TENNESSEE HOSPITAL ASSOCIATION

SUMMER CONFERENCE

SPONSORSHIP & ENGAGEMENT GUIDE

THA TENNESSEE HOSPITAL ASSOCIATION



EVENT SNAPSHOT



THA SUMMER CONFERENCE

JUNE 7 – 10, 2027

Omni Amelia Island Resort
Fernandina Beach, FL 32034
(north of Jacksonville, Florida)

MEASURE YOUR IMPACT

3.5-DAY
CONFERENCE EXPERIENCE

200+
ATTENDEES, INCLUDING GUESTS AND FAMILIES

100+
EDUCATIONAL ATTENDEES

48+
HEALTHCARE EXECUTIVES AND SENIOR LEADERS

26+
HOSPITAL AND HEALTH SYSTEMS REPRESENTED

25+
HOSPITAL AND HEALTH SYSTEM CEOS ATTENDING

9+
BOARD CHAIRS OR TRUSTEES

WHERE TENNESSEE'S HEALTHCARE EXECUTIVES COME TO CONNECT & RECHARGE



WORLD-CLASS SPEAKERS AND EDUCATIONAL PROGRAMMING



HIGH-VALUE NETWORKING IN AN INTIMATE RETREAT SETTING



EXTENDED ACCESS TO HEALTHCARE LEADERS AND DECISION-MAKERS



FAMILY-FRIENDLY ENVIRONMENT WITH ACTIVITIES AND EXPERIENCES FOR ALL AGES



AUTHENTIC CONNECTIONS BEYOND THE BOARDROOM

SPONSORSHIP LEVELS AND BENEFITS

ACCESS TO TENNESSEE'S HEALTHCARE LEADERS	PREMIER $9,500	SUPPORTING 7,000
Sponsor a speaker and introduce the speaker in front of attendees, script provided	✔	
Complimentary registrations *(1 Premier, 1 Supporting)*	✔	✔
RECOGNITION AS A SUPPORTER OF TENNESSEE'S HOSPITALS		
Logo and company description featured in THA's Daily News Clips for one (1) week	✔	
Logo recognition on Summer Conference marketing materials and social media platform, subject to benefit level	✔	✔
ACCESS TO INFORMATION		
List of registered attendees *(name, title and facility)*	✔	✔
Receive THA Member Update Newsletter	✔	✔

$500 OFF IF YOU SIGN UP FOR A LEVEL BEFORE FRIDAY, FEBRUARY 12, 2027
(excludes exclusive opportunities and applied once annually across programs)







BE PART OF WHAT ATTENDEES REMEMBER MOST

From networking events to resort experiences, these exclusive opportunities help shape the moments attendees will remember long after the conference ends.

FAMILY BEACH DINNER*

TUESDAY, JUNE 8, 5:30 – 8:00 PM | **$10,000**



Gather by the shore for an unforgettable evening of family fun, dining, and entertainment, complete with beach games, kid-friendly activities, live music, and professional family photos.

- Prominent sponsor recognition throughout the event, including staked beach signage, beverage cups (maximum sponsor value $1,000), lounge areas, and one (1) branded moon balloon feature ($2,500 value)
- Align your brand with a signature family experience featuring professional beach photos, a face painter, steel drum entertainment, snow treats for children, and interactive activities for all ages
- Visibility across dedicated activity and gathering areas, including beach games and lounge seating
- Connect your brand with attendees and their families during one of Summer Conference's most memorable and highly attended social events



UNCORK & CONNECT*

MONDAY, JUNE 7, 4:30 – 6 PM | **$8,000**

Invite attendees to a curated tasting experience during the Welcome Reception, featuring four resort-selected wines while enjoying friendly competition, conversation, and networking with fellow healthcare leaders.

