

2017-2018

HOSPICE FOUNDATION OF AMERICA

Sponsorship and Advertising Opportunities



1707 L Street NW | Suite 220 | Washington, DC 20036 | Tel: 202-457-5811
1-800-854-3402 | Fax: 202-457-5815 | www.hospicefoundation.org | email: info@hospicefoundation.org

ABOUT HFA

SUPPORT SOMETHING MORE

We at Hospice Foundation of America (HFA) believe in a simple truth. We believe that hospice provides “something more” when families are told there is “nothing else that can be done.”

Whether in honor of a loved one, to give back in appreciation of the hospice experience, or simply to champion the hospice philosophy – your support validates the compassionate care that hospice brings to our shared human experience.

Each of us is touched by the realities of serious illness, death, and grief during our lifetime. Hospice adds life to each day, supports families at times of crisis, and provides grief support before and after a loss.

Sponsoring an HFA program or advertising in one of our newsletters allows us to continue our 35-year legacy of service so that those facing serious illness, death and grief know that something more is possible through hospice care.

Our goal is to change how we live and how we die in the U.S. by raising awareness through information, community engagement, and education.

WHY INVEST IN HFA?

Investing in HFA through a program sponsorship or newsletter advertisement allows HFA to continue its focus on compassionate, mission-driven projects that improve how we live and die. It also provides you with the opportunity to:

- Build your brand through product exclusivity
- Target your advertising to a captive audience
- Make a statement of your support for the hospice philosophy of care by aligning with an organization devoted to it
- Enhance your exposure

YOUR SUPPORT IS A WIN-WIN

It enhances your marketability through low-cost, highly-visible advertising opportunities to a niche market.

It helps us continue providing critical, mission-driven projects like these:

National education and awareness through the award-winning annual **Living with Grief**[®] program, webinars focused on grief and bereavement, and support resources.

Direct support through funding to hospice providers in times of disaster, research focused on end-of-life care, and projects that support specific hospice and grief initiatives.

Community engagement projects to raise awareness before a crisis occurs. In 2016, more than 600 community organizations have partnered with HFA to bring the message about the importance of advance care planning to audiences around the U.S.

Trusted consultation available 24/7 through HFA's **Ask an Expert** email and toll-free information service.

Support something more today. Support HFA!

HFA is a 501 (c) (3) organization, EIN 59-2219888.

25TH ANNIVERSARY SPONSORSHIP

HFA's National *Living With Grief*® Program Series

Spring 2018 Presentation:

Transforming Loss: Finding Potential for Growth

Transforming Loss: Finding Potential for Growth, an inspirational program about change in the wake of loss, is appropriate for all professionals working in hospice and palliative care, counselors, and any professional whose practice touches the lives of the bereaved. Ideal for community education and outreach, this program is sure to touch the hearts of those who have experienced loss.

Join HFA for this 1.5-hour program and follow people who have moved from grief to growth, changing their lives and the lives of those around them. Experts will provide self-help guidance useful for the bereaved and professionals, as well as guidance to professionals about how to support growth after loss.

AS A SPONSOR, YOU HAVE THE OPPORTUNITY TO:

- Reach an unlimited audience of medical and social service program individuals as well as public attendees for a minimum of a year.
- Reach clinicians and related professionals of all disciplines in all 50 states and beyond U.S. borders.
- Demonstrate your organization's important contributions to the field of bereavement.
- Showcase your company's products/services to decision makers and end users.
- Help to improve care for the bereaved.
- Build employee morale and company pride.
- Associate with the longest running educational program for end-of-life professionals in North America.
- Associate with a trusted national resource of information for 30+ years.
- Show the program for an unlimited number of times at your location and provide the opportunity for continuing education credits for a year from the program release date.

