



Annual Sponsorship Prospectus 2024





About us

HCP

HCP's purpose is to represent our membership by influencing the future of the home care industry, leading the industry in adapting, evolving, and thriving within a changing healthcare environment, and setting the industry standards for quality, cost-effective client care.

HCPF

Is HCP's non-profit is a 501 (c)(3) education and research foundation training that provides educational training programs for home care owners, executive management and employees.

HCP PAC

The HCP Political Action Committee (HCP PAC) strengthens HCP's legislative strategies in New York and increases the visibility of HCP members and the home care industry.

Annual Platinum Sponsorship

\$13,000 (SOLD)

Don't miss this special opportunity. This one-of-a-kind package provides your company with yearlong exposure and exclusive benefits. This package includes:

- Prominent recognition and logo placement on HCP's homepage, www.nyshcp.org
- Logo on *HCP Insider* newsletter (starting upon contract)
- 1 Complimentary ticket to Home Care Forum Event (Feb 26th)
- Home Care at the Capital/Advocacy Day Sponsorship (Silver level Feb 27)
- HCP PAC Reception Sponsorships Winter (Feb. 26) and Fall (Oct. 27)
(1 ticket per event)
- Custom Sponsored Email sent to 3,000+ mailing list
- 2 comp tickets for golf outing at Annual Conference Oct 27th
- **Spotlight Sponsor** for 2024 (see below the Annual Conference section for details)

Advertising/Marketing Opportunities

Location: Website, *HCP Insider*, Email Blast

\$1,400

Sponsorship Benefits

- One advertisement located on the website for 6 consecutive months (box or banner layout)
- Advertisement included in the *HCP Insider* newsletter (8-dates of your choice)
- One e-communication to our member/non-member mailing list (3000+ contacts)
- HCP can assist with advertising layout

**For individual Advertising Opportunities please contact Cynthia Pritchard at 518-463-1118 or email pritchard@nyshcp.org.*

HCPF Home Care Forum (SOLD)

Location: Albany Hilton, 40 Lodge Street Albany, NY

Date: February 26, 2024, start time 12:30-5:00 pm

This in-person educational program held the day before HCP's Home Care at the Capital/Advocacy Day, will feature public policy updates from government officials, regulatory guidance from the New York State Department of Health, critical legal updates, and trending industry topics.

Programming Sponsorship Benefits \$2,200 (SOLD)

- Recognition on event materials from date of signed contract
- Insider Ad for 6 dates prior or post Event
- Verbal recognition and sponsorship signage at the event
- Logo on presentation slides as part of the day's presentation
- Receipt of attendee list
- You may display Logo banner onsite, and supply giveaways to attendees.
- Opportunity for one staff member to attend the program.

Lunch Sponsorship Benefits \$1,200 (SOLD)

- Recognition on event materials from date of signed contract
- Verbal recognition and sponsorship signage at the event
- Receipt of attendee list
- Three banner advertisements in the *HCP Insider* newsletter before the event
- Opportunity for one staff member to attend the program

HCP Political Action Committee Events (PAC)

Location: Sagamore Resort, Bolton Landing, NY

Date: Oct. 27, 2024, start time 5:00-6:30 pm

The HCP PAC works throughout the year to make sure that home care remains visible at the state level. Your sponsorship helps ensure the HCP PAC can continue to build and maintain critical relationships with State Legislators on both sides of the aisle.

Sponsorship Benefits \$750 Gold

- Logo on all HCP PAC event marketing emails, social media, and website from the date of the signed contract
- Verbal recognition at PAC and Home Care Forum
- Four *HCP Insider* Banner Ads
- Signage at the PAC event and logo posted at the Home Care Forum
- One ticket to attend

Sponsorship Benefits \$500 Silver

- Logo on all HCP PAC event marketing emails, social media, and website from the date of signed contract
- Verbal recognition at PAC event
- Signage at the PAC event
- One ticket to attend

Sponsorship Benefits \$250 Bronze

- Logo on all HCP PAC event marketing emails and social posts from the date of signed contract
- Verbal recognition at PAC event
- Signage at the PAC event

Corporations are limited to \$5,000 in political contributions in any single year, which includes sponsorship of PAC events. Not-for-profits cannot make political donations, but individuals may contribute up to \$150,000 per year.