- Sponsor collaborates with THA to select two red and two white wines from the resort's curated wine list
- Prominent sponsor recognition on tasting signage, event materials, and attendee voting materials
- Attendees vote for their favorite wine, with one participant selected to receive a $100 Visa gift card included in this sponsorship
- Sponsor representative announces the winning attendee and attendees' favorite wine during Tuesday morning programming (script provided by THA)

VIP POOLSIDE CABANA EXPERIENCE*

TUESDAY, JUNE 8, 9 AM – 10 PM	$8,000
WEDNESDAY, JUNE 9, 9 AM – 10 PM	$8,000





Offer attendees and their families a relaxing poolside escape on either Day 1 and/or Day 2, complete with reserved cabanas overlooking the resort's beautiful pool and gathering space.

- Reserved luxury cabanas provide a comfortable retreat for attendees and their families to recharge and relax
- Available on either Day 1 and/or Day 2 of the conference
- Opportunity to provide branded amenities for cabana guests (THA's MRE team to approve and not included in the sponsorship value)
- Align your brand with hospitality, relaxation, and enhanced attendee experience





OCEANFRONT OASIS*

TUESDAY, JUNE 8, 9 AM – 10 PM	$8,000
WEDNESDAY, JUNE 9, 9 AM – 10 PM	$8,000

Give attendees and their families a dedicated beachfront escape to relax, recharge, and soak in the beauty of Amelia Island's pristine coastline.

- Exclusive sponsorship of a reserved oceanfront retreat featuring 10 private cabanas and 30 chaise lounges with umbrella covers
- Opportunity to provide one sponsor-branded beach amenity or giveaway item per day (maximum sponsor value of $1,000), selected with and approved by THA's MRE team
- Prominent sponsor recognition through cabana signage and branded touchpoints throughout the beach area, approved by THA's MRE team
- Recognition in conference marketing materials, attendee communications, and the conference app, as applicable
- Align your brand with a relaxing, family-friendly experience that enhances the overall Summer Conference experience

MARSH KAYAK TOURS*

TUESDAY, JUNE 8, AFTERNOON | **$8,000**

Knowledgeable naturalists will guide attendees through a tidal salt marsh and point out wildlife and landmarks through Amelia Island's scenic salt marshes and Intracoastal Waterway

- Featured sponsorship of a guided marsh kayak tour
- Host an unforgettable experience for up to 30 conference attendees (appropriate for ages 13 and up; 8-12 years old will ride in tandem)
- Recognition on event signage and participant communications





AMELIA ISLAND RIVER CRUISE*

WEDNESDAY, JUNE 9, AFTERNOON | **$8,000**

Board Miss Kaylynn and enjoy a professionally narrated cruise along the salt marshes, wilderness beaches, and historic riverbanks of Amelia Island. See local wildlife and even a Civil War-era fort along the way.

- Premier sponsorship of the scenic Amelia Island River Cruise aboard the Miss Kaylynn
- Opportunity to host and connect with up to 40 attendees of all ages during a unique off-site experience
- Recognition on event signage and participant communications

COFFEE YOUR WAY

3 DAYS: JUNE 8 – 10, EARLY MORNING | **$7,500**

Fuel meaningful connections each morning by sponsoring the Coffee Your Way Bar, a popular attendee destination for refreshment and engagement first thing in the morning.

- Highlighted recognition as the Coffee Bar sponsor for three (3) days, June 8 – 10.
- Prominent sponsor signage is displayed at the coffee station each morning.
- Wrap each coffee with a branded coffee sleeve ($1,000 value)
- Gain repeated marketing exposure over three (3) consecutive mornings as attendees return to customize their coffee with your brand in hand.



WELCOME RECEPTION*

MONDAY, JUNE 7, 4:30 – 6 PM | **$6,000**



Be among the first to welcome attendees to Summer Conference and gain visibility during this signature gathering that brings healthcare leaders together to connect, unwind, and build relationships.

- Prominent sponsor recognition in event materials
- Showcase your brand throughout the reception with logo placement on select signage and branded touchpoints, including food & beverage station signage, directional signs, and cocktail tables
- Opportunity to sponsor a signature cocktail named in recognition of your company, in collaboration with THA's MRE team
- Connect with hospital CEOs, executives, and partners during one of the conference's most highly attended networking events



PICKLEBALL*

TUESDAY, JUNE 8, AFTERNOON | **$6,000**

Serve up fun and friendly competition with a casual pickleball experience designed for attendees and their families.