SPONSORSHIP BENEFITS

	BRONZE \$250	SILVER \$500	GOLD \$1,000	PLATINUM \$5,000
<i>Transforming Loss</i> Multi-viewer program registration (includes DVD, companion book, and viewer guides)	1	1	2	2
Name/company logo on program website	✓	✓	✓	✓
Name/company logo in program viewer guide		✓	✓	✓
Name/company logo on back cover of companion book			✓	✓
Name/company logo on screen credit			✓	✓
Name/company logo/short description on HFA's Facebook "Sponsors" page			✓	✓
Name/company logo on DVD packaging				✓
Two verbal acknowledgements during the program				✓
Name/company logo on HFA's Facebook banner				✓

Terms and Conditions:

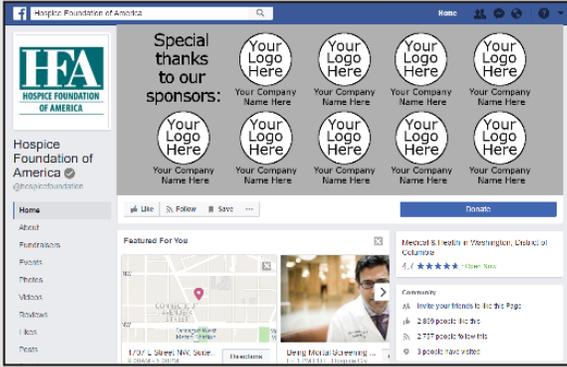
HFA has the right to deny sponsorship requests. HFA Sponsors and Friends are restricted to support of program content as determined by HFA and may not participate or influence content of programs in any way.

1707 L Street NW | Suite 220 | Washington, DC 20036 | Tel: 202-457-5811

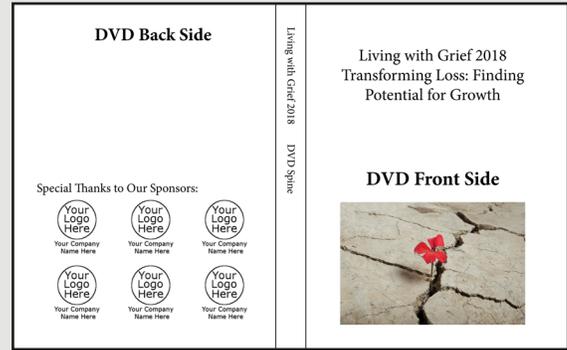
1-800-854-3402 | Fax: 202-457-5815 | www.hospicefoundation.org | email: info@hospicefoundation.org

