

# SPONSORSHIP PROSPECTUS



**NOVEMBER 13, 2024**

The Bellevue Hotel | Philadelphia, PA





# Overview

**Join us for the Health In Hand Foundation Gala  
at the historic Bellevue Hotel in Philadelphia on  
Wednesday, November 13 from 6-9 pm.**

The gala is held each year to recognize the critical vision, mission, and consumer-focused work of the Health In Hand Foundation: to help people live happier, healthier lives through responsible self-care. This year's event program will feature the 2024 U.S. Self-Care Marketing Awards to recognize the strategic innovation and marketing expertise of CHPA member companies in both the over-the-counter (OTC) medicine and dietary supplement industries.

More than 350 attendees from 90 CHPA member companies and healthcare organizations attend the gala for the industry's "night out".



**Health  
In Hand**™  
*Simplifying Self-Care*



## WHAT DOES THE GALA SUPPORT?

Every dollar raised for the Gala supports the Health In Hand Foundation, CHPA's 501(c)(3) philanthropic arm that is dedicated to promoting the safe and responsible use of consumer healthcare products.

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### **Our Vision**

Happier, healthier lives through responsible self-care

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### **Our Mission**

Empowering consumers to make safe, informed decisions about choosing and using self-care products.



## KEY SPONSOR BENEFITS

- ~3 hours of networking with 350+ consumer healthcare executives
- Opportunity to attend exclusive VIP reception with CHPA Board of Directors and Health In Hand Foundation Board of Directors (for Gold level and up)
- Full visibility and recognition to attendees before, during and after the event



### As a participating sponsor, your organization will have the opportunity to:

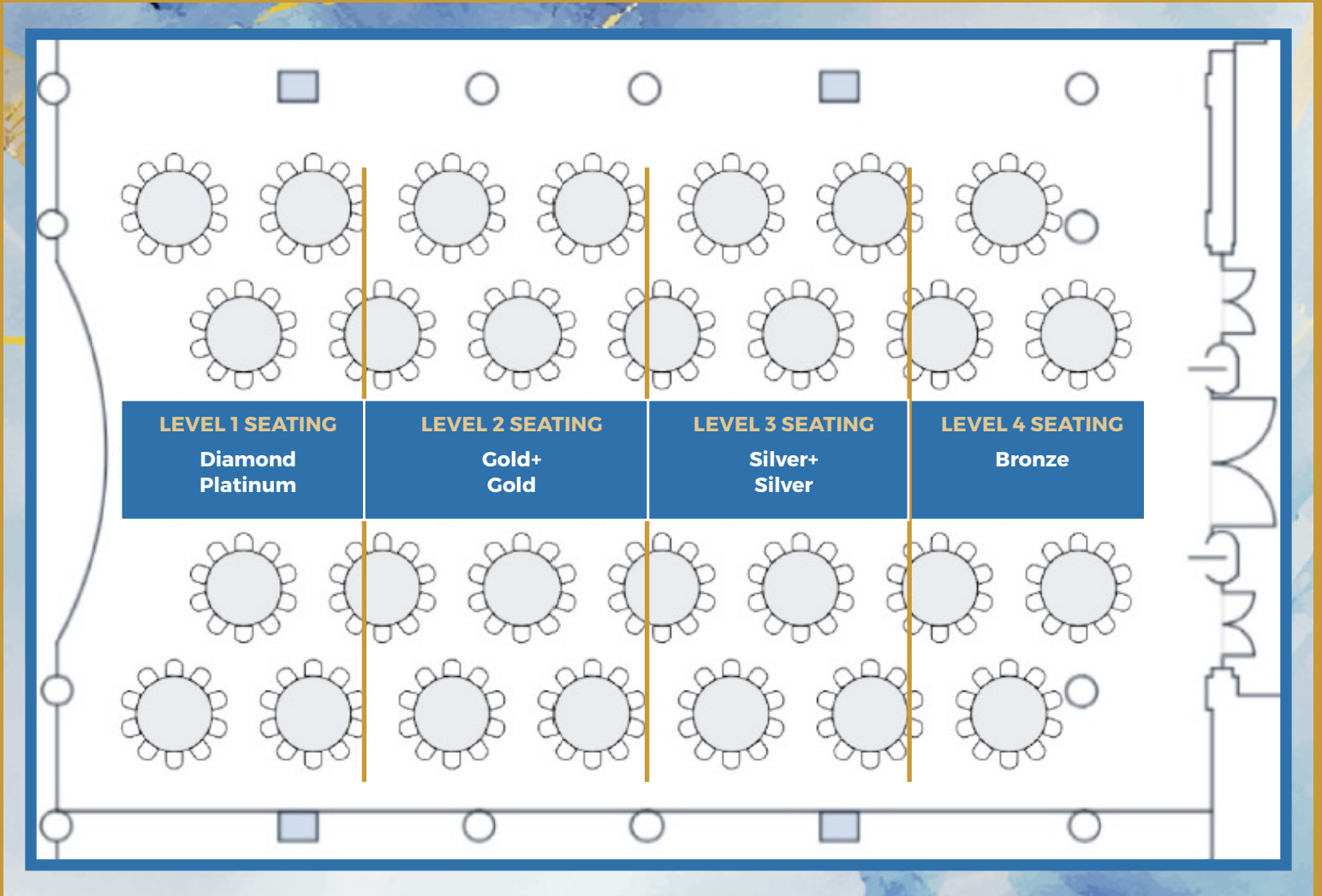
- Interact with key decision makers across the consumer healthcare industry
- Showcase your organization to the full Gala audience, which includes C-suite leaders from leading OTC and dietary supplement manufacturer companies
- Increase brand awareness within this niche community
- Reinforce your continued commitment to the Gala event and the 2024 U.S. Self-Care Marketing Awards
- Generate leads for new business
- Enhance your prominence as a leader in supporting the Health In Hand Foundation generate leads for new business



