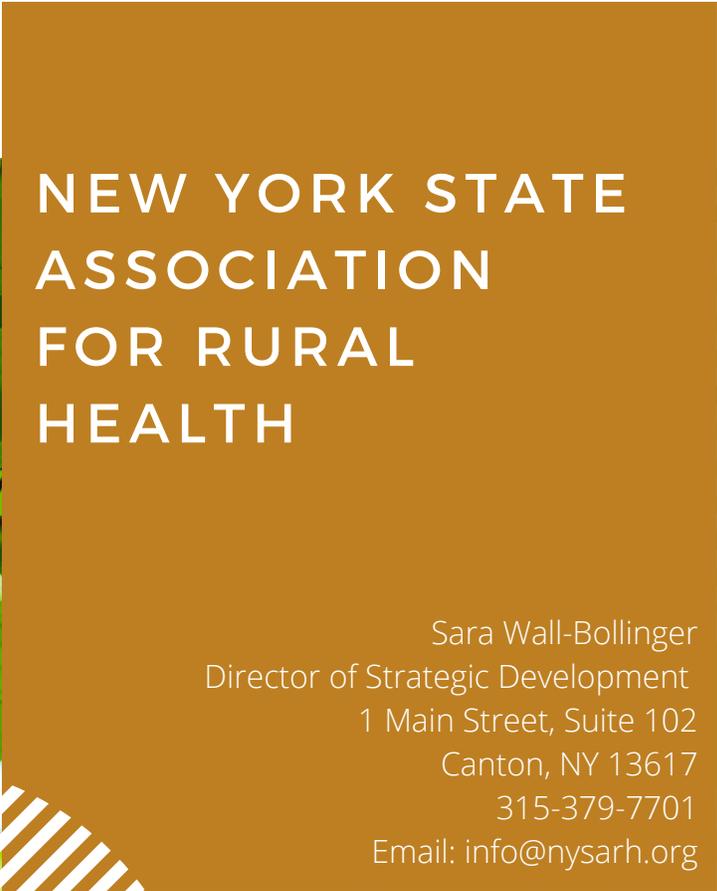


# SPONSORSHIP

## PROSPECTUS



**NEW YORK STATE  
ASSOCIATION  
FOR RURAL  
HEALTH**

Sara Wall-Bollinger  
Director of Strategic Development  
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315-379-7701  
Email: [info@nysarh.org](mailto:info@nysarh.org)

**INVESTING IN NYSARH IS INVESTING IN  
RURAL NEW YORK STATE**

# DISCOVER NYSARH

## *Your Voice for Rural Health*

*New York State  
Association for Rural Health*

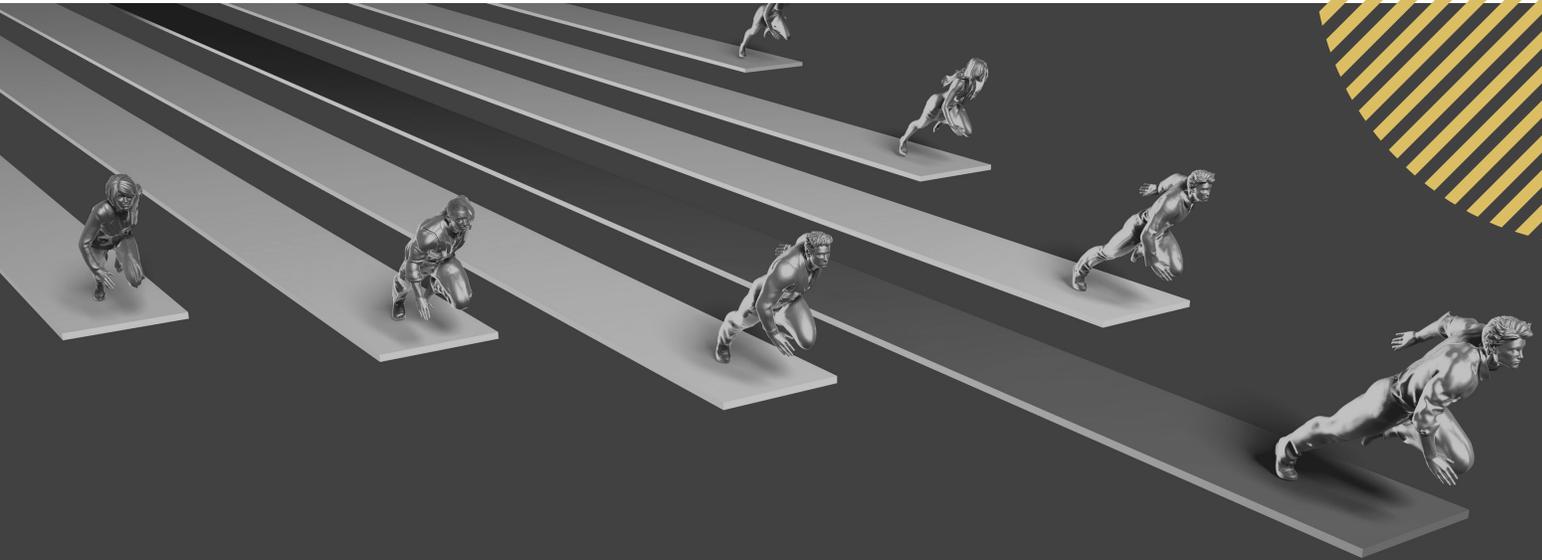
NYSARH is the only statewide association uniquely focused on the needs of rural health, healthcare and wellbeing.

