



2025 HBA

WOMAN OF THE YEAR EVENT

9 MAY 2025

CHICAGO

#HBAWOTY25

SPONSORSHIP OPPORTUNITIES

On 9 May, the global HBA community will gather – in person in Chicago and remotely – for the 35th annual HBA Woman of the Year event. This is the perfect opportunity for you to demonstrate your commitment to furthering the advancement and impact of women in the business of healthcare!

Don't miss the chance to position yourself as an industry trailblazer and gender equity advocate – all while promoting your value to influential stakeholders and decision-makers.

- The HBA markets and promotes the Woman of the Year event to our community of 80,000+ healthcare influencers and several high-profile media outlets
- Expand your professional network and increase sales through brand presence and visibility
- Show your support of HBA's mission to achieve gender parity in the business of healthcare
- Highlight your company as an employer-of-choice for women in the healthcare industry

For more information visit HBAWOMANOFTHEYEAR.ORG

HBA WOMAN OF THE YEAR SPONSORSHIP OPPORTUNITIES

9 MAY 2025 CHICAGO, IL

SPONSORSHIP SELECTION:

	Magnificent Mile	DuSable Museum	Navy Pier	Buckingham Fountain	Lake Shore Drive	Hyde Park	Millennium Park
	\$70,000	\$55,000	\$44,000	\$30,000	\$15,000	\$10,000	\$6,000
Total Number of Packages Available	(Max 4)	(Max 3)	(Max 3)	(Max 10)	(Max 4)	(Max 6)	(Max 4)
Presence							
One (1) branded column (77 square feet) in high traffic area near elevators, escalators, registration and reception	●						
Lanyards, Badges, Virtual Selfie Station Logo Placement, OR Individual Hand Sanitizer Giveaway (first-served system)		●					
Company logo on main page of virtual platform	●	●	●	●			
Logo visibility in opening slides	●	●	●	●	●	●	
Access							
Allotted seating (10 seats per table)	3 Premium Tables	2 Premium Tables	1 Elite Table	1 Standard Table	4 Standard Seats	2 Standard Seats	1 Standard Seat
Remote Attendance Passes	200	150	100	50	30	20	10
Complimentary Watch Party Location	●	●	●				
Content							
Display a 30-second video/commercial produced by sponsor. Must be pre-approved by the HBA (optional opportunity)	●						
30-second red carpet interview produced by HBA	●	●					
Digital							
Logo on event microsite	●	●	●	Name only	Name only	Name only	Name only
Logo in marketing emails	●	●	●	Name only	Name only	Name only	Name only
Customized social media graphic	●	●					
An online communication kit to share your support	●	●	●	●	●	●	●
Recognition on HBA's social media channels	●	●	●	●	●	●	
Advertisement in Commemorative Digital Program							
Full-page	●	●					
Half-page			●				

Sponsorship selections will be granted in the order in which signed agreements are received. Some options may not be available at the time of selection.

FOR MORE INFORMATION VISIT HBAWOMANOFtheyear.org
 SPONSORSHIP DEADLINE: 7 MARCH
 ALL LOGOS DUE BY 14 MARCH

ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE

SIGNATURE DRINK (Three Opportunities)

Corporate Partners \$20,000

Non-Corporate Partners \$24,000

Showcase your brand in a dynamic way and be prominently featured during the post-Woman of the Year “Sip, Savor, and Celebrate” cocktail reception with the sponsorship of a signature drink. The HBA will provide between three and five signature drink options curated by the chef and bar staff for the sponsor’s selection. Each attendee will receive one (1) drink ticket for redemption during the reception, with the option to purchase additional drinks as desired.

Sponsorship Includes:

- Logo visibility on signage at all bars (co-branded with other Signature Drink sponsors).
- Logo visibility on the 2025 HBA Woman of the Year website accompanying the reception description.
- Logo visibility on cocktail napkins at bars (ordered by the HBA and co-branded with other Signature Drink sponsors).
- *Optional: Ability to provide additional materials or giveaways to be distributed at the event. (Must be pre-approved by the HBA. Recommended quantity of 2,000.)

Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 14 March.

CELEBRATING THE STARS AND LUMINARIES RECEPTION (Exclusive)

Corporate Partners \$15,000

Non-Corporate Partners \$18,000

Elevate your brand at this highly anticipated Thursday evening reception, where attendees, honorees, and guests come together to connect, socialize, and network in an unforgettable setting. As a sponsor, you’ll play a key role in enhancing the reception experience, featuring a premium hosted bar with wine, beer, and soft drinks, a signature Roaring 20’s-themed cocktail/mocktail, and delectable noshes to delight guests as they mingle.

Your sponsorship provides prominent visibility, with your company logo featured on drink tickets (one per attendee) and cocktail napkins, reinforcing your brand throughout the event. Additionally, your company representative will have the exclusive opportunity to welcome guests alongside HBA CEO Mary Stutts, making a lasting impression on the influential attendees.

Sponsorship Includes:

- Logo visibility on signage at reception.
- Logo visibility on the 2025 Rising Star and Luminary webpages and communications accompanying the reception description.
- *Optional: Ability to provide additional materials or giveaways to be distributed at the event. (Must be pre-approved by the HBA. Recommended quantity of 300.)

Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 14 March.

COFFEE STATIONS (Three Opportunities)

Corporate Partners \$13,000

Non-Corporate Partners \$15,600

Provide attendees with the fuel they need to stay engaged throughout the morning “Coffee and Connections” reception to ensure they have the energy to make the most of each moment. Coffee stations will be placed throughout the networking reception space.

Sponsorship Includes:

- › Logo visibility on the coffee station signage (co-branded with other Coffee Station sponsors).
- › Logo visibility on the 2025 HBA Woman of the Year website accompanying the reception description.
- › Logo visibility on cocktail napkins at coffee stations (ordered by the HBA and co-branded with other Coffee Station sponsors).
- › *Optional: Ability to provide additional materials or giveaways to be distributed at the coffee stations. (Must be pre-approved by the HBA. Recommended quantity of 2,000.)

Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 14 March.

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BATHROOM REFRESH STATIONS (Exclusive)

Corporate Partners \$9,000

Non-Corporate Partners \$10,800

Elevate the attendee experience by providing self-care and hygiene products in the venue's restrooms. Examples of items include mints, chewing gum, hair products, makeup, and feminine care products. (Products selected and ordered by the HBA.)

Sponsorship Includes:

- Logo visibility on signage at each refreshment station.

Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 14 March.

CONSTELLATION LEAGUE BREAKFAST (Exclusive)

Corporate Partners \$7,800

Non-Corporate Partners \$9,360

Be in the spotlight in front of past HBA Global Board Chairs by sponsoring the Constellation League Breakfast (formerly the Chair Emerita breakfast) when they meet to discuss HBA's global strategy.

Sponsorship Includes:

- Logo visibility on signage at breakfast.
- *Optional: Ability to provide additional materials or giveaways to be distributed at breakfast. (Must be pre-approved by the HBA. Recommended quantity of 30.)

Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 14 March.

GLOBAL AMBASSADOR PROGRAM BREAKFAST (Exclusive)

Corporate Partners \$7,800

Non-Corporate Partners \$9,360

Meet and greet leaders from HBA's Global Corporate Partner Ambassador Programs, all while your brand is front and center. (Breakfast is prior to the 2025 HBA Woman of the Year event.)

Sponsorship Includes:

- Brief opening remarks at the breakfast.
- Logo visibility on signage at breakfast.
- *Optional: Ability to provide additional materials or giveaways to be distributed at the breakfast. (Must be pre-approved by the HBA. Recommended quantity of 100.)

Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 14 March.

PROGRAM ADVERTISEMENTS

Stand out from the competition by featuring your company in the 2025 commemorative digital program. (Contact your HBA Account Manager if you'd like to request a specific advertisement location.)

Full-Page ad - \$5,500/€5,343; 5.5"wx8.5"h, .125" bleeds Half-Page ad - \$3,000/€2,914; 5.5"wx4.25" h, .125" bleeds

Content Needed: High-resolution (300dpi) PDF by 28 March.