LIVING WITH GRIEF SPONSORSHIP EXAMPLES

Platinum Sponsor Benefits



Facebook banner

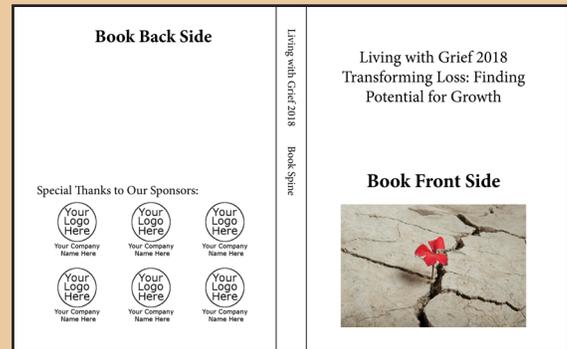


DVD Backcover

Gold and Platinum Sponsor Benefits



Program Credits

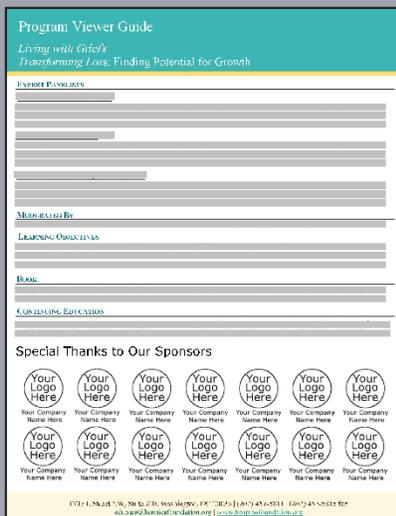


Book Backcover



Facebook Sponsors Page

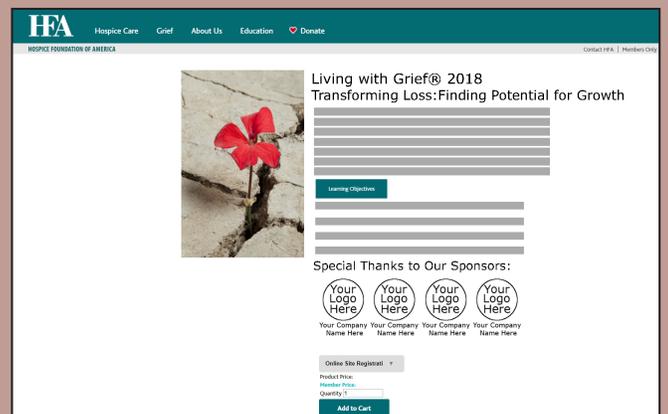
Silver, Gold, and Platinum Sponsor Benefit



Program Viewer Guide

All Levels Sponsor Benefit

Program Website



Sponsor Agreement

YES! I want to support HFA's 25th annual *Living With Grief*® Program in 2018!

Transforming Loss: Finding Potential for Growth

SPONSOR LEVEL:

Bronze Sponsor (\$250) Silver Sponsor (\$500) Gold Sponsor (\$1,000) Platinum Sponsor (\$5,000)

CONTACT INFORMATION

Organization Name: _____

Contact: _____

Phone: _____

Email: _____

Mailing Address: _____

PAYMENT INFORMATION

Check enclosed Credit card

Name on Card: _____

Billing Address: _____

Expiration Date: _____ (mm/yyyy) CSV Number: _____

Signature: _____ Date: _____

Questions regarding graphics specifications, contact info@hospicefoundation.org or 202-457-5811.

Questions regarding the program or sponsorship, please contact Amy Tucci at atucci@hospicefoundation.org or 202-457-5811 x 1099.

Please mail, fax or email the completed contract to:

HFA Sponsorship
1707 L Street NW- Suite 220
Washington, DC 20036
Fax: 202-457-5815
atucci@hospicefoundation.org



Digital Advertising Opportunity

HFA E-News

Each month, HFA circulates an E-newsletter to allied professionals throughout the hospice continuum of care. Recipients include nurses, case managers, social workers, bereavement counselors, administrators, educators, volunteers and other individuals with interest in issues surrounding end-of-life care and bereavement.

Now in its 17th year of circulation, E-News includes a letter from our CEO, upcoming programs, continuing education opportunities, and useful links to outside resources for both professionals and consumers. Each month, the "Focus on" section looks at a wide range of issues impacting professionals and caregivers, includes interviews with professionals, covers end-of-life issues in the news, highlights new initiatives by other organizations, or looks at specific topics of interest in hospice care, palliative care and grief.

Monthly Circulation: 6,477

SCOPE

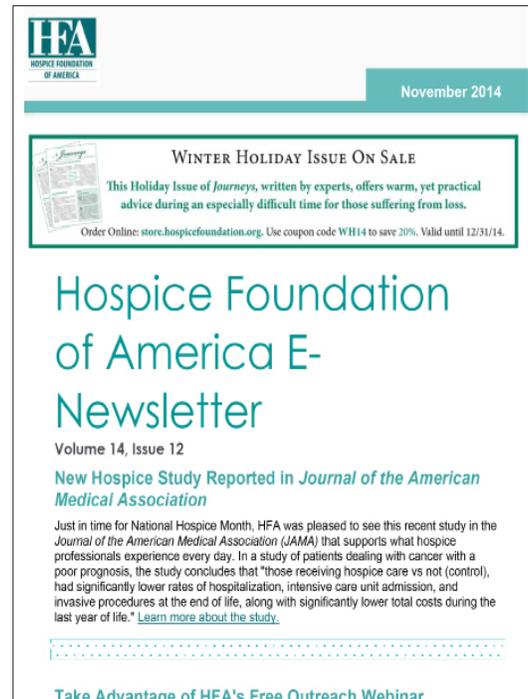
A broad range of individuals across the country that includes thousands of consumers and professionals with an interest in topics, products, and issues related to end-of-life care is matchless.

