

Telehealth Awareness Week (TAW) sponsored by the ATA is your opportunity to reach consumers, healthcare providers, policy makers, payers and other key stakeholders and advance the role of telehealth in U.S. healthcare! Best of all, there are opportunities to take advantage of the impact of Telehealth Awareness Week at any level:

- > Tie-in to any of the exciting ATA plans for the week, including publication of fact sheets, special webinars, videos, policy initiatives, and a special TAW Marketing Toolkit.
- > Make TAW work for you by developing your own TAW-branded materials and events. The ATA is ready to work with you to help you use TAW to get more mileage out of your marketing and public affairs plans. TAW can help you raise your visibility and reach new customers.

The ATA Team is here to help. Let's connect soon to learn about the best ways that Telehealth Awareness Week can work for you.

Telehealth Awareness Week 2021 – The Right Platform to Drive Your Business

Telehealth Awareness Week 2021 is a landmark event that will highlight and reinforce the central role that telehealth now plays in the delivery of healthcare services to millions of people each year.

Through TAW we have the potential to reach consumers and influencers:

- Educate and empower Consumers/Patients/Caregivers to use telehealth effectively
- Bring more telehealth resources to healthcare providers, clinicians, and payers. Reach federal and state policymakers with information that can shape the future of telehealth.
- Create consumer impressions through national, local and trade media and through social media strategies on every major platform.

TAW will include special events and resources where you can utilize the following:

- Telehealth Awareness Week website
- Patient and Provider video storytelling
- Federal & state policy events/proclamations
- Educational resources including ATA Fact Sheets on key topics
- Marketing Toolkit
- Media, marketing & social media campaigns
- A series of new webinars and podcasts

Founding Partners



Engagement Opportunities During Telehealth Awareness Week

Telehealth Awareness Week brings ATA members and partners a new platform to raise awareness and support for telehealth and support your marketing efforts. We will reinforce the advantages of a two-channel healthcare system that delivers the right balance of in-person and virtual care. And, you can customize your support with specific activities that align with your business goals.

Be part of the message that #TelehealthIsHealth

Corporate Partners – Strategic In-Kind Opportunities:

- Partner with TAW to incorporate the use of the TAW logo and messaging into your planned advertising and/or marketing campaigns
- Partner with TAW to brand your planned events taking place during this week (e.g., broadcast, webinar, podcast, virtual or in-person event)
- Create on premises or in-store recognition/displays promoting partnership with and support of TAW
- Connect your vendors, partners or customers to TAW opportunities at a discounted rate
- Invite your celebrity spokesperson(s) to share messages about TAW (e.g., create a video message, speak at an event, feature in an ad, on their social media platforms)
- Publish a white paper or other publication during TAW



Interactive Sponsorships

Partner with the ATA on any of these suggested customized activities – other ideas welcome and encouraged:

- A virtual event for your consumers
- A special TAW webinar or podcast series
- A TAW survey and announcement of results during the week
- An ATA Policy event to be held during TAW

Contact our team to share your idea and build out your customized package.

Interactive Sponsorships *continued*

GOLD SPONSOR (\$20,000)

- > Benefits of sponsorship include exclusive premium logo recognition on:
 - TAW website homepage – highest profile sponsor logo recognition with link back to your website
 - TAW marketing materials and digital campaign leading up to, during and after TAW (distribution: 10,000+ contacts)
 - Social media posts, including Twitter, LinkedIn, Facebook and Instagram leading up to, during and after TAW (total audience: 46,000+)
 - Virtual events
- > Press release highlighting sponsorship (400+ targeted national, business and trade media contacts)
- > Two blog posts published on TAW website, with social media promotion
- > Podcast recording posted on TAW website, with social media promotion
- > Opportunity to post patient and/or provider educational materials (e.g., fact sheets, white papers, case studies) on TAW website (unlimited posts)

SILVER SPONSOR (\$12,500)

- > Benefits of sponsorship include premium logo recognition on:
 - TAW website sponsor page with link back to your website
 - Marketing materials and digital campaign (3 times) leading up to, during and after TAW (distribution: 10,000+ contacts)
 - Social media posts, including Twitter (3 posts), LinkedIn (2 posts), Facebook (3 posts) and Instagram (3 posts) leading up to, during and after TAW (total audience: 46,000+)
- > One blog post published on TAW website, with social media promotion
- > Opportunity to post patient and/or provider educational materials (e.g., fact sheets, white papers, case studies) on TAW website (up to 5 posts)

BRONZE SPONSOR (\$7,500)

- > Benefits of sponsorship include logo recognition on:
 - TAW website sponsor page with link back to your website
 - Marketing materials and digital campaign (2 times) leading up to and during TAW (distribution: 10,000+ contacts)
 - Social media posts, including Twitter (2 posts), LinkedIn (1 posts), Facebook (2 posts) and Instagram (2 posts) leading up to and during TAW (total audience: 46,000+)
- > One blog post published on TAW website, with social media promotion
- > Opportunity to post patient and/or provider educational materials (e.g., fact sheets, white papers, case studies) on TAW website (2 posts)