

HEALTH LITERACY AWARENESS DAY

BUILDING HEALTH LITERACY AWARENESS THROUGH ACTION

13+ HOURS OF FREE* PROGRAMMING

**for members*

Explore this unique opportunity to showcase your brand and raise awareness for Health Literacy Day!

On 23 October 2025, in honor of Health Literacy Day, the Healthcare Businesswomen's Association (HBA) will bring together a dynamic, global audience to explore a theme that's foundational to the future of healthcare: **Building Health Literacy Awareness Through Action.**

This full-day virtual event will deliver more than 13 hours of live programming designed to educate, connect, and inspire our global community. Participants from across HBA Regions, Affinity Groups, and locations will unite to share insights, elevate voices, and drive meaningful change. This global event champions confidence, informed decision-making, and self-advocacy as core components of strong leadership and better health outcomes.

We invite you to be part of this important event! By sponsoring the HBA's Health Literacy Day programming, your company will have the opportunity to:

- Amplify your brand to a worldwide network of healthcare professionals
- Align your organization with values of empowerment and education
- Position your leaders as changemakers in a global conversation about health literacy
- Demonstrate your commitment to informed, action-oriented healthcare systems

Whether you sponsor the full day of programming or choose to sponsor individual sessions aligned with your company's values and goals, your brand will be front and center before an international audience – advancing the critical conversation around health literacy and its role in driving better outcomes and stronger leadership across healthcare.

Join us in empowering healthcare professionals, organizations, and communities to take meaningful action – fostering greater understanding, improved outcomes, and a healthier, more informed future.

Please reach out to your Regional Corporate Relations team or contact events@hbanet.org for more information.

Package	Champion	Advocate	Supporter	Awareness
Package Details	Full-Day Sponsor (4 available)	Exclusive Session Sponsor (13 available)	Session Sponsor (Multiple Available)	Virtual Selfie Station Sponsor (1 available)
Price	\$5000 / €4765	\$3000 / €2860	\$1000 / €953	\$2000 / €1906
Event Logo Visibility	Logo on slide at start of each session	Logo on slide at start of sponsored session	Logo on slide at start of sponsored session	Logo integrated onto virtual selfie station platform
Sponsor Acknowledgement	Verbal thank you at day open/close and during each session	Verbal thank you during the sponsored session	Verbal thank you during the sponsored session	Verbal thank you at day open/close and during each session
Sponsor Thank You Posts	Social Media, HBA Member Forum and Event News Article	Social Media and HBA Member Forum	Social Media	-
Opted-in Attendee Contact List	✓	-	-	-
Recorded links for employees	All sessions	Sponsored session only	-	-
Speaker benefit	One panel speaker and/or moderator in one session	One panel speaker or moderator in one session	-	-
Complimentary full-day registrations	100	25	10	10