

Meet the Team:



Serene B. Hollingsworth
Director, Corporate Accounts,
Corporate Partner
Engagement



Lanesha Whitefield
Senior Account
Manager, Corporate
Partner Engagement



Rob Smith
Senior Account
Manager, Corporate
Partner Engagement



Gabrielle Todd
Account Manager,
Corporate Partner
Engagement



Amanda Cortinas
Account Manager,
Corporate Partner
Engagement



Lauren Rhodes
Membership
Coordinator

Visionary Alliance Partnership - \$350,000

3 Opportunities available for 2025

THE VISIONARY ALLIANCE PARTNERSHIP offers organizations a leading role in advancing health and gender parity within the healthcare ecosystem. As a partner, you'll drive meaningful change, foster innovation, and promote inclusivity. Benefits include prominent branding at major events, exclusive networking opportunities, and access to a vast network of professionals dedicated to health and gender equity. By joining, you showcase your organization's leadership and commitment to a more equitable and inclusive healthcare environment.

- The ability to **designate up to 5,999** as HBA members. Unlimited additional employees can purchase 12-month individual memberships at a **20% discount**.
- **1500 passes** to the HBA's renowned Career Conversations live webinar series focusing on timely, relevant content (four webinars in 2025 = 6000 passes).
- Complimentary access to the **entire library** of pre-recorded webinars available.
- **Four individual award winners** designated as either a Rising Star or Luminary which includes significant year-long visibility.
- **Two Premier Tables** at the HBA's annual Woman of the Year event. Chicago, 9 May 2025.
- **Three registrations** to the European Leadership Summit. Dublin, 12-13 June 2025.
- **Eight registrations** to the HBA's Annual Conference. Las Vegas, 29 September – 1 October 2025.
- **Five invitations** to the HBA's exclusive Building Better Business Connections (3BC) executive event, or a new reimaged event. Date and location TBD.
- **Complimentary** application submission for the HBA ACE and ACE Aspire Awards – an annual awards program recognizing innovative internal women's initiatives.
- **Two SPRINT scholars** – Strategic Program for Reimagining Inclusion for Next-Level Talent
- **Two cohorts** of the HBA Ambassador Program. These programs leverage the experience, resources and access that the HBA has within and across the industry and frequently complement (and/or collaborate with) internal women's networks and/or employee resource groups.
- Showcase your company's career advancement thought leadership through up to **four HBA Academy Module Tracks** (5-10 short lessons per track). Your team will work with HBA's education team to narrow down a topic(s) and develop content that will be provided to all HBA members.
- **One month** of advertising on the HBA website reaching 200,000+ monthly visitors.
- Microsite creation, automated membership renewal, and Data & Analytics reporting (mid-year and end of year)
- **One HBA Think Tank** Membership included. HBA Think Tank is a pivotal initiative dedicated to fostering gender equity and driving innovative solutions within the healthcare industry.
- **Two Virtual Power Meetings** with HBA's CEO with up to six VIP attendees
- **Premier sponsorship opportunities** with a \$70k budget included with options for all HBA Signature Events and Global Launch Celebrations and a \$20k budget for Affinity group sponsorship.

Visionary Alliance Sponsorship Opportunities

HBA Signature Event Sponsorships

\$70,000 Budget to choose from the list below (including any of the Global Launch sponsorship options):

- One Branded Annual Conference Sponsorship
- One Empire Sponsorship for Woman of the Year
- 3BC Sponsorship or re-imagined event
- Global Launch Sponsorships

Global Launch Sponsorships

The HBA's Global Launch celebrations mark the organizations expansion into new regions, featuring roundtables, keynote speakers, and networking opportunities to advance women's roles in healthcare worldwide.