Did you know rural New York makes up more than 86.6 percent of the state's land area, or about 40,907.28 square miles in 53 counties? More than 18 percent of all New Yorkers or more than 3.526 million people call our state's rural areas home.

Investing in NYSARH is an investment in New York State's vast array of professional organizations and communities including:

- 18 Critical Access Hospitals
- 31 Rural Health Clinics
- 96 Federally Qualified Health Center sites located outside of Urbanized Areas
- 38 short term hospitals located outside of Urbanized Areas
- 32 Rural Health Networks
- 50 Local Public Health Departments
- Rural Universities and Students
- Community-Based Organizations

# OUR IMPACT



## *Working to Improve Rural Quality of Life*

*New York State  
Association for Rural Health*

NYSARH believes that maintaining and supporting the healthcare workforce is fundamental to providing access to quality healthcare in rural areas. NYSARH's Education Committee is committed to:

- enhancing the educational experience for our student members preparing to work in our rural communities.
- hosting 10 high quality professional development webinars each year on rural health and wellness topics that are timely in today's environment. In 2020-21, on average 50+ attendees participated in NYSARH sponsored webinars.
- coordinating our Annual Rural Health Conference bringing together over 200 professionals from across NYS for learning, networking, and promoting rural health.



# OUR IMPACT



## *Fighting for Rural Health*

*New York State  
Association for Rural Health*

NYSARH is leading the way in rural health advocacy. In 2021 NYSARH's Policy Committee continued to educate state and federal elected officials on health and wellness issues finding tremendous success in our efforts. NYSARH Advocacy Priorities include:

- Fund Rural Health Networks and Rural Access Hospitals
- Invest in the Rural Workforce
- Expand Rural Broadband and Telehealth Options
- Champion Rural EMS & Community Paramedicine
- Reject the Pharmacy Carve-Out
- Support Public Health Infrastructure



# OUR IMPACT

## *Connecting Rural Communities*

*New York State  
Association for Rural Health*

NYSARH provides synergy in finding innovative solutions to our most pressing rural health issues through networking. Forming positive, personal associations with other rural health professionals creates an environment that encourages collaboration, mutual assistance, and respect. We accomplish this through:

- NYSARH's Quarterly Newsletter and email distribution to over 1,000+ recipients
- NYSARH's Facebook Page with over 250+ "friends"
- In-Person and virtual networking events; including the Rural Health Network Directors' Annual Meeting and NYSARH's own Annual Meeting
- Mutual collaborations with sister associations like the NYS Public Health Association, NYS Association of County Health Officials, Community Health Care Association of NYS, and Healthcare Association of NYS



# YOUR CORPORATE SPONSORSHIP

## *Strategies for Investing in NYSARH*

*New York State  
Association for Rural Health*

Do you share a vision with NYSARH for a healthier, more livable rural New York State? Are you exploring ways to make an impact for rural communities with a significant return on investment for your business? NYSARH is your answer for investing!

- Increase your brand awareness and educate new prospects about your products or services
- Support NYSARH's mission to improve the health and well-being of rural New Yorkers and their communities
- Connect with key industry leaders from across rural NYS
- Increase your digital traffic
- Gain access to a potential new employees
- Recognition and/or Naming Rights at various events and activities
- Advertising and logo placement on various materials, website and social media outlets

