



# The Carolinas Center

## *Sponsorship & Vendor Partnership Opportunities*



# Who We Are

The Carolinas Center (TCC) is the only state association exclusively focused on serving hospice and palliative care providers in North and South Carolina. Representing an extensive number of hospice and palliative care providers in North and South Carolina that provided care to nearly 80,000 patients and families in 2018, TCC is recognized as the leading voice for quality end of life care in the Carolinas.

Since 1977, TCC has provided visionary leadership, pertinent education, technical assistance, advocacy, and resources to end of life care providers across the two states. TCC members are diverse, representing large and small, urban and rural, and for-profit and nonprofit hospice programs. As the primary association for the hospice and palliative care industry in the Carolinas, TCC sets the educational standard for professional development for advanced illness management and end of life care in the Carolinas and beyond.

## *Take advantage of an opportunity to:*

- Gain national and regional exposure
- Showcase your latest products and/or services
- Hear insights, best practices, and lessons learned to help develop real-world solutions for your clients
- Raise your organizational profile and maximize your organization's visibility and brand
- Meet valuable new contacts and prospects
- Gain a competitive edge
- ... much more



# Corporate Sponsorship Opportunities

## ➤ **Platinum Level Sponsor - \$10,000**

- *Presenting Sponsorship of Annual Conference*
- *Private meeting with TCC's Board of Directors*
- *Recognition in Annual Conference press release*
- *Breakout Session at Annual Conference or Plenary at Specialty Conference*
- *Agenda time at Annual Conference general session*
- *Company logo and link on TCC Homepage*
- *Host one 75-minute webinar during CY*
- *Sponsorship benefits for all major TCC educational events (See pg.4 for listing)*
- *Recognition in TCC's weekly newsletter*
- *Advertisement in conference program*
- *4 complimentary registrations to Annual Conference & Spring Summit*
- *Recognition of sponsorship on TCC's social media platforms*
- *Serve as guest blogger on TCC Blog (Optional)*
- *Promotional item in Annual Conference tote bag*
- *Complimentary booth space (at Annual Conference & Spring Summit)*
- *8 drink tickets (at Annual Conference)*

## ➤ **Gold Level Sponsor - \$7,500**

- *Breakout Session at Annual Conference or Plenary at Specialty Conference*
- *Agenda time at Annual Conference general session*
- *Company logo and link on TCC Homepage*
- *Host one 75-minute webinar during CY*
- *Sponsorship benefits for all major TCC educational events (See pg.4 for listing)*
- *Recognition in TCC's weekly newsletter*
- *Advertisement in conference program*
- *3 complimentary registrations to Annual Conference & Spring Summit*
- *Recognition of sponsorship on TCC's social media platforms*
- *Serve as guest blogger on TCC Blog (Optional)*
- *Promotional item in Annual Conference tote bag*
- *Complimentary booth space (at Annual Conference & Spring Summit)*
- *6 drink tickets (at Annual Conference)*

## ➤ **Silver Level Sponsor - \$5,000**

- *Host one 60-minute webinar during CY*
- *Sponsorship benefits for all major TCC educational events (See pg.4 for listing)*
- *Recognition in TCC's weekly newsletter*
- *Advertisement in conference program*
- *2 complimentary registrations to Annual Conference & Spring Summit*
- *Recognition of sponsorship on TCC's social media platforms*
- *Serve as guest blogger on TCC Blog (Optional)*
- *Promotional item in Annual Conference tote bag*
- *Complimentary booth space (at Annual Conference & Spring Summit)*
- *4 drink tickets (at Annual Conference)*

# ***Corporate Sponsorship Includes Recognition at the Following Events***

***\*\* For those wishing to sponsor on an event-by-event basis, each event has its own separate and specific sponsorship prospectus. \*\****

## ***Annual Hospice & Palliative Care Conference***

TCC's largest conference of the year brings together 300+ attendees representing numerous hospice and palliative care providers from across the Carolinas. This conference provides all hospice and palliative care professionals, regardless of their role in the organization, what they need to know to keep their programs operating at the highest level.

## ***Palliative Care Bootcamp***

This 2-day palliative care boot camp is designed to give healthcare providers from diverse perspectives (i.e. home health, hospice, nursing homes, hospitals, primary care, etc.) proven best practice tools needed to build and/or sustain a successful community based palliative care program.

## ***Hospice 201***

This seminar is designed to enhance the skills of the hospice manager in their role of leading and supervising the day-to-day hospice operations in ways that ensure compliance for quality hospice care delivery. During this seminar, participants take a deep dive into all aspects of their jobs like hospice eligibility documentation, management of the IDT and coordination of hospice services.

## ***Caring Conference***

Provided in a retreat setting, TCC's biennial Caring Conference provides a time of renewal and learning for the hospice patient and family psychosocial support team members. Each session is designed to promote professional growth through the sharing of innovative care models that will help members of the family support team in providing care to patients and their caregivers.

## ***Marketing Symposium***

A learning & networking experience designed to help managers and liaisons transform their sales processes in order to thrive in competitive markets. Attendees learn how to increase access of appropriate patients, build more successful relationships with referral sources and improve sales techniques.

## ***Family Support Services Day***

This is an opportunity for family support professionals at all levels to come together to network, share ideas, and learn about programs and resources used by other hospice agencies. Attendees leave with information and ideas that they can utilize in their agency to enhance their family support programming.

## ***Volunteer Managers Summit***

This annual day of learning, collaborating and networking is designed for volunteer managers and coordinators across the Carolinas. Attendees leave with practical information, inspiring ideas, and helpful resources that they can use to enrich and expand their volunteer program.