Sponsorship tiers available for the locations below (Dates TBD)

Global Launch Dates TBD:

Q1
Barcelona, Spain (February 18 & 19)
Dubai, UAE

Q2
Singapore
Buenos Aires, Argentina

Q3
Copenhagen, Denmark
Vienna, Austria

Q4
Sydney & Melbourne, Australia
Ljubljana, Slovenia
Beijing & Shanghai China

Affinity Group Sponsorships

Sponsor one of HBA's exclusive communities, where members share resources, creative solutions, and advice.

One Affinity Group Sponsorship for 12 months valued at \$20,000

Affinity Groups:

- Career Transformations
- Digital Innovators
- Patient Centric
- Peak Performance
- Tomorrow's Executives
- Women in Science
- Women of Color

Sponsorship selections will be granted in the order in which signed agreements are received. Some options may not be available at the time of selection.

Strategic Influencer Partnership - \$60,000

THE STRATEGIC INFLUENCER PARTNERSHIP focuses on empowering stakeholders and driving positive change through education, advocacy, and capacity-building initiatives, while fostering empowerment and inclusivity within the healthcare community.

- The ability to **designate up to 125** employees as HBA members. Unlimited additional employees can purchase 12-month memberships at a **20 percent discount**.*
- **125 passes** to the HBA's renowned Career Conversations live webinar series focusing on timely, relevant content (four webinars in 2025 = 500 passes).*
- Complimentary access to **six pre-recorded webinars** of your choice from a list of available webinars.
- **Three individual award winners** designated as either a Rising Star or Luminary which includes significant year-long visibility.**
- Exclusive opportunity for advance purchase of up to **four tables** at the HBA's annual Woman of the Year event. Chicago, 9 May 2025.
- **Two registrations** to the European Leadership Summit. Dublin, 12-13 June 2025.*
- **Six registrations** to the HBA's Annual Conference. Las Vegas, 29 September – 1 October 2025.*
- **Four invitations** to the HBA's exclusive Building Better Business Connections (3BC) executive even, or a new reimaged event. Date and location TBD.*
- A **50 percent discount** on the submission fee for the HBA ACE and ACE Aspire Awards – an annual awards program recognizing innovative internal women's initiatives.*
- **One month** of advertising on the HBA website reaching 200,000+ monthly visitors.
- **Two cohorts** of the HBA Ambassador Program. These programs leverage the experience, resources and access that the HBA has within and across the industry and frequently complement (and/or collaborate with) internal women's networks and/or employee resource groups.*/**
- Showcase your company's career advancement thought leadership through up to **two HBA Academy Module Tracks** (5-10 short lessons per track). Your team will work with HBA's education team to narrow down a topic(s) and develop content that will be provided to all HBA members.*

*Upgrade to Global Strategic Influencer for an additional \$30,000 and receive all the benefits of this package plus designees (up to 1,999)

Innovation 360 Partnership - \$30,000

THE INNOVATION 360 PARTNERSHIP emphasizes innovation and forward-thinking, providing unique opportunities for organizations to showcase their cutting-edge solutions and thought leadership.

- The ability to **designate up to 50** employees as HBA members. Unlimited additional employees can purchase 12-month memberships at a **20 percent discount**.*
- **50 passes** to the HBA's renowned Career Conversations live webinar series focusing on timely, relevant content (four webinars in 2025 = 200 passes).*
- Complimentary access to **six pre-recorded webinars** of your choice from a list of available webinars.
- **Two individual award winners** designated as either a Rising Star or Luminary which includes significant year-long visibility.**
- Exclusive opportunity for advance purchase of up to **three tables** at the HBA's annual Woman of the Year event. Chicago, 9 May 2025.
- **One registration** to the European Leadership Summit. Dublin, 12-13 June 2025.*
- **Four registrations** to the HBA's Annual Conference. Las Vegas – 29 September – 1 October 2025.*
- **Three invitations** to the HBA's exclusive Building Better Business Connections (3BC) executive event, or a new reimagined event. Date and location TBD.*
- A **50 percent discount** on the submission fee for the HBA ACE and ACE Aspire Awards – an annual awards program recognizing innovative internal women's initiatives.*
- **One month** of advertising on the HBA website reaching 200,000+ monthly visitors.
- **One cohort** of the HBA Ambassador Program. This program leverages the experience, resources and access that the HBA has within and across the industry and frequently complement (and/or collaborate with) internal women's networks and/or employee resource groups.*/**
- Showcase your company's career advancement thought leadership through **one HBA Academy Module Track** (5-10 short lessons per track). Your team will work with HBA's education team to narrow down a topic(s) and develop content that will be provided to all HBA members.*
- Enjoy **one pass** to attend any HBA Think Tank Virtual event of your choice. Please contact your Account Manager for available dates and topics.**

