



**HAAS
HEALTHCARE
ASSOCIATION**

Sponsorship Packages 2020-2021

About the Haas Healthcare Association

Our Vision is to make UC Berkeley the premier healthcare talent pipeline by empowering our student community to tackle the world's most difficult health problems.

The Haas Healthcare Association (HHA) is an organization led by Haas School of Business students that brings together University of California, Berkeley graduate students who have a shared goal to build a more connected and impactful healthcare ecosystem. HHA members include over 250 students from schools across the Berkeley campus, including the Haas School of Business, the School of Public Health, the Goldman School of Public Policy, the School of Information, and the College of Engineering.

Our Mission is to serve as an organization that equips and connects the most passionate minds in healthcare to develop innovative solutions for the most difficult health challenges, by focusing on three core goals.

- 1** Provide a platform that enables students to be conversant in the ever-changing healthcare environment.
- 2** Build a healthcare ecosystem that is more connected, inclusive, and impactful within the Berkeley community and beyond.
- 3** Create an environment where students can find their best fit in healthcare.

Why Sponsor?

Sponsoring the HHA **unlocks your organization's access to a pipeline of top emerging talent in healthcare**. The HHA is one of the most engaging student clubs at Haas, holding events year-round that are attended by students and healthcare professionals throughout the Bay Area.

HHA Events

career treks & company campus visits

Visits to healthcare organization campuses across the country and locally. Virtual visits will be organized for the 2020-21 academic year.

case competitions & hackathons

Showcasing our competitive spirit and innovative ideas.

speaker series

A quarter-long academic course at Haas with guest speakers from diverse healthcare industries and verticals. Held virtually August-October 2020.

coffee chats

Opportunities for organizations to chat one-on-one or in small groups with students virtually.

j.p. morgan alumni mixer

An evening of networking with HHA alumni and other healthcare professionals following the JP Morgan Healthcare Conference in San Francisco. Pending public health guidance, may be held in-person or virtually January 2021.

firm night

Our signature recruiting event, an evening of networking. Intentionally held at the start of recruiting season, new students form early impressions of industry partners and second-year students connect with companies looking for full-time employment. Attended by over 150 students and a dozen organizations each year. Held virtually the week of October 19th 2020.

the haas healthcare conference

Our keynote event and the climax of the school year. The Conference brings together over 400 corporate leaders, graduate students, life sciences innovators, digital health entrepreneurs, and public health champions to explore the cutting edge of healthcare, make meaningful connections, and

hear the most passionate healthcare minds discuss solutions to healthcare's most complex problems. Held virtually March 2021.

Sponsorship Packages

HHA invites organizations to support us through one of four sponsorship tiers: Bronze, Silver, Gold, and Platinum. Each package provides different levels of access and engagement with the HHA community, so your organization can find the right option for you.

Due to COVID-19, events for the 2020-21 academic year will be held virtually. To account for the reduced cost of virtual events, HHA is offering a discount on sponsorship levels. **Companies can sponsor at Bronze and Silver levels for 50% off the original annual price, and Gold and Platinum at a 25% discount.**

Contributions from sponsors fund HHA events and contribute to making HHA one of the most engaging student organizations at Haas. Further details of each feature are found on the following pages.

| | Bronze | Silver | Gold | Platinum |
|----------------------|---------------------|-----------------------|-----------------------|-----------------------|
| Original price | 1,000 & up | 3,500 & up | 7,500 & up | 12,000 & up |
| 2020-21 price | 500 & up | 1,750 & up | 5,625 & up | 9,000 & up |

| Association Access | | | | |
|--|--------|---------|---------|---------|
| Company Message in HHA Weekly Newsletter | 1 week | 2 weeks | 3 weeks | 4 weeks |
| HHA Resume Book | | X | X | X |
| Speaker Series Promotional Materials | | X | X | X |
| Speaker Series Seat | | | X | X |
| Coffee Chat Sessions | | | X | X |
| JPM Conference Alumni Mixer Sponsor | | | X | X |
| JPM Conference Alumni Mixer Attendance | | | | X |

| | | | | |
|---|--|--|--|---|
| Community Event or Small Group Function | | | | X |
|---|--|--|--|---|

| Firm Night | | | | |
|---------------------------|---|---|---|--------------------|
| Company Representative(s) | 1 | 2 | 3 | <i>Your Choice</i> |
| Featured in Marketing | X | X | X | X |
| Night-of Promotion | | X | X | X |
| Pre-Event Session | | | X | X |

| Haas Healthcare Conference | | | | |
|--|--------------|--------------|--------------|------------|
| Logo on Conference Website | Sponsor Page | Sponsor Page | Sponsor Page | Every Page |
| Conference Tickets | 3 | 4 | 6 | 8 |
| Sponsor for Networking Reception | X | X | X | X |
| Logo on Marketing Material | | X | X | X |
| Panel Speaking Spot | | | X | X |
| Sponsor Content Advertisement | | | X | X |
| Keynote Address or Fireside Chat Speaker | | | | X |

Feature Details

Association Access

1. Company Message in HHA Newsletter **Bronze, Silver, Gold, Platinum**

HHA sends a weekly newsletter to its over 250 current members that discusses healthcare events, professional opportunities, and more. Sponsors can place a company message of their choosing (pending approval by HHA) for one to four weeks depending on sponsorship level. Messages may be any time throughout the year.