## ***Hospice Veterans Partnership Summit***

This one-day event is designed to help hospice organizations assess their ability to serve Veterans and integrate best practices for providing end-of-life care to Veterans and their families into their organization.

## *Corporate Sponsorship Benefits*

<b>CORPORATE SPONSOR LEVEL</b>	<b>PLATINUM LEVEL</b>	<b>GOLD LEVEL</b>	<b>SILVER LEVEL</b>
<b>BENEFIT</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$5,000</b>
Presenting Sponsorship of Annual Conference	✓		
Private Meeting with Board of The Carolinas Center	✓		
Recognition in Annual Conference Press Release	✓		
Breakout Session at Annual or Plenary at Specialty Conference	✓	✓	
Introduce Keynote Speaker at Annual Conference	✓	✓	
Company Logo and Link on TCC Homepage	✓	✓	
Host one Webinar during the Calendar Year	✓	✓	✓
Sponsorship Benefits at TCC educational events	✓	✓	✓
Serve as Guest Blogger for TCC Blog (Optional)	✓	✓	✓
Advertisement in Conference Program	✓	✓	✓
Recognition in TCC Weekly Newsletter	✓	✓	✓
Complimentary Annual Conference & Summit Registrations	<b>4</b>	<b>3</b>	<b>2</b>
Promotional Item in Annual Conference Tote	✓	✓	✓
Complimentary Booth Space at Annual Conference and Spring Summit	✓	✓	✓
Complimentary Drink Tickets (at Annual Conference)	<b>8</b>	<b>6</b>	<b>4</b>
Recognition of Sponsorship on TCC Social Media platforms	✓	✓	✓

# A La Carte Sponsorship Opportunities

\*All A La Carte items offered at a 25% discount for all Corporate Sponsor Members\*

- **Exclusive Sponsor of Breakfast for Brainiacs ~ \$3500 (1-year)**
  - Award winning monthly web & audio conference
  - Recognition on all marketing material
  - Recognition on TCC website
- **Annual Conference Keynote Speaker Sponsor ~ \$4,500**
  - COMPLIMENTARY tabletop display
  - Promotional item in conference tote bag
  - Advertisement in conference brochure and onsite
  - Opportunity to introduce the keynote speaker and address the audience for 5 minutes
- **Annual Conference Evening Networking Reception ~ \$4,500**
  - COMPLIMENTARY tabletop display
  - Promotional item in conference tote bag
  - Advertisement in conference brochure and onsite
  - Opportunity to address the audience for 5 minutes
- **Annual Conference Onsite Photo Booth ~ \$1,650**
  - 4x6 or 2x6 strip photo
  - Logo on backdrop and on all photos
  - Digital copy of all photos on USB/DVD (within 24 hours)
- **Conference Tote Bags ~ \$1,850**
  - Promotional item in conference tote bag
  - Advertisement in conference brochure and onsite
- **Lanyards/Neck Wallets ~ \$1,850**
  - Advertisement in conference brochure and onsite
- **Advertise on TCC's Website ~ \$650 (1-year)**
- **Advertise in our Newsletters ~ \$650 (1-year)**

**Each Corporate Sponsorship Package represents significant savings to your company versus A-La-Carte Purchasing!**



Platinum Level = \$3500 in Savings



Gold Level = \$2500 in Savings



Silver Level = \$2000 in Savings



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## ***Become an Associate Partner TODAY!***

*TCC has updated our membership offerings. Please see below for full details of what each membership option has to offer. TAKE advantage of the opportunity to be face to face with leaders in hospice and palliative care!*

### ➤ ***Associate Member - \$350***

For partner organizations, vendors and consultants who have a working interest in the many and varied aspects of end of life concerns.

- *Discount exhibit space for all TCC events*
- *Discount on TCC education offerings*
- *Education Updates & News of Note newsletters*
- *Opportunity to participate in the TCC Affinity Program*

### ➤ ***Associate Partner - \$525***

For payers, associations, SNFs, ALFs, pharmacy benefit managers, funeral homes, durable medical equipment companies, industry consultants, etc.

- *Free copy of the Annual Data and Trends Report*
- *Access to two member interest group meetings*
- *Discount on TCC education offerings*
- *Opportunity to network with senior level leaders in hospice and palliative care*
- *Access to Hospice Report, Education Updates & News of Note newsletters*
- *Company name listed on TCC's website*
- *Opportunity to participate in the TCC Affinity Program*



# Sponsorship & Partnership Opportunities

## Primary Contact Information

<b>Company:</b>
<b>Main Contact:</b>
<b>Mailing Address:</b>
<b>Phone:</b>
<b>Email:</b>

<i>Sponsorship/Partner Option</i>	<i>Cost</i>	<i>Amount Due</i>
<input type="checkbox"/> <b>Corporate Sponsorship</b>	<i>Platinum Sponsor - \$10,000 Gold Sponsor - \$7,500 Silver Sponsor - \$5,000</i>	
<input type="checkbox"/> <b>A la Carte Sponsorship</b>	<i>(See page 4)</i>	
<input type="checkbox"/> <b>Associate Membership</b> <i>(Renewal or New Membership)</i> <b>**See page 5 for full details**</b>	<i>\$350 – Associate Membership or \$525 – Associate Partner</i>	
<b>Total Due:</b>		<b>\$</b>

Check (*Payable to: The Carolinas Center*)       Visa       MasterCard       Discover

Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ 3-Digit Code: \_\_\_\_\_

Cardholder's name: \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Address (*if different from above*): \_\_\_\_\_

### **Submit application:**

**The Carolinas Center**

**Tara Stewart at TStewart@cchospice.org**

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