TOP-OF-MIND AWARENESS

Catch the eye of the consumer at first glance with our headline banner, or make a lasting impression with our footer banner, as the last item the recipient will read to keep your product or service at the top of their mind.

AFFORDABLE

A cost-effective way to reach the decision makers of hospices, hospitals, volunteer groups, home care agencies, higher education institutions and more.



The image shows a sample of the HFA E-Newsletter. At the top left is the HFA logo (Hospice Foundation of America). At the top right, it says "November 2014". Below that is a banner for the "WINTER HOLIDAY ISSUE ON SALE" of the "JOURNALS" section, with a coupon code WH14 for 20% off. The main title is "Hospice Foundation of America E-Newsletter". Below that, it says "Volume 14, Issue 12" and "New Hospice Study Reported in Journal of the American Medical Association". A short summary of the study is provided, followed by a link to "Learn more about the study". At the bottom, there is a link to "Take Advantage of HFA's Free Outreach Webinar".

Sample HFA monthly E-Newsletter
with Headline Banner Advertisement

Banner Ad

Full color graphic & text (600 x 120 pixels) and a click through to your website

	1 Month	3 Months
Headline Banner	\$450	\$1,050
Footer Banner	\$400	\$950

Classified Ad - \$250 per paragraph

Text only in content E-newsletter (25-100 words)

DEADLINE:

Artwork/Text due no later than the 30th day of the month prior to run date.

Print Advertising Opportunity



JOURNEYS
A Newsletter to Help in Bereavement
MARCH 2017 ISSUE

Ask an Expert
Question
Can I be too worn out to mourn my husband? He died four months ago from lung cancer, nearly two years after his diagnosis. I was his caregiver, although hospice helped in the last three months. I miss him terribly. We talked a lot and shared many interests, like gardening and music. I miss his help, too. He did all the finances, the lawn, and could fix anything. But this is what I notice: I don't experience any of the grief I read about. I'm not angry, resentful, guilty, or anxious. I'm just flat. Should I worry? What can I do?
Answer
I am sorry for your loss and glad you have raised this concern. When illness is prolonged, it is common for survivors to find they have little energy left after the death to grieve. While there is no predictable timetable for the course grief will follow (or the emotions it will involve), it may be that you are still in a time of ...continued on p. 2

IN THIS ISSUE
How shall we understand grief...2
We need to be here.....3

Grief can be complicated
by Kenneth J. Doka, PhD, MDiv

Individual responses to a loss can be very different. Some of us may experience actual physical pain. We may ache or feel unwell. We may cope with a variety of emotions, like sadness, anger, guilt, yearning, or loneliness. Grief may affect how we think and how we behave. It may even create spiritual concerns. Others may be more resilient, even worrying that their grief reactions are not more intense. We may feel we are on a roller coaster, sometimes experiencing bad days while other days seem less troubling. All these are part of what might be called typical or normal grief.

Sometimes, our reactions can be more problematic, more complicated. Sometimes, grief can seriously affect our health. While physical manifestations of grief may very well be related to our grief, any persistent physical complaints ought to be evaluated by a physician. We are more vulnerable to illness when we are grieving. Grieving, after all, is a form of stress, and stress can both lower our ability to fight off infections and can itself be a factor in certain illnesses. In addition, we may have changed some of our behaviors. We may not be eating as well, exercising, or sleeping as soundly after a loss. We may neglect our own health, perhaps skipping needed medications. It is important that our physician be aware that we experienced a significant loss.