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CHAMPAGNE TOAST AT CELEBRATING THE STARS AND LUMINARIES RECEPTION

Corporate Partners \$4,000

Non-Corporate Partners \$4,800

Celebrate excellence showcasing your brand via an exclusive champagne toast at the Rising Stars & Luminaries Reception Thursday, 8 May! As a sponsor, your representative will join HBA CEO Mary Stutts to welcome nearly 200 attendees, including the 2025 Woman of the Year, Honorable Mentor, and STAR, the Rising Stars and Luminaries and guests. Enjoy prime logo visibility and the opportunity to share two minutes of remarks honoring this inspiring event.

Sponsorship Includes:

- Brief opening remarks at the reception.
- Logo visibility on signage at breakfast.

Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 14 March.

ROAMING PHOTOGRAPHER AT CELEBRATING THE RISING STARS AND LUMINARIES RECEPTION

Corporate Partners \$4,000

Non-Corporate Partners \$4,800

Capture the excitement and amplify your brand's presence by sponsoring the Roaming Photographer at HBA's signature event celebrations! Honorees and attendees love snapping and sharing instant photos, just like at HBA's Annual Conference where it was a crowd favorite. This sponsorship offers your brand prime visibility and a direct impact on social media as attendees share their memorable moments featuring your logo. Don't miss this chance to shine at the center of the celebration!

Sponsorship Includes:

- Logo visibility on signage at the reception
- Logo visibility on roaming photographer digital frame.

Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 14 March.



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ESCALATOR SIGNAGE (2 Opportunities)

Corporate Partners \$6,500

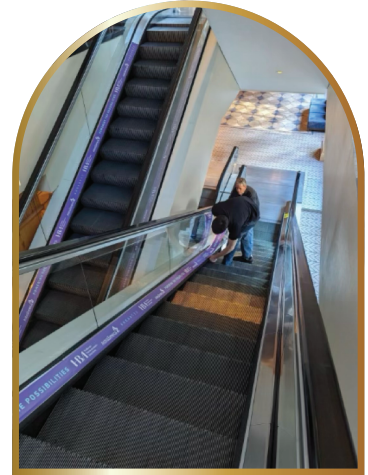
Non-Corporate Partners \$7,800

Capture guests' attention upon their arrival at the 2025 Woman of the Year by promoting your brand on the railing of a hotel escalator! The escalators run from the Lobby level of the hotel to the meeting and event floors.

Sponsorship Includes:

- Logo visibility on escalator railing (co-branded with the HBA).

Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, limited to one color by 14 March 2025.



HOTEL KEY CARDS (Exclusive)

Corporate Partners \$6,500

Non-Corporate Partners \$7,800

Welcome all 2025 HBA Woman of the Year guests to the Sheraton Grand Chicago Riverwalk hotel by showcasing your logo on attendee room key cards!

Sponsorship Includes:

- Logo OR graphic visibility on key cards for attendees.

Content Needed: High-resolution (300dpi) PNG and EPS/AI logo file, in white and full color OR Adobe InDesign, Illustrator, or Photoshop artwork sized to 3.375" x 2.125" with a bleed area of 3.625" x 2.375," by 14 March. Artwork is allowed on both sides of the keycard, allowing for up to two images for exclusive sponsorship.

FACILITATED NETWORKING ACTIVATION (Exclusive)

Corporate Partners \$4,000

Non-Corporate Partners \$4,800

Showcase your commitment to fostering connections, building relationships, and driving professional growth by sponsoring a facilitated networking BINGO game during the Coffee and Connections reception preceding the 2025 HBA Woman of the Year luncheon. The game details and game card will be designed by the HBA in partnership with a professional networking facilitator.

Sponsorship Includes:

- Logo visibility on BINGO game cards (co-branded with the HBA).
- Logo exclusively featured on branded pens provided to all BINGO participants during game play.
- Logo visibility on game signage.

Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 14 March.

