

TRUST AWARD 2017

JULY 27, 2017 | 7:00-9:00 P.M. | SAN DIEGO

ABOUT HRET AND THE TRUST AWARD

The Health Research & Educational Trust (HRET) is an independent, nonprofit organization engaging in timely research and education on topics of critical interest to hospitals and health care systems and the communities they serve. Since 1944 HRET, an affiliate of the American Hospital Association, has developed and implemented an agenda of applied research, education and training programs to move the hospital and health care field toward improving the health of the U.S. population. HRET regularly works with academic, research, policy and community organizations to fulfill its mission of transforming health care through research and education.

HRET established the TRUST Award in 2003 to recognize individuals who have demonstrated long-standing leadership in improving health care quality and building continued trust within America's health care organizations and communities. TRUST Award honorees have leveraged research and education to make a dramatic impact in policy and practice.



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2017 TRUST AWARD HONOREE

Dr. Diane E. Meier is director of the Center to Advance Palliative Care (CAPC), a national organization devoted to increasing the number and quality of palliative care programs in the United States. Under her leadership the number of palliative care programs in U.S. hospitals has more than tripled in the last 10 years. She is also vice-chair for public policy and professor of geriatrics and palliative medicine; Catherine Gaisman professor of medical ethics; and was the founder and director of the Hertzberg Palliative Care Institute from 1997-2011, all at the Icahn School of Medicine at Mount Sinai in New York City.

Dr. Meier has demonstrated an extraordinary vision and made many contributions to the field through her innovations in age-friendly, person-centered care approaches, specifically on palliative and end-of-life care delivery models.



WHY SPONSOR THE TRUST AWARD?

- ❖ **Increase brand awareness.** With more than 150 health care leaders at the reception, the TRUST Award is the perfect venue to increase your brand awareness and visibility in the health care field to hospital and health system executives and AHA and HRET board members.
- ❖ **Network with executives.** Part of being a TRUST Award sponsor is enjoying the award reception and all the networking opportunities with visionary health care leaders that accompany it.
- ❖ **Attend the American Hospital Association Leadership Summit.** Health care senior executives from all over the country attend the annual summit. As a TRUST Award sponsor you will gain access to this event to network and discuss critical issues facing health care.



PREVIOUS SPONSORS



SPONSORSHIP OPPORTUNITIES

BENEFACTOR SPONSOR: \$35,000

- ✧ 5 complimentary tickets to TRUST Award reception
- ✧ Name listed on all 2017 TRUST Award reception materials
- ✧ Full-page ad in American Hospital Association's *Hospitals & Health Networks* magazine
- ✧ Logo in event invitations
- ✧ Logo and full-page tribute message in event program
- ✧ Welcome presentation at TRUST Award reception
- ✧ 2 handouts included in TRUST Award thank you packet
- ✧ 1 table sponsorship with company's educational materials
- ✧ List of event attendees

EXECUTIVE SPONSOR: \$25,000

- ✧ 4 complimentary tickets to TRUST Award reception
- ✧ 2 free passes to the AHA/Health Forum Summit
- ✧ Half-page ad in *Hospitals & Health Networks* magazine
- ✧ Name listed on all 2017 TRUST Award reception materials
- ✧ Logo listed in event invitations
- ✧ 1 handout included in TRUST Award thank you packet
- ✧ 1 table sponsorship with company's educational materials
- ✧ List of event attendees

PATRON SPONSOR: \$10,000

- ✧ 3 complimentary tickets to TRUST Award reception
- ✧ 1 free pass to the AHA/Health Forum Summit
- ✧ Name listed on all 2017 TRUST Award reception materials
- ✧ Logo listed in event invitations
- ✧ 1 handout included in TRUST Award thank you packet
- ✧ List of event attendees

COLLABORATING SPONSOR: \$5,000

- ✧ 2 complimentary tickets to TRUST Award reception
- ✧ Name listed on all 2017 TRUST Award reception materials
- ✧ Logo listed in event invitations
- ✧ Educational materials part of TRUST Award thank you packet

SUPPORTING SPONSOR: \$1,500

- ✧ 1 complimentary ticket to TRUST Award reception
- ✧ Name listed on all 2017 TRUST Award reception materials

All sponsorship contributions are tax deductible beyond the cost of tickets (\$250 each) that are provided.

SPONSORSHIP CONFIRMATION

This form can also be completed on the HRET website at hret.org/trust.

Please include my organization as a sponsor for the TRUST Award at the following level:

- Benefactor Sponsor: \$35,000
- Executive Sponsor: \$25,000
- Patron Sponsor: \$10,000
- Collaborating Sponsor: \$5,000
- Supporting Sponsor: \$1,500

Payment/Contact Information:

- [Check is in the mail](#)

Federal Tax ID #36-2203931

Payable to: Health Research & Educational Trust

Attn: Sarah Guerin

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Chicago, IL 60606

- [Please send an invoice to:](#)

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Please email this form to HRET at trustaward@aha.org to confirm your sponsorship.