HCPF Home Care Coordinator Workshop

Locations: Malta/Brooklyn/Long

Island, NY Date: May & June 2024

\$2,200/\$2,200 (SOLD)

This onsite program is a one-of-a-kind, day-long program that provides essential training to home care schedulers and coordinators.

Sponsorship Benefits

- Recognition on HCP website and event materials from the date of the signed contract
- Verbal recognition and sponsorship signage at the workshop
- Sponsorship welcome slide as part of the presentation
- Opportunity for a member of your staff to attend the program and network during lunch
- Ability to display collateral materials onsite

HCP & HCPF Annual Conference & Exhibition

Sponsorship Opportunities

Celebrating 50yrs.

Location: The Sagamore Resort – Bolton Landing, NY

Date: October 27-29, 2024

Spotlight Sponsor \$8,000 (three available): (SOLD)

Show your unwavering support for the home care industry and first-class education through a Spotlight Sponsorship which includes:

- Logo placement on the homepage of HCP's website
- Company logo included in promotional marketing and social media posts.
- Email to our full marketing list (\$3000+) promoting the session
- Four *HCP Insider* banner ads (your choice of dates)
- Exhibit booth 8x10 and three staff
- One general session with three minutes of introductory remarks
- 2 Tickets to HCPF Dinner/Entertainment
- Event signage (session and schedule)
- 1 logo item of your choice in the Conference Bag

HCP Golf Tournament Sponsor

Location: The Sagamore Resort – Bolton Landing, NY

Date: October 27, 2024

\$1,200 (available)

After a decade we are excited to announce we are having a Golf Tournament! This networking outing is fun and exciting for all. Join us for a Sunday afternoon for 9 holes on this championship Donald Ross course, with spectacular views, you won't want to miss it.

Sponsorship Benefits

- Recognition on HCP/HCPF websites from the date of the signed contract
- Marketing Insider Newsletter/social media/mail chimp
- Event Signage & hole signage
- 1 ticket to golf

Golf Tournament Box Lunch Sponsor (SOLD)

Location: The Sagamore Resort – Bolton Landing, NY

Date: October 27, 2024

\$1,200

Sponsorship Benefits

- Recognition on HCP/HCPF websites from the date of the signed contract
- Marketing Insider Newsletter/social media/mail chimp
- Event Signage
- 1 ticket to golf
- Logo decal on Box Lunch

HCP Annual Awards Ceremony \$5,300: (SOLD)

As an HCP tradition and annual conference highlight, the Awards Luncheon honors those who have provided tireless energy and support for HCP and the home care industry. As another difficult year is behind us, it is more

important than ever to stand out as supporters of those who sacrifice so much for this industry.

Sponsorship benefits

- Two tickets for lunch
- Listing in the registration brochure, program guide, awards lunch program, and conference marketing materials
- Logo featured on event signage
- Verbal recognition during the event
- Logo slide viewed at the beginning of the event

Keynote Session Sponsorship \$4,000: (SOLD)

Put your company name on the opening session with an esteemed home care industry speaker at this pivotal Keynote Session. This session is the cornerstone event with full attendance.

Sponsorship benefits

- Logo featured on event signage and opening slide
- Marketing social post & MailChimp to HCP list of 3,000+
- Logo displayed next to the session description in the registration brochure and program guide.

HCHF Fundraiser Dinner & Entertainment:

The HCPF Fundraiser is a highlight of the annual conference every year. All proceeds from the HCPF event will benefit HCP's educational affiliate, Home Care Providers Foundation, Inc. (HCPF), and help support its educational programs. An added benefit of your sponsorship is that it is tax deductible. You won't want to miss this 50th celebration with a very special guest!

Dinner & Entertainment \$3,500: (SOLD)

Sponsorship Benefits

- Two tickets to the event
- Listing in the registration brochure, program guide and conference marketing social posts, and MailChimp
- Logo featured on all signage
- Verbal recognition during the event

Open Bar/Signature Drink \$2,200:

Sponsorship Benefits

- 2 tickets to the event
- Listing in the registration brochure, program guide and conference marketing social posts and MailChimp
- Logo on event signage
- Signature Drink of your choice (with house brands) – we will provide Bar signage you create the name
- Verbal recognition during the event

Exhibit Hall Cocktail Reception \$3,800:

This day-ending reception is a highlight of the annual conference and includes food and beverages for exhibitors and attendees. This event provides a unique opportunity to connect with attendees as they unwind from the day's sessions.