*Indicates items that have the ability for customization

** Indicates items that can be decreased or removed for customization of corporate partnership but cannot be increased or added

*** Additional fees may apply



Trailblazer Partnership - \$20,000

THE TRAILBLAZER PARTNERSHIP This partnership level emphasizes the tangible impact and contributions of organizations towards advancing the association's mission and making a difference in healthcare.

- The ability to **designate up to 25** employees as HBA members. Unlimited additional employees can purchase 12-month memberships at a **20 percent discount**.*
- **25 passes** to the HBA's renowned Career Conversations live webinar series focusing on timely, relevant content (four webinars in 2025 = 100 passes).*
- Complimentary access to **five pre-recorded webinars** of your choice from a list of available webinars.
- **One individual award winner** designated as either a Rising Star or Luminary which includes significant year-long visibility.**
- Exclusive opportunity for advance purchase of up to **two tables** at the HBA's annual Woman of the Year event. Chicago, 9 May 2025.
- **One registration** to the European Leadership Summit. Dublin, 12-13 June 2025.*
- **Three registrations** to the HBA's Annual Conference. Las Vegas, 29 September – 1 October 2025.*
- **Two invitations** to the HBA's exclusive Building Better Business Connections (3BC) executive event, or a new reimagined event. Date and location TBD.*
- A **50 percent discount** on the submission fee for the HBA ACE and ACE Aspire Awards – an annual awards program recognizing innovative internal women's initiatives.*
- **One cohort** of the HBA Ambassador Program. This program leverages the experience, resources and access that the HBA has within and across the industry and frequently complement (and/or collaborate with) internal women's networks and/or employee resource groups.*/**
- Enjoy **one pass** to attend any HBA Think Tank Virtual event of your choice. Please contact your Account Manager for available dates and topics.**

Accelerator Partnership - \$10,000

THE ACCELERATOR PARTNERSHIP is crafted to champion and advance gender parity across the industry. As an Accelerator Partner, your organization will move towards driving significant change where women can lead and thrive, ultimately shaping the future of healthcare.

- The ability to **designate up to 15 employees** as HBA members.*
- **15 passes** to the HBA's renowned Career Conversations live webinar series focusing on timely, relevant content (four webinars in 2025 = 60 passes).*
- Complimentary access to **four pre-recorded webinars** of your choice from a list of available webinars.
- **One individual award winner** designated as either a Rising Star or Luminary which includes significant year-long visibility.**
- Exclusive opportunity for advance purchase of up to **one table** at the HBA's annual Woman of the Year event. Chicago, 9 May 2025.
- **Two registrations** to the HBA's Annual Conference. Las Vegas, 29 September – 1 October 2025.*
- **Two invitations** to the HBA's exclusive Building Better Business Connections (3BC) executive event, or a new reimaged event. Date and location TBD.*
- **Complimentary** application submission for the HBA ACE and ACE Aspire Awards – an annual awards program recognizing innovative internal women's initiatives.*
- Enjoy **one pass** to attend any HBA Think Tank Virtual event of your choice. Please contact your Account Manager for available dates and topics.**

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*** Additional fees may apply



Elevate Partnership - \$5,000

THE ELEVATE PARTNERSHIP is our foundational tier within the HBA, designed to support and promote gender parity across the industry. As an Elevate Partner, your organization will take its first step in contributing to meaningful change and fostering an inclusive environment where all individuals, regardless of gender, can thrive.

