

2024 SPONSORSHIP PACKET



State Leadership Conference
April 18-19, 2024

Grand Traverse Resort
& Spa - Acme, MI

Support The Next Generation

Dear Community Partner,

Thank you for your interest in sponsoring Michigan HOSA and helping build the next generation of future health professionals. Our organization provides students with opportunities to become leaders in the global health community through education, collaboration, and experience in a wide variety of different fields. With your support, we will be able to help students pursue their dreams.

HOSA provides a direct portal for industry and community leaders to network with classrooms and offer educational opportunities to future employees. By choosing to sponsor Michigan HOSA, you are showing that you support educational programs that are directly relevant to your future employee base.

Within this packet, you will find the benefits and levels of sponsorship that Michigan HOSA has to offer your business/organization. Whether you choose to make a direct contribution or partner in another way, we thank you for your support. We will work with you to create the ideal partnership in order to advance the unique needs of your organization.

To learn more about Michigan HOSA, please visit our website www.michiganhosa.org. If you are interested in sponsoring Michigan HOSA, please fill out the [Sponsor Interest Form](#) and we will contact you. If you have any questions, feel free to email hosa@mhc.org.

We look forward to hearing from you and exploring partnership opportunities with you!

Sincerely,

Mark and Sam

Mark Burley - State Director
517-347-3332
hosa@mhc.org

Samantha Pohl - Assistant Director
517-677-7480
samantha.pohl@mhc.org

About Michigan HOSA

Our Mission

Through the continued support of organizations like yours, we have increased membership by 22% since 2016. Michigan HOSA's current membership is 5,371 members across the state. From Monroe to Niles, up to Sault Ste. Marie and across to Ironwood, Michigan HOSA is developing an abundant and more qualified health care workforce.

Our sponsorship program is a strategic way to communicate information about your organization, service or product. By sponsoring the Michigan HOSA State Leadership Conference, you gain visibility and recognition among thousands of health science students. With a broad range of sponsorship levels, you can easily promote your message to HOSA students.

Your Opportunities

Opportunities exist for health related organizations and those who support educational programs to become involved with HOSA. HOSA's interests lie in working collaboratively with the health care community and stakeholders.

Partners have access to tomorrow's health care professionals. It's a chance to inform, contribute to, and communicate with 5,000 Michigan high school students, teachers and health science administrators.

Michigan HOSA is a service of the Michigan Health Council, a 501(c)(3) nonprofit organization on a mission to create products and provide services our partners rely on to build health care workforce capacity.

National HOSA Demographics

CAREER INTERESTS

Physician	24%
Nursing	18.5%
Other Medical Careers	18%
Dental	5%
Pharmacy	4%
Physical Therapy	4%

GENDER

Female	80%
Male	20%

ETHNICITY

Asian	9%
African American	13%
Hispanic	19%
White, Caucasian	51%
Other	8%

State Leadership Conference

April 18-19, 2024

Overview

The Michigan HOSA State Leadership Conference is the culmination of nine regional leadership conferences throughout the state. Over 2,500 students will participate in 67 different competitive events during a two-day event. Many teachers, judges, volunteers and industry representatives will help facilitate the conference in hopes of preparing a more qualified health care workforce.

By supporting this year's event, you are helping us to create lifelong learning experiences, while also helping to cover event costs, such as print materials, medallions, student t-shirts, event supplies and more!



Career Fair

Thursday, April 18, 2024

Set-up: 12 PM

Fair: 3 PM - 5 PM

Upgrade Your Experience

Do you have an interesting topic, product or organization you would like to share? Contact Mark Burley at hosa@mhc.org to discuss symposium opportunities!

Michigan HOSA Statistics

- Michigan HOSA's 2021-2022 membership was 5,462.
- Michigan HOSA added 6 new chapters in the 2021-2022 school year.
- 4,779 students/advisors registered for nine 2021-22 regional leadership conferences.
- The 2022 MI HOSA State Leadership conference hosted 2,056 registered members from 107 chapters.

Sponsorship Levels

WE OFFER A RANGE OF SPONSORSHIP OPTIONS to allow you to support Michigan HOSA students in a way that fits your needs and budget. Select from our Sponsorship Packages below or contact us to put together a custom sponsorship. Register as a sponsor at www.michiganhosa.org/exhibitorapplication.

Diamond

\$2,000

- Two 6' tables at the HOSA Career Fair
- Advertisement Banner on State Leadership Conference website (www.michiganhosa.org/slc)
- Access to 2500+ students and advisors
- Full page (8"x10.5") advertisement in the conference program
- Recognition on the Michigan HOSA website and social media accounts

Gold

\$1,500

- One 6' table at the HOSA Career Fair
- Half page (8"x5.25") advertisement in the conference program
- Recognition on the Michigan HOSA website and social media accounts

Exhibitor

\$600

- One 6' at the HOSA Career Fair
- Additional tables can be purchased for \$100/table
- Electrical is available for an additional \$90
- Recognition on the Michigan HOSA website

Ad Sponsor

\$400

- Half page advertisement (8"x5.25") in the Michigan HOSA Leadership Conference program
- Recognition on the Michigan HOSA website

Sponsorship Levels

Competitive Event Sponsor

\$1,000

The HOSA competitive events program is designed to motivate members and provide a system to recognize the competencies developed through career and technical education (CTE) instruction, job related training, and HOSA activities. Competitors spend countless hours studying, practicing, and perfecting skills for competition. Top competitors attend our State Leadership Conference where they have the chance to qualify at HOSA's International Leadership Conference.



Michigan HOSA offers competitive events for Middle School, Secondary, and Postsecondary/Collegiate

students. Between the 67 competitive events, there are opportunities for your organization to sponsor an event that aligns with your mission or area of focus. For a list of events, visit hosa.org/guidelines.

- One 6' table at the HOSA Career Fair
- Recognition as a sponsor throughout the conference, including each time your selected event is featured in Michigan HOSA State Leadership Conference print, broadcasts, and social media.
- Option of presenting competitive event medal to the winning HOSA team

Add-Ons

Extra exhibit table	\$100
Guaranteed electricity outlet	\$50

Register as a sponsor at www.michiganhosa.org/exhibitorapplication.

Thank You

Thank You, 2023 Sponsors, Exhibitors, and Advertisers!

Diamond Sponsors

Lawrence Technological University
Northern Michigan University
Team Rehabilitation
University of Michigan - Flint



Competitive Event Sponsors

Madonna University



**NORTHERN MICHIGAN
UNIVERSITY**

Exhibitors

Concordia University - Ann Arbor
Gift of Life Michigan
Grand Valley State University- College of Health Professions
Echo Education Technology
Kirtland Community College
Lake Superior State University- Nursing
Lake Superior State University- Kinesiology
Macomb Community College
Michigan Academy of Family Physicians
Northwestern Michigan College
Teens in the Driver Seat
United Dairy Industry of Michigan
University of Michigan School of Nursing
Versiti Blood Center of Michigan
Western Michigan University Army ROTC



Advertisers

ACEMAPP
Macomb Community College
Michigan Health Council

