

# Affinity GROUPS

## SPONSORSHIP OPPORTUNITIES

Demonstrate your commitment to HBA's mission and position your organization as an industry trailblazer by sponsoring an HBA affinity group! HBA affinity groups bring global members together through a common interest, shared identity, or need associated with their career and professional aspirations. With your support, HBA members will be able to access even greater professional development opportunities through networking and education to find valuable insights, solutions, and belonging.

### Sponsorship Value

- + The HBA markets and promotes affinity groups to our global community of 75,000+ healthcare influencers and encourages all new members to join a group as part of their onboarding.
- + Access a highly engaged subset of members through thought leadership and speaking opportunities.
- + Receive recordings of all virtual events held by your sponsored affinity group.
- + Allow some of your staff members to attend all of your sponsored affinity group's in-person events for FREE!  
*The number of designees depends on sponsorship level. Please reference the benefits chart below for more information.*
- + Increase your company's visibility and impact in key areas of influence.

### SPONSORSHIP PACKAGES

	<b>INSPIRE</b> Exclusive (\$20,000/€18,400)	<b>ENGAGE</b> Non-Exclusive (\$10,000/€9,200)	<b>CONNECT</b> Non-Exclusive (\$7,500/€6,900)
<b>PRESENCE</b>			
Company logo at affinity group events	✓	✓	✓
Company logo on affinity group event page(s)	✓	✓	✓
Company logo shown on presentation slide during events	✓	✓	✓
<b>ACCESS</b>			
Sponsor employees receive registrations for all in-person affinity group sponsored events	5	3	2
Receive recordings of all virtual events held by your sponsored affinity group	✓	✓	✓
Opt-in attendee contact information list for all events (GDPR compliance)	✓		
<b>CONTENT</b>			
Receive recorded link of educational events	✓	✓	✓
<b>THOUGHT LEADERSHIP</b>			
Company welcome remarks and/or speaker introductions	✓	✓	✓
Highlight company program/initiative at one (1) event	✓	✓	
Designate one (1) senior staff member as a panelist for an educational event (if applicable)	✓	✓	
Designate one (1) senior executive as a keynote speaker for an event (if applicable)	✓		

### READY TO SPONSOR AN HBA AFFINITY GROUP?

**SIGN UP HERE. ▶**

All packages are for 12-month sponsorship.

Add-ons (including sponsorships of events at the HBA Annual Conference), are available as well.

Learn more about our 7 global affinity groups on Page 2!

# Affinity GROUPS

## Digital Innovators

Provide a haven for individuals to grow, ideate, and lead the conversation on digital ecosystems in healthcare!

### KEY ENGAGEMENT OPPORTUNITIES

- + A newer group with great enthusiasm and energy
- + Quarterly webinars on topics such as AI, ChatGPT, and clinical trials

## Tomorrow's Executives

Promote the professional advancement and impact of young professionals in the healthcare industry by sponsoring HBA Tomorrow's Executives!

### KEY ENGAGEMENT OPPORTUNITIES

- + Quarterly in-person and virtual events
- + Yearly town hall

## Women in Science

Provide HBA members in scientific roles with programs, initiatives, and resources to support career success.

### KEY ENGAGEMENT OPPORTUNITIES

- + Two flagship events each year
- + Recurring partnerships with regional event teams

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## Career Transformations

Support women and allies at all career levels who are experiencing a career transition or change! This group helps members going through career transformations to learn, grow, and expand their career horizons.

### KEY ENGAGEMENT OPPORTUNITIES

- + Peer-led monthly coaching sessions
- + Quarterly book clubs
- + Quarterly webinars (on career transitions, changes, promotions, industry pivots, leadership capabilities, and more)

## Peak Performance

Support growth and management from within! Sponsor this group to provide HBA members with a culture of both physical and mental wellness to enhance performance and leadership capabilities.

### KEY ENGAGEMENT OPPORTUNITIES

- + Yearly wellness journey program (six-month-long program)
- + Monthly virtual Fireside Chats on holistic wellness topics such as heart health, and meditation

## Women in Healthcare Give Back

Help develop bold and authentic women leaders! This group uses giving back to global communities and purpose-driven programming as a pathway to both growth and social impact.

### KEY ENGAGEMENT OPPORTUNITIES

- + Yearly service program
- + Quarterly leadership-focused events

## Women of Color

By sponsoring HBA Women of Color, you can drive awareness, change, and equity to tackle disparities in leadership advancement for women of color at all levels.

### KEY ENGAGEMENT OPPORTUNITIES

- + 6-12 events per year, both virtual and in-person
- Examples include: Coaching Essentials for Women of Color, Juneteenth Celebration, and Hispanic, Arab, and AAPI HERitage Month events*