- The ability to **designate up to 10** employees as HBA members.*
- **10 passes** to the HBA's renowned Career Conversations live webinar series focusing on timely, relevant content (four webinars in 2025 = 40 passes).*
- Complimentary access to **three pre-recorded webinars** of your choice from a list of available webinars.
- **One individual award winner** designated as either a Rising Star or Luminary which includes significant year-long visibility.**
- Exclusive opportunity for advance purchase of up to **one table** at the HBA's annual Woman of the Year event. Chicago, 9 May 2025.
- **One registration** to the HBA's Annual Conference. Las Vegas, 29 September – 1 October 2025.*
- **One invitation** to the HBA's exclusive Building Better Business Connections (3BC) executive event, or a new reimaged event. Date and location TBD.*
- **Complimentary** application submission for the HBA ACE and ACE Aspire Awards – an annual awards program recognizing innovative internal women's initiatives.*

3 Opportunities
available for 2025

Designed for *new*
companies seeking
healthcare ecosystem
visibility.

This package can be
an add on *only* to
existing corporate
partner packages.

Brand Presence - \$15,000

THE BRAND PRESENCE PACKAGE is designed for organizations seeking to demonstrate their commitment to gender parity through logo visibility. This package provides an excellent opportunity to align your brand with our mission and gain recognition within the industry.

- **Welcome announcement** on social media and HBA Community.
- **Company logo** with hyperlink to company webpage on HBA website.
- Complimentary access to **two pre-recorded webinars** of your choice from a list of available webinars.
- **Ability to apply** for our annual ACE Awards.
- **Two registrations** to the HBA's Annual Conference. Las Vegas, 29 September – 1 October 2025
- **Two invitations** to the HBA's exclusive Building Better Business Connections (3BC) executive event, or a new reimagined event. Date and location TBD.*
- **\$2,000** budget for HBA Signature Event Sponsorship Opportunities
- Attendee **list** from Signature Events (For those that have opted in)
- Access to HBA's job board and ability to advertise on website reaching 200,000+ monthly visitors.

Additional Sponsorship Opportunities

Woman of the Year

The industry's premier award recognizing an individual who has served as a role model for excellence throughout her career will be held in Chicago on May 9th.

Annual Conference

You'll have the opportunity to meet us in Las Vegas to immerse yourselves in the sage advice of our keynote speakers, participate in transformative workshops, and seize networking opportunities to tap into HBA's influential thought leadership community.

European Leadership Summit

Join us in Dublin on June 12th-13th for high-profile speakers, impactful sessions, and amazing networking opportunities. These events offer a chance to connect and engage with a like-minded network of visionary leaders, intent on paving the path towards a better future for all.

Building Better Business Connections (3BC)

This event is being re-imagined for 2025. Date, location, and sponsorship details TBD.

Global Launch

The HBA's Global Launch celebrations mark the organizations expansion into new regions, featuring roundtables, keynote speakers, and networking opportunities to advance women's roles in healthcare worldwide with multiple dates and locations.

HBA Academy Sponsorships

The HBA Academy offers flexible learning options and resources to empower women in healthcare through leadership development, career advancement, and continuous education.

Affinity Group Sponsorships

Sponsor one of HBA's exclusive communities, where members share resources, creative solutions, and advice.

Affinity Groups:

- Career Transformations
- Digital Innovators
- Patient Centric
- Peak Performance
- Tomorrow's Executives
- Women in Science
- Women of Color

SPRINT Program Sponsorships

Strategic Program for Reimagining Inclusion for Next-Level Talent

The HBA SPRINT Program is an accelerated leadership program for high-potential women from underrepresented and/or underestimated groups who have ambition for fast-tracking their careers.

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HBA

Healthcare
Businesswomen's
Association