



GREATER DETROIT AREA HEALTH COUNCIL



Salute! to Healthcare Awards Dinner Thursday, November 2, 2017 | The Atheneum

2017 Sponsorship Opportunities

About the GREATER DETROIT AREA HEALTH COUNCIL [GDAHC]

GDAHC is southeast Michigan's premier health care coalition. It leverages multi-sector and multi-stakeholder collaboration to develop and evaluate innovative ways to improve the health and wellbeing of the people living and working in southeast Michigan. As a health care leader for more than 73 years – recognized nationally and regionally – GDAHC represents everyone **who gets care, gives care and pays for care**. Dedicated to the cost-effective allocation, management and use of health care resources, the non-profit collaborative seeks to develop strong, strategic partnerships that increase access to care, improve the value, and manage the cost of health.

What Does GDAHC Do?

- **Brings together health care stakeholders to work collectively and equitably toward common goals and outcomes**, such as GDAHC's *Find MI Care* website and mobile app to connect people to free and low-cost health care close to home, and an initiative to reduce Emergency Room visits through a "stoplight" education campaign.
- **Collaborates with partners and key contributors to solve important problems**, such as the *Macomb Partners in Health* four-year initiative to reduce chronic disease in Eastpointe, Roseville and Warren with the Macomb Health department, Henry Ford Macomb Hospital and other partners, and the *Choosing Wisely* campaign through the American Board of Internal Medicine Foundation to reduce the overuse of treatments and tests including antibiotics.
- **Leverages relationships to maximize opportunities**, such as creating innovative programs with funders and the community that include GDAHC's *Hypertension Improvement Project* that uses peer-to-peer lifestyle education to help lower high blood pressure among African Americans.
- **Drives comprehensive data collection, analysis and reporting that no other stakeholder can produce alone**, such as annual physician and hospital performance reporting through *myCareCompare.org*.
- **Transforms community health through education, employment and empowerment**, such as the *Coffee & Controversy* educational series and the *Pathway to Health Care* health literacy videos with full animation and voiceover about health care enrollment, using benefits and retaining benefits.
- **GDAHC's Measurable Impact** - GDAHC consistently delivers improved health results and, in just the last six years alone, cost savings totaling more than \$41.5 million. Recent initiatives have focused on decreasing emergency department visits, increasing generic medication usage, improving diabetes management and reducing readmission rates.

GDAHC Programs and Initiatives

- *Find MI Care*
- *Alignment for Health Equity and Development (AHEAD)*
- *Hypertension Improvement Project (HIP)*
- *Michigan Patient Experience of Care Initiative (MiPEC)*
- *myCareCompare.org*
- *Pathways to Healthcare*
- *Macomb Partners in Health*
- *Choosing Wisely*
- *Southeast Michigan Perinatal Quality Improvement Coalition*
- *Greater Detroit Area Opioid Task Force*
- *Health Equity Resource Group*

Healthy people. Healthy economy.

30200 Telegraph Road, Suite 105, Bingham Farms, MI 48025 | 248.282.6742 Main | 248.282.5495 Fax



GDAHC.org



Facebook.com/GDAHC



@myGDAHC



@GDAHC



GREATER DETROIT AREA HEALTH COUNCIL



2017 Sponsorship Opportunities

Salute! to Healthcare Awards Dinner | Thursday, November 2, 2017 | The Atheneum

Salute! to Healthcare, GDAH C's annual awards dinner, celebrates individuals and organizations who have transformed healthcare in our region. This dynamic event attracts more than 200 influential healthcare, business and community leaders, providing excellent networking. Past honorees include:

Arab American & Chaldean Council
Brian Connolly, Beaumont Health
Center for Disparity Solutions and Equity, University of Michigan-Dearborn
Detroit Rescue Mission Ministries
Detroit Wayne Mental Health Authority
Adam Jablonowski, Wayne County Medical Society
Paul LaCasse, D.O., Beaumont Health
Matrix Human Services
Gene Michalski, Beaumont Health

Marsha Manning, General Motors
Michigan Business & Professional Association
Robert Milewski, Blue Cross Blue Shield of Michigan
Samaritan Center
Nancy Schlichting, Henry Ford Health System
Thomas Simmer, M.D., Blue Cross Blue Shield of Michigan
Cassie Sobelton, Synbella
St. Vincent de Paul Society
Brent C. Williams, M.D., University of Michigan Medical School
Kimberlydawn Wisdom, M.D., Henry Ford Health System

GDAH C invites you to invest in our region's future by supporting transformative programs and initiatives. Salute! offers substantial marketing and engagement opportunities to sponsors. To become a part of this event, please contact Nicki Gabel at ngabel@gdahc.org or 248-282-6911.