Sponsorship benefits

- Logo featured on event signage
- Marketing social post & MailChimp to HCP list of 3,000+
- Logo displayed next to the event description in the registration brochure and program guide.
- Signature Drink of your choice (with house brands) – we will provide Bar signage you create the name

HCP Networking Luncheon \$3,800: (SOLD)

Join us in the exhibit hall for lunch and networking. This is a perfect opportunity to create new connections. You won't want to miss it.

Sponsorship benefits

- Logo displayed in the registration brochure and program guide
- Marketing social post & MailChimp to HCP list of 3,000+
- Logo featured on event signage and schedule
- Verbal recognition during the event

Reusable Tote \$3,200: (SOLD)

Sponsor this year's Conference bag which is always a very popular item with attendees! The bag is roomy enough to hold attendees' laptops, tablets, water bottles, notebooks, and folders during the Conference and beyond.

Sponsorship Benefits

- Logo displayed on the front of the bag

Attendee Lanyard, \$2,500:(SOLD)

Be the talk of the show!

Sponsorship Benefits

- Logo displayed on the attendee lanyard

Wi-Fi Sponsor \$2,500: (SOLD)

This sponsorship is essential to staying connected.

Sponsorship Benefits

- Customization of the Wi-Fi login
- Logo displayed on all Conference literature.
- Logo featured on event signage will be placed throughout the conference space

Concurrent Session \$2,300 (available):

HCPF staff can help you choose a session that aligns with your company's mission and marketing goals.

Sponsorship Benefits

- Logo featured on event signage in the session room and the event schedule.
- Opportunity to speak at the start of the session (3 min)
- Marketing social post & MailChimp to HCP list of 3,000+
- Logo displayed next to your sponsored session in the Registration Brochure and Conference Program Guide

Dessert Reception and Raffle \$2,200: (SOLD)

This popular closing event in the Exhibit Hall includes exhibitor raffles and a variety of sweet treats! Be the MC for your raffle item. Be the last exhibitor they see and the freshest thing in their mind when they leave!

Sponsorship Benefits

- Marketing social post & MailChimp to HCP list of 3,000+

- Verbal Recognition as sponsor and Say a few words and raffle your gift(s) on the microphone
- Logo featured on event signage
- Logo listed in the registration brochure and program guide

Kosher Meal Sponsor \$2,100 (two available/1 sponsor per day):

This sponsorship supports the wonderful Kosher meals served during our event.

Sponsorship Benefits

- Listing of sponsorship in the registration brochure and program guide
- Logo featured signage displayed at Kosher Table
- You can display your retractable banner stand at the table in the exhibit hall

Welcome Breakfast \$2,000: (SOLD)

There's no better way to hit the ground running than by displaying your brand at the Conference Welcome Breakfast.

Sponsorship Benefits

- Logo featured on event signage
- Logo listed in the registration brochure and program guide

Jump Start Breakfast \$2,000:

Give attendees a good start for day two of the conference with your logo front and center. Attendees stop in the exhibit hall and say hello!

Sponsorship Benefits

- Logo featured event signage
- Logo list in the registration brochure and program guide

Promotional Product \$2,000 (available)

Provide your own unique promotional giveaway gift for the conference bag. Create an item that leaves a lasting impression. Reach out to our events department for product approval and further details.

Sponsorship Benefits

- Logo item in each conference bag 225qty
- Logo thank you to sponsors in the program guide

Wellness Break Day 1 & 2 Sponsor \$1,600 (available):

Enjoy a snack and beverage before your next educational session. This event is hosted in the exhibit hall for 30 minutes.

Sponsorship Benefits

- Listing of sponsorship in the registration brochure and program guide
- Logo featured signage

Please email interest or questions to:

Cynthia Pritchard

Director of Events & Education

pritchard@nyshcp.org

(P) 518.463.1118, ext. 825

Note: Exhibiting opportunities at the HCP Annual Conference and Exhibition will be available in June.