Grief can also affect our mental health. This can be especially true if we have a prior history of anxiety or depression. If we have suffered from these conditions in the past, it would be wise to assess with a professional if there is a risk of a relapse.

We should also seek help if grief is disabling, in that grief is critically interfering with key roles in work, school, or at home, especially if we cannot minimally function in those roles.

We should also be sensitive to any destructive behaviors.

While anger is a natural part of grief, intense anger or thoughts ...continued on p. 4

*"Grief is not a disorder, a disease or a sign of weakness. It is an emotional, physical and spiritual necessity, the price you pay for love. The only cure for grief is to grieve."
— Rabbi Dr. Earl A. Grollman*

HFA / 1707 I Street NW Suite 220, Washington, DC 20036 / www.hospicefoundation.org / 800-854-3402

Journeys Newsletter

Published monthly, *Journeys* is distributed to grieving families and individuals that offers support and practical advice on coping with loss. Each publication features articles written by grief and bereavement experts in an easy-to-read style that speaks to the many different aspects of the grieving process.

Monthly Circulation: 50,000

HFA also offers special issues of *Journeys* for specific aspects of grief, including Newly Bereaved, Anniversary of a Loss, Winter Holidays, and Loss of a Child. This publication is available for individual subscription and also circulated through community hospice bereavement programs.

SPONSORSHIP PRICING

One monthly sponsorship
\$5,000

Annual sponsorship
\$45,000
(12 monthly issues)

Sponsorship includes
organization name and a
black & white logo.

HIGHLY TARGETED MARKET

Journeys readers are a concentrated group of individuals, each of whom has suffered a loss and knows the challenges and special needs of end-of-life care.

NATIONAL READERSHIP

Journeys subscribers are located across the country; advertising is a cost-effective way to reach a national audience at a low monthly price.

EXCLUSIVITY

The nature and layout of the publication yields an opportunity for just one advertisement opportunity each month, therefore, your organization will not have to compete for the attention of the consumer.

Webinar Advertising Opportunity

Professional Educational Webinars

Each year, HFA offers live professional education webinars featuring experienced professionals who offer their expertise on the program topic. During the program, participants are able to view the slide presentation, listen to audio of the experts' presentations, and email questions to the experts for discussion during the program's Q & A session.

Each webinar program is archived and available for up to a year after its initial live air date. Individuals and organizations purchase archived webinars after the live air date, so underwriting a webinar program provides you with the added benefit of 12 months of advertising potential!

Average Attendance per Program:

96 Individual Registrations

56 Provider Organizations
(up to 100 viewers per location)



2017 - 2018 WEBINARS

- Supporting Bereaved College Students and Emerging Adults
- Helping Mourners Deal with Jealousy, Guilt and Shame in Bereavement
- Current Issues in Pain Management and End-of-Life Care
- Ethical Issues in Effectively Providing LGBTQ-Inclusive Hospice and Palliative Care
- Dying, Death and Grief Phenomena
- Attachment Theory and Grief Support

WEBINAR UNDERWRITING PRICING:

\$2,500 per program | \$12,000 all 6 webinars

BENEFITS:

- ✓ **Branding - Two opportunities to advertise!**
Your name and logo will appear on the title slide at the beginning of the presentation.
and
Your name, logo, mission statement, and contact information will appear on a slide near the end of the presentation.
- ✓ **A Verbal Mention**
The host of the program will thank your organization for your sponsorship

DATES/DEADLINES:

Artwork/text due no later than the 1st day of the month prior to live program date. Webinar underwriting is granted on a first-come, first-serve basis.

HIGHLY TARGETED MARKET

Webinar participants include a concentrated group of individuals, each of whom has an interest in topics dealing with caregiving, loss, grief, bereavement, and end-of-life care. Webinar programs are broadcast nationwide, allowing your organization to reach thousands of participants.

LONGEVITY

HFA webinars are available for viewing for an entire year, so your organization will benefit from the longevity of the course.

