



## HOSPITAL SPONSOR \$62,500

### CATEGORY EXCLUSIVITY

- Local **Press Release** touting sponsor partnership
- 6 VIP Seats (Talent Meet & Greet with Photo Opp)
- Hospital Brand inclusion within local **television** programming
- **Distribution** of Sponsor marketing materials at all live events and the live taping

### HOSPITAL SPONSOR POSITION WITHIN:

- Select local **Radio** Commercials (30 spots)
- Select **Social media** Promo Videos & Branded Content (1 million + impressions)
- Live and Virtual Press conference
- Hospital representative present at Press conference
- Print Marketing Materials

### BRANDED CONTENT

- **“Healing Laughter”** segment within programming. Healthy Laughter will perform a live comedy show on hospital grounds for staff and patients. Clips from segments will be included within the national show.
- Hospital representative interview on “The Akintunde Show” (video & audio)
- Hospital messaging to be included within select HL campaigns

- HL brand available to be included within select Hospital marketing.
- Hospital Brand included within HL Storyline
- Hospital messaging included within limited HL campaign
- Allow the HL brand to be included within limited Hospital marketing

## **HEART HEALTH SCREENING**

- Pre-event free Health Screening site
- At-event onsite Health Screening provider

## **AT LIVE EVENT**

- Announcements and presentation from the stage
- On stage endorsement by host during live event
- Signage (banner) at venue in lobby or external
- 60-second video promo/commercial (2) looped during half-hour live event pre-show
- Product & Vendor Table at live events
- Mobile Unit Vehicle at live events (where applicable)