PRESENTING SPONSOR - \$10,000

- Opportunity for executive leader to speak from stage (2 minutes); Designate an organization member to present one of our awards on stage;
- Logo inclusion as presenting sponsor on all event marketing materials, including invitations (print and email), day of event signage, and name badges (deadline for invitation – August 18);
- Organization name recognition in all GDAH C-generated Salute! press announcements;
- Recognition on GDAH C website and social media accounts; Listed in GDAH C Report to the Community as presenting sponsor;
- Full-page color advertisement with prominent placement in program book;
- Table for ten and premier location at Awards Dinner; and
- Six free tickets to a 2018 GDAH C Coffee & Controversy of your choice.

PLATINUM SPONSOR - \$7,500

- Logo inclusion as platinum sponsor on all event marketing materials, including invitations (print and email) and day of event signage (deadline for invitation – August 18);
- Organization name recognition in all GDAH C-generated Salute! press announcements;
- Recognition on GDAH C website and social media accounts; Listed in GDAH C Report to the Community as platinum sponsor;
- Full-page color advertisement in program book;
- Table for ten and premier location at Awards Dinner; and
- Four free tickets to a 2018 GDAH C Coffee & Controversy of your choice.

GOLD SPONSOR - \$5,000

- Logo inclusion as gold sponsor on all event marketing materials, including invitations (print and email) and day of event signage (deadline for invitation – August 18);
- Organization name recognition in all GDAH C-generated Salute! press announcements;
- Recognition on GDAH C website and social media accounts; Listed in GDAH C Report to the Community as gold sponsor;
- Half-page advertisement with prominent placement in program book;
- Table for ten; and
- Two free tickets to a 2018 GDAH C Coffee & Controversy of your choice.

SILVER SPONSOR - \$2,500

- Company name listed on invitation (deadline August 18);
- Logo inclusion on main event signage;
- Quarter-page advertisement in event program book;
- Recognition on GDAH C website and in GDAH C's Report to the Community;
- Table of ten.

TABLE SPONSOR - \$1,500

- Table of ten
- Company name listed in program



GREATER DETROIT AREA HEALTH COUNCIL



2017 Sponsorship Opportunities

Comparison Chart

BENEFITS	PRESENTING \$10,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$2,500	TABLE \$1,500
Opportunity for executive leader to speak from stage (2 minutes)	✓				
Designate an organization member to present one of the awards on stage	✓				
Logo on name badges	✓				
Recognition on invitations (print and email; deadline for print invitation – August 18), event program, and event presentation	Logo listed as Presenting	Logo listed as Platinum	Logo listed as Gold	Name listed	Name program only
Recognition on event signage	Logo listed as Presenting	Logo listed as Platinum	Logo listed as Gold	Logo listed as Silver	
Organization name recognition in all GDAH C-generated <i>Salute!</i> press announcements	✓	✓	✓		
Recognition on GDAH C website and social media accounts	✓	✓	✓	Website only	
Listed in GDAH C Report to the Community	As Presenting Sponsor	As Platinum Sponsor	As Gold Sponsor	As Silver Sponsor	
Color advertisement in program book	Full Page; Prominent Placement	Full Page	Half Page	Quarter Page	
Table for ten at Awards Dinner	Premium Placement	Premium Placement	✓	✓	✓
Free tickets to a 2018 GDAH C Coffee & Controversy of your choice	6	4	2		

We are open to creative sponsorship opportunities. If you do not see a benefit on this list which you would like to be considered for, please contact Nicki Gabel at ngabel@gdahc.org or 248-282-6911 to discuss additional areas for exposure. Thank you so much for your consideration and support.



GREATER DETROIT AREA HEALTH COUNCIL



2017 Sponsorship Opportunities

Salute! to Healthcare Awards Dinner Thursday, November 2, 2017 | The Atheneum

- We choose to sponsor the **Salute to Healthcare Awards Dinner** hosted by the Greater Detroit Area Health Council [GDAH] on November 2, 2017 at the Atheneum Suite Hotel in Detroit.

Please indicate your sponsorship level:

- Presenting Sponsor - \$10,000
- Silver Sponsor - \$2,500
- Platinum Sponsor - \$7,500
- Table Sponsor - \$1,500
- Gold Sponsor - \$5,000
- GDAH Member Ticket - \$150 each _____ X \$150 = _____
- Non-Member Ticket - \$175 each _____ X \$175 = _____
- Other Contribution _____

Contact Information:

Full Name _____

Title _____

Organization _____

Mailing Address _____

Office Phone _____

Email _____

- Payment enclosed
- Please email invoice using P.O. number _____
- We will email high-resolution logos in eps format (versions for light and dark backgrounds) to ngabel@gdahc.org.

Mail the completed form with check made payable to the "Greater Detroit Area Health Council, Inc." and indicate "Salute" on memo line, and mail to:

Greater Detroit Area Health Council
Attn: Nicki Gabel
30200 Telegraph Road, Suite 105
Bingham Farms, MI 48025

Once your form and payment are received, GDAH will contact you with advertising requirements for the program book if applicable.

Contact Nicki Gabel, Special Events, GDAH, at 248-282-6911 or ngabel@gdahc.org with any questions.