- Participation for up to 24 attendees of all ages and skill levels
- Experience includes renting hospitality tents, misting fans, lawn chairs, and water to keep participants cool and comfortable on the courts
- Sponsor-branded pickleballs or cooling towels provide a fun event keepsake and extended brand visibility
- Support a memorable outdoor activity that promotes wellness and friendly competition

SIGNATURE SPA AFTERNOON

WEDNESDAY, JUNE 9, 3:30 – 5 PM | **$6,000**



Treat attendees to a well-deserved afternoon of relaxation as the resort spa becomes a private retreat for rejuvenation, connection, and self-care.

- Exclusive sponsorship of a 1.5-hour spa experience for up to 14 attendees (18+ years)
- Guests enjoy champagne and light treats before indulging in a selection of mini spa services
- Prominent sponsor recognition on event signage, attendee communications, and select spa experience touchpoints

KID'S ACTIVITY AFTERNOON

MONDAY, JUNE 7, 4 – 6 PM | **$5,000**

You will enjoy the Welcome Reception. The kiddos will enjoy the fun! Support a dedicated activity area where children can participate in engaging, family-friendly activities while attendees connect and network during the reception.

- Prominent sponsor recognition on Kids' Activity Zone signage and applicable event materials
- Align your brand with a family-friendly experience that enhances Summer Conference for attendees and their families
- Support a welcoming conference environment that allows attendees to enjoy the reception while their children stay entertained nearby





KID'S NIGHT OUT

WEDNESDAY, JUNE 9, 6 – 10 PM | **$5,000**

Adults dine. Kids unwind. Everyone wins. While attendees enjoy an evening of dining and connection, children can enjoy four hours of supervised fun, games, and entertainment.

- Branding opportunities through the Kids' Night Out experience
- Prominent logo placement on signage, attendee communications, and activity materials
- Associate your organization with one of the conference's most appreciated family-friendly offerings
- Create memorable experiences for conference families while providing parents with a worry-free evening

CONNECTIVITY SPONSOR

JUNE 9 - 10 | **$4,000**

Keep attendees connected throughout the Summer Conference with reliable internet access supporting learning, networking, and engagement.

- Featured recognition as the Connectivity Sponsor
- Customized password featuring your organization's name *(8-32 characters)*
- Recognition in conference signage, materials, and attendee communications
- Brand visibility tied to one of the most frequently accessed amenities during the conference



SUNRISE BEACH YOGA*

TUESDAY, JUNE 8, EARLY MORNING | **$4,000**



Start the morning with a peaceful yoga session overlooking the Atlantic Ocean, designed to help attendees feel energized, focused, and ready for the day ahead.

- Highlighted sponsorship of a guided sunrise yoga and sound bowl experience on the beach
- Opportunity to connect with up to 12 attendees *(ages 4+)* in a relaxing, wellness-focused setting
- Branding included on event signage and promotional materials
- Align your brand with wellness, mindfulness, and attendee well-being
- Option to provide one branded item for attendees *(Not included and THA's MRE team to approve)*



SUNRISE BEACH PILATES*

WEDNESDAY, JUNE 9, EARLY MORNING | **$4,000**

Kick off the day with a rejuvenating Pilates session by the ocean, offering attendees an opportunity to move, stretch, and connect before the day begins.

- Wellness sponsorship of a guided beachfront Pilates session and sound bowl experience led by a certified instructor
- Limited to 12 participants *(ages 4+)* for an intimate, small-group experience
- Recognition on event signage and participant communications
- Demonstrate your commitment to whole-person wellness and self-care
- Option to provide one branded item for attendees *(Not included and THA's MRE team to approve)*

Exclusive Experience Considerations: Early sign-on discounts do not apply. One complimentary registration included. Custom enhancements or additions may be available for an additional fee and will need approval by THA's Member Relations and Education (MRE) team.

**This activity is weather dependent. If canceled due to weather or other circumstances beyond THA's control, THA will work with the sponsor to provide a partial refund or alternative recognition opportunity, as available.*

QUESTIONS? Contact Adrienne Nordman at anordman@tha.com or Jessie Fulton at jfulton@tha.com.

