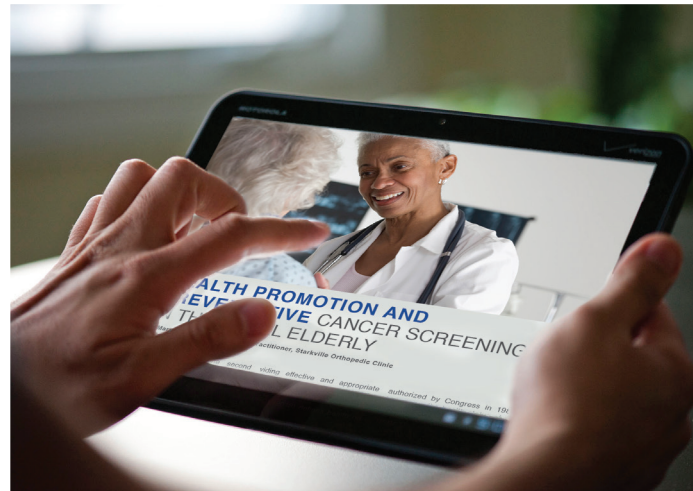
**Full Page Ad:** 8.5" x 11"

- For profit organizations \$300
- Public/Non-profit organizations \$150

## Rural Health News

Weekly electronically distributed to all members (Standard size ad 900 px x 400 px)

- 6 month contract: \$300
- Annual contract: \$500



# Annual Conference Sponsorship/Exhibit

The Mississippi Rural Health Association's Annual Conference is our largest event of the year. More than 220 health care professionals attend this conference. Participants include physicians, nurse practitioners, nurses, social workers, clinic managers, hospital administrators, and others interested in improving rural health care in Mississippi.

## Diamond, Platinum, Gold, Silver, and Bronze Level Sponsorships include the following:

- Prominent exhibit space
- Verbal recognition at the Opening Session
- Company name and/or logo prominently displayed at the Registration Station throughout the conference
- Recognition on the MRHA website's home page, [www.msrrha.org](http://www.msrrha.org), for one calendar year
- Conference attendance and meals for two attendees

### Diamond Level

\$10,000

- Company name and/or logo featured prominently on front of the conference tote bag
- Full page color advertisement in conference program
- Company name prominently displayed at the Awards Banquet and Association Luncheon
- Full page, full color advertisement in Crossroads, MRHA's quarterly magazine

### Platinum Level

\$5,000

- Company name and/or logo featured prominently on conference promotional item
- Full Color advertisement in conference program
- Company name prominently displayed at the Awards Banquet and Association Luncheon
- Quarter-page full color advertisement in Crossroads, MRHA's quarterly magazine

### Gold Level (President's Dinner Sponsorship)

\$4,000

- Primary Sponsorship of the President's Dinner
- Half page black and white advertisement in conference program
- Verbal recognition and company name prominently displayed at President's Dinner
- Quarter page full color advertisement in Crossroads, MRHA's quarterly magazine

### Silver Level

\$2,000

- Quarter page black and white advertisement in conference program
- Company name and/or logo prominently displayed on the breakfast buffet table
- Company name and logo in Crossroads, MRHA's quarterly magazine

### Bronze Level

\$1,000

- Company name and/or logo prominently displayed at the registration table throughout conference
- Recognition on each break table
- Recognition in the conference program

### Standard Exhibitor

#### \$500 for-profit/\$250 non-profit

- Recognition in the conference program
- Conference attendance and meals for two attendees

# Rural Health Clinic Conference

The Rural Health Clinic Conference is designed exclusively for rural health clinics. Attendees include more than 80 health care professionals in positions ranging from administration and clinical management to nursing and physician practice.

## Diamond Level

 **\$4,000**

- Full page color advertisement in conference program
- Company name prominently displayed at the Conference Lunch
- Full page advertisement in Crossroads, MRHA's quarterly magazine
- Conference attendance and meals for two attendees

## Platinum Level

 **\$3,000**

- Full Color advertisement in conference program
- Company name prominently displayed at the Conference Lunch
- Conference attendance and meals for two attendees

## Gold Level

 **\$2,000**

- Half page full color advertisement in conference program
- Verbal recognition and company name prominently displayed at Conference Lunch
- Company name and/or logo prominently displayed on the breakfast buffet table
- Conference attendance and meals for two attendees

## Silver Level

 **\$1,000**

- Recognition on each break table
- Conference attendance and meals for two attendees

## Standard Exhibitor

**\$500 for-profit/\$250 non-profit**

- Recognition in the conference program
- Conference attendance and meals for two attendees



# Other Event Sponsorship Opportunities

## Rural Health Clinic Workshop

Our smaller Rural Health Clinic Workshops are designed for continuing education for health care professionals. Attendance ranges from 25 to 80, and professional background varies depending on the focus of the event.

### Presenting Sponsor **\$2,000**

- Full page color advertisement in workshop program
- Presenting opportunity during workshop lunch
- Workshop attendance and meals for two attendees
- Half page full color advertisement in Crossroads, MRHA's quarterly magazine

## Webinar Series

The Association hosts an annual webinar series that focuses on topics of interest for our members. Attendance and attendees vary depending on webinar topic.

### Presenting Sponsor **\$2,000**

- Presentation recognition with all communication of the webinar series
- Opportunity to present information to webinar attendees
- Half page full color advertisement in Crossroads, MRHA's quarterly magazine



# GENERAL

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## INFORMATION

### **How to Register / Sponsor**

This form is for informational purposes only. To register for event sponsorship or advertising, visit our sponsorship page at [www.msrrha.org/sponsor](http://www.msrrha.org/sponsor) or call our Association at 601.898.3001.

### **Refund Policy**

A 50% refund will be issued for sponsors/exhibitors upon written request no later than 2 weeks before the time of publication / event that your organization is sponsoring. No refund will be given afterward.

### **More Information**

Contact Ryan Kelly, Executive Director, at, 888.810.4313 or 601.898.3001, or [ryan.kelly@mississippirural.org](mailto:ryan.kelly@mississippirural.org)

The Board of Directors of the Mississippi Rural Health Association reserves the right to deny any request for sponsorship, exhibit space, or advertising deemed unsuitable given the goals of the Association.