# GALA SPONSORSHIP LEVELS

2024 Investment Level	Cost	Tickets to VIP Reception	Final Program Recognition	Bellevue Seating Level	Promotional Visibility & Live Recognition
<b>Diamond</b> 2 Tables (20 seats) 4 Industry Leaders at Table	\$25,000	4	Full page	Level 1	✓
<b>Platinum</b> 1 Table (10 seats) 3 Industry Leaders at Table	\$15,000	3	Full page	Level 1	✓
<b>Gold +</b> 1 Table (10 seats) 2 Industry Leaders at Table	\$12,000	2	Half page	Level 2	✓
<b>Gold</b> 1 Table (10 seats)	\$10,000	2	Half page	Level 2	✓
<b>Silver +</b> 1 Half Table (5 seats) 1 Industry Leader at Table	\$7,500			Level 3	✓
<b>Silver</b> 1 Half Table (5 seats)	\$5,000			Level 3	✓
<b>Bronze</b> Seat trio (3 seats)	\$3,000			Level 4	✓

# THE BELLEVUE BALLROOM



# “ADD ON” SPONSORSHIP OPPORTUNITIES

## Table Gifts: \$10,000

- Provide a gift to all Gala attendees that will be placed at each seat in the ballroom.
- One sponsorship available.



## Attendee Gifts: \$7,500

- Provide a gift to all Gala attendees that will be placed at a table in front of the entrance to the ballroom.
- One sponsorship available.



## Award Category Sponsor: \$5,000

- Sponsor an award category for the 2024 U.S. Self-Care Marketing Awards.
- Company name and logo will be included in promotions and announced from stage.
- 11 categories available to sponsor; list available at [chpa.org/marketingawards](http://chpa.org/marketingawards).
- Open to Associate members only.



## COMMITMENT

To secure your sponsorship, contact Health In Hand Foundation Executive Director **Mary Leonard** at [mleonard@chpa.org](mailto:mleonard@chpa.org) or **703-447-1183**.

## TESTIMONIALS FROM ATTENDEES

*“Great content,  
just long enough.  
Good food, drink  
and venue.”*

“Big hit.  
Will support  
again!”

“Great space for  
connecting and  
meeting people.”

“The crowd was  
electric! Everyone  
was dressed up and  
looked spectacular. Lots  
of interaction and  
networking.”

“Loved it!  
Best Gala  
so far!”

“Excellent venue;  
enjoyed the  
presentations  
and company.”