NURSING AND MENOPAUSE ROOMS (Exclusive)

Corporate Partners \$4,000

Non-Corporate Partners \$4,800

Show your support for women in a unique and meaningful way that promotes inclusivity and wellbeing. The venue's nursing and menopause rooms will feature comfortable lounge furniture, grab-and-go refreshments, and a refrigerator while offering a quiet, private refuge for guests.

Sponsorship Includes:

- Visibility on in-room signage.

Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 14 March.

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PILLAR SIGNAGE (3 Opportunities)

Corporate Partners \$3,000

Non-Corporate Partners \$3,600

Promote your brand by purchasing a large advertisement that will be displayed on a one-sided pillar within the event space. The pillars will be located in high-traffic areas near the Rising Stars and Luminaries Engagement Event, Celebrating Stars and Luminaries Reception, and outside the Woman of the Year luncheon ballroom.

Sponsorship Includes:

- Branded artwork/advertisement featured on a one-sided pillar within the event space (must be approved by the HBA).

Content Needed: Adobe InDesign, Illustrator, or Photoshop file, with artwork sized to 36.25" wide and 165" tall, .5" bleed, by 14 March 2025.



VIDEO WALL MESSAGE TO RISING STARS AND LUMINARIES (10 Opportunities)

Corporate Partners \$4,000

Non-Corporate Partners \$4,800

Spotlight your 2025 HBA Rising Stars and Luminaries! Create a static image or put your message in motion with a video wall placement. The video wall will run on a loop that features up to 10 celebratory placements. Showcase your company and your award winners with a substantial presence (2592w x 672h). The video wall will be located in a high traffic area near the Rising Stars and Luminaries Engagement Event, Celebrating Stars and Luminaries Reception, and outside the Woman of the Year luncheon ballroom.

Sponsorship Includes:

- 30-second still image or video feature on video wall congratulating Rising Stars and Luminaries. (Video to be produced by sponsor and must be approved by the HBA.)

Content Needed:

- Still Image: JPEG or PNG Image in an aspect ratio of 2592w x 672h by 28 March 2025.
- Video: .mov or .mp4 with no sound, no longer than 30 seconds in length, and in an aspect ratio of 2592w x 672h by 28 March 2025. File size of 1GB or less recommended with compression of H.264, 30 frames per second, and a target bitrate between 4 mbps to 8 mbps. For smoother transitions, please end your video with a still image for (2) seconds in length.



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MAINSTAGE PRESENCE INTRODUCING RISING STARS AND LUMINARIES HONORS DURING WOMAN OF THE YEAR CELEBRATION (Exclusive)

Corporate Partners \$2,500

Non-Corporate Partners \$3,000

Position your brand as a leader in advancing gender equity by kicking off the Rising Stars and Luminaries recognition on the Woman of the Year (WOTY) main stage, Friday, 9 May. This exclusive sponsorship opportunity allows your corporate representative to take center stage, delivering a two- to three-minute message highlighting your commitment to equity, impact, and celebrating your honorees. Your company's logo will be prominently displayed on stage, in the digital program, and throughout the event, ensuring high visibility among industry leaders and nearly 2,000 influential attendees.

Sponsorship Includes:

- Brief remarks on the 2025 Woman of the Year main stage (scripting must be approved by the HBA)
- Logo visibility on digital screens during brief remarks.
- Logo visibility in the 2025 Woman of the Year commemorative digital program.

Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 14 March.

FLOOR TILES (4 Opportunities)

Corporate Partners \$2,000

Non-Corporate Partners \$2,400

"Step" right up and capture attendees' attention as soon as they arrive! Place your logo on a 24"x24" floor tile in a high-traffic area to make an #HBAAImpact. Floor tiles will be placed in high-traffic areas near the Rising Stars and Luminaries Engagement Event, Celebrating Stars and Luminaries Reception, and outside the Woman of the Year luncheon ballroom.

Sponsorship Includes:

- Branded logo artwork visibility on one floor tile (must be approved by the HBA).

Content Needed: Adobe InDesign, Illustrator, or Photoshop file, with artwork sized to 24' x 24", .5" bleed, by 14 March 2025.

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