2. HHA Resume Book

Silver, Gold, Platinum

A vital tool for recruiting, sponsoring organizations will receive a digital copy of resumes of current HHA members to better target talent and preemptively review candidates.

3. Speaker Series Promotional Materials **Silver, Gold, Platinum**

Promotional materials will be made visible during speaker series featuring sponsoring partners.

4. Speaker Series Seat **Gold, Platinum**

During our quarter-long speaker series, HHA brings in healthcare professionals for panel discussions with students. Sponsoring organizations may feature a representative from their organization.

5. Coffee Chat Sessions **Gold, Platinum**

Companies can schedule 30-minute coffee chats with HHA members held on the Haas campus. The coffee chats allow students a chance to connect and learn more information about your organization in smaller settings.

6. JP Morgan Conference Alumni Mixer Sponsor **Gold, Platinum**

Every winter, HHA organizes a mixer between current students and alumni that coincides with the JP Morgan Healthcare Conference. As a sponsor, your company name and logo would be on marketing collateral for the mixer before and during the event.

7. JP Morgan Conference Alumni Mixer Attendance **Platinum**

As a platinum sponsor, representatives from your firm are invited to attend the alumni mixer.

8. Community Event or Small Group Function **Platinum**

HHA will work with you to plan an event where your company can connect in a casual, relaxed environment with a handful of members who are specifically aligned with your company goals. These events create a deeper connection between your company and HHA members. They can include a happy hour, information session, group dinner, speaker event, or more.

Firm Night

1. Company Representative(s) **Bronze, Silver, Gold, Platinum**

The number of company representatives invited to Firm Night will be dictated by sponsorship: Bronze, Silver, Gold, and Platinum sponsors will be allotted 1, 2, 3, or unlimited representatives, respectively. Higher representation unlocks opportunities for increasingly personalized engagement with attendees.

2. Featured in Marketing

Bronze, Silver, Gold, Platinum

In all marketing and communications leading up to the event, the sponsor's company name and logo will be advertised as one of the employers attending Firm Night.

3. Night-of Promotion

Silver, Gold, Platinum

The sponsor's company name and logo will be featured prominently in marketing collateral used at the night of the event.

4. Pre-Event Session

Gold, Platinum

HHA will create an exclusive 30-minute breakout session before official Firm Night programming. The breakout session will be advertised before the event and can be used however the sponsor would like. Examples of breakout sessions include company overview presentations, speaker panels, or Q&A.

Haas Healthcare Conference

1. Logo on Conference Website

Bronze, Silver, Gold, Platinum

The sponsor's name or logo is featured on the Conference website. Bronze, Silver, and Gold level sponsors will have their name or logo on the sponsor page and Platinum sponsors will have their name or logo featured on every page.

2. Conference Tickets

Bronze, Silver, Gold, Platinum

Sponsors will be provided complimentary Conference tickets to be distributed to whomever they designate. Bronze sponsors will receive three tickets, Silver sponsors will receive four tickets, Gold sponsors will receive six tickets, and Platinum sponsors will receive eight tickets.

3. Sponsor for Networking Reception

Bronze, Silver, Gold, Platinum

Pending public health guidance, sponsors at every level will be invited to attend a Networking Reception the evening before the Conference and have a display table for their materials and employees. Should an in-person networking reception not be possible, sponsors will be invited to a virtual networking event(s) with the option to provide sponsorship content to attendees.

4. Logo on Marketing Material

Silver, Gold, Platinum

Attendees will receive reminder emails in advance of the event, with logos of Silver, Gold, and Platinum sponsors displayed.

5. Panel Speaking Spot

Gold, Platinum

A key benefit of Gold and Platinum sponsorships is securing a company representative on a panel speaking spot. The Conference has several keynote and breakout panels. Conference organizers will provide Gold and Platinum sponsors with a list of panel topics and work with them to place their representative on the panel most aligned with their company's goals.

6. Sponsor Content Advertisement

Gold, Platinum

Before a panel or keynote, Gold and Platinum sponsors can share a content ad up to 60 seconds for their company which will be seen by all attendees.

7. Keynote Address or Fireside Chat Speaker

Platinum

The highest value and exclusive Conference sponsorship item. Platinum sponsors will work with Conference organizers to plan a keynote address or be part of a fireside chat during one of the main Conference sessions.