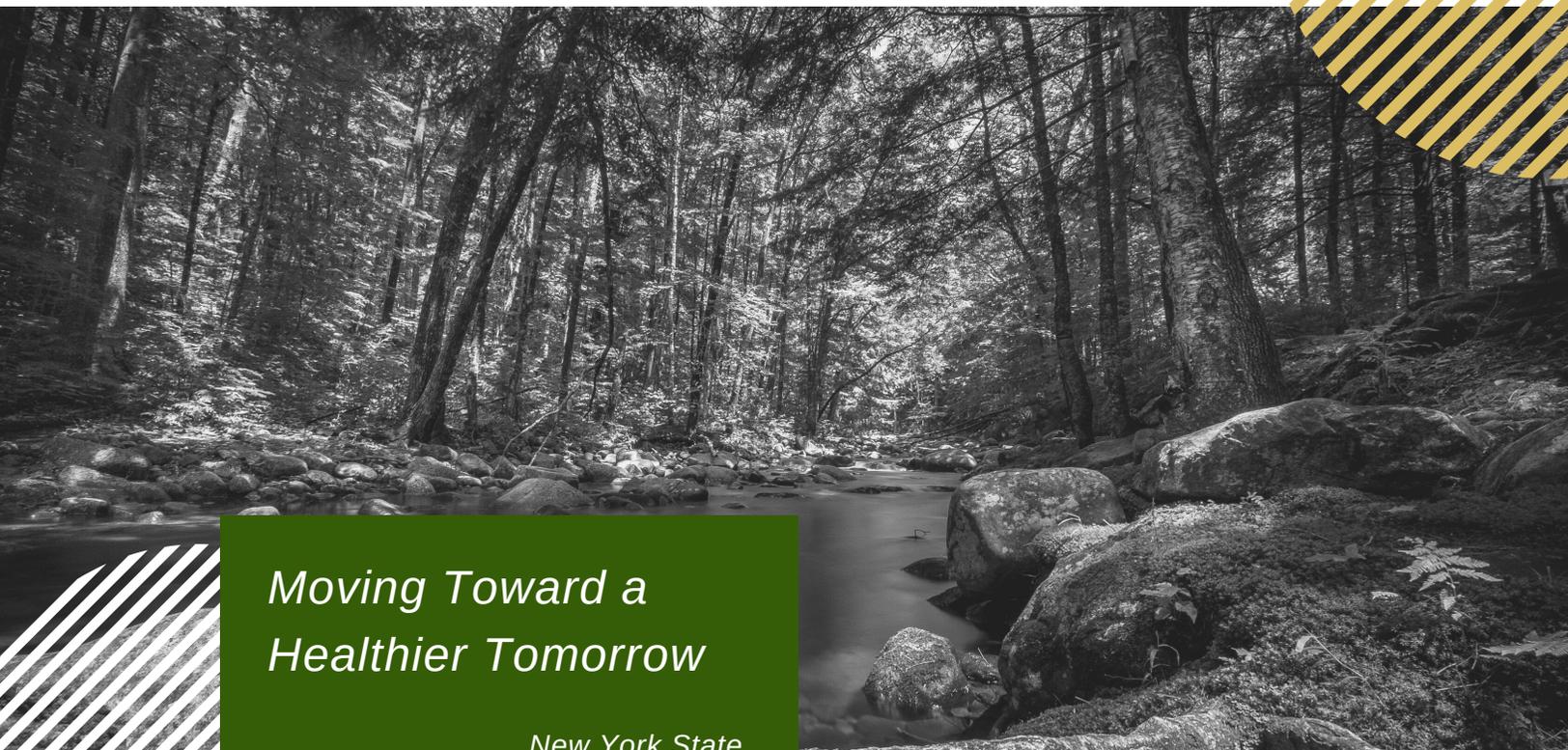


# SPONSORSHIP BENEFITS

	ELITE \$10,000	PREMIER \$7,500	DIAMOND \$5,000	GOLD \$2,500
NYSARH Organizational Membership	✓			
NYSARH Individual Membership	✓	✓	✓	✓
Naming Rights at Annual Diversity, Equity, and Inclusion Symposium	✓			
Naming Rights at Networking Events (2)	✓	✓		
Social Media Posts (times/year)	12	9	6	3
1/2 Page Advertisement in Quarterly Newsletters (4 Total)	✓			
1/4 Page Advertisement in Quarterly Newsletters (4 Total)		✓	✓	
News Article Published on Website (times/year)	2	1		
Banner Advertisement on Website (12 Months)	✓	✓	✓	✓
Recognition at Student Chapter Events (2)	✓	✓		
Recognition at Annual Policy Forum	✓	✓	✓	
Recognition at Annual Awards Ceremony	✓	✓	✓	
Recognition on NYSARH Webinars (10 Total)	✓	✓	✓	✓
Recognition in Annual Report	✓	✓	✓	✓
Recognition at Annual Meeting	✓	✓	✓	✓

NYSARH may refuse corporate sponsorship(s) if the applicant's image, messaging or product does not align with our mission or is a health or safety risk to our members and those we serve.

# OUR CALL TO **ACTION**



## *Moving Toward a Healthier Tomorrow*

*New York State  
Association for Rural Health*



At the New York State Association of Rural Health we value each and every one of our sponsors. By becoming a NYSARH sponsor, you will be supporting our members, the diverse systems of care they represent, and the rural communities and patients that they serve. Our vast geographic reach opens doors for you to connect with each of New York State's rural regions including:

- Capital District
- Hudson Valley
- North Country
- Central New York
- Mid-Hudson Valley
- Southern Tier
- Finger Lakes
- Mohawk Valley
- Western New York

Please do not delay. We need your help! Go to [www.nysarh.org](http://www.nysarh.org) and follow our link to Sponsorship Opportunities. In these challenging economic times, our rural communities need NYSARH and we need your support more than ever.

Sincerely,

*Helen Evans*

NYSARH Board President