EXCLUSIVITY

Webinar underwriting is limited to two sponsors per program.

HFA's Sponsorship and Advertising Policy

To further support our mission of education for professionals and the public, HFA accepts advertising under these strict guidelines:

- ◆ HFA will refuse sponsorships and advertisements that are incompatible with its mission, purpose, positions or ethical standards.
- ◆ HFA does not accept political sponsorship or advertising.
- ◆ HFA reserves the right to review sponsored or advertised materials before accepting.
- ◆ HFA may reject any sponsorship or advertisement for any reason.
- ◆ HFA does not endorse any company or product sponsored or advertised in any of its online or print publications.
- ◆ HFA maintains a distinct separation between sponsored and advertising content and editorial content. All sponsored and advertising content in HFA publications is clearly labeled as such.
- ◆ Reservations: First-come, first-served basis, with payment. Full payment is required to reserve space.
- ◆ HFA cannot assure or guarantee exposure to a minimum number of people for any newsletter or webinar.
- ◆ Refunds will not be provided.
- ◆ Artwork: Advertisements must be submitted in either .tif or .jpeg files, or as a high-res PDF file. The minimum resolution for all files is 300dpi. All dimensions listed are width by height in inches.
- ◆ HFA reserves the right to edit graphics to complement design scheme of publication.



Insertion Order/Advertising Agreement

CONTACT INFORMATION

Name of Company/Organization: _____
 Street Address: _____
 City/State/Zip: _____
 Contact Person/Title: _____
 Email: _____
 Work Phone: (____) _____ Fax: (____) _____

I have read and understand HFA's Advertising Policy and agree to the terms of use.

WEBINAR UNDERWRITING:

- | | |
|--|--|
| <input type="checkbox"/> \$2,500 (one program) | ____ (9/19/17) Supporting Bereaved College Students and Emerging Adults |
| <input type="checkbox"/> \$12,000 (6 webinar programs) | ____ (10/17/17) Helping Mourners Deal with Jealousy, Guilt and Shame in Bereavement |
| | ____ (2/20/18) Current Issues in Pain Management and End-of-Life Care |
| | ____ (4/17/18) Ethical Issues in Effectively Providing LGBTQ-Inclusive Hospice and Palliative Care |
| | ____ (5/15/18) Dying, Death and Grief Phenomena |
| | ____ (6/19/18) Attachment Theory and Grief Support |

DIGITAL/PRINT ADVERTISING

JOURNEYS

Sponsorship Selection

- | | |
|--|-------------------|
| <input type="checkbox"/> One Month Sponsorship | <u>Price</u> |
| <input type="checkbox"/> Annual Sponsorship | \$5,000 per month |
| | \$45,000 per year |

*All pricing is based on a black and white text ad only.
 To include a graphic (black/white), please add \$150.*

E-NEWSLETTER

<u>Ad Selection</u>	<u>Ad Dimensions</u>	<u>Price/Placement</u>	<u>Price/Multiple</u>
<input type="checkbox"/> Headline Banner	600 x 120 pixels	\$450 one time	\$1,050 three (3) months
<input type="checkbox"/> Banner in Footer	600 x 120 pixels	\$400 one time	\$950 three (3) months
<input type="checkbox"/> Classified Ad	Text only	\$250 per paragraph (25-100 words)	

See full-page information sheets for deadlines and further details. Contact HFA for non-profit rates.

PAYMENT Total Amount Due: \$ _____

Check # _____ Credit Card (please circle one): VISA / MC / AMEX
 Credit Card # _____ Exp. Date: _____ Security Code: _____
 Cardholder Name (print): _____
 Billing Address: _____
 City/State/Zip: _____
 Authorized Signature: _____ Date: _____

RETURN COMPLETED FORM TO:

MAIL: HFA, 1707 L Street NW, Suite 220, Washington, DC 20036
FAX: 202-457-5815 | **EMAIL:** info@hospicefoundation.org