For over 90 years, the American School Health Association (ASHA) has been promoting the health of our nation’s youth by educating its members who work in Pre K-12 schools who advise or oversee health education or health services programs in schools or state agencies. ASHA’s mission is to transform all schools into places where every student learns and thrives. ASHA’s core beliefs support a student-centered, integrated and collaborative approach that addresses the needs of the Whole Child. Some key areas of focus include

- Health Education
- Health Services
- Physical Education and Activity
- Physical Activity and Healthy Eating
- Family Engagement
- Community Involvement
MEMBERSHIP DEMOGRAPHICS

2017 ASHA Membership Demographics

- Health/Physical Educators and School Health Coordinators: 52%
- Administrators: 19%
- Medical Professionals (School Nurses and Physicians): 25%
- Mental Health Professionals (Psychologists, Social Workers and Counselors): 3%
- Nutritionists and Dietitians: 3%

2017 ASHA Members by Workplace

- Higher Education: 34%
- County, District, and School Employees: 18%
- Federal and State Employees: 6%
- Non-Profit Organizations: 9%
- Clinic/Hospital/Managed Care: 6%
- Industry/Corporation/For-Profit: 3%
- Self-Employed/Other: 3%

WHY YOU SHOULD PARTNER WITH ASHA

ACCESS – Your partnership provides prominent positioning and year-round access to a qualified targeted market, aligning your products and services with ASHA leadership, core supporters and decision-makers with purchasing power.

ALIGNMENT – Your Partnership builds the capacity of ASHA members to plan, develop, coordinate, implement, evaluate, and advocate for effective school health strategies that contribute to optimal health and academic outcomes for all children and youth.

EDUCATION – Your partnership provides an opportunity for you and your employees to become active advocates and participants for school health at ASHA conferences, publications (print & digital) and webinars.

BENEFITS OF AN ASHA CORPORATE PARTNERSHIP

Your partner agreement is a customized program which may include:

- A premier event or session sponsorship at the Annual Conference
- Webinar sponsorship(s) and content provider
- Educational content for an event of choosing
- Targeted emails to the membership
- Advertising and/or recognition in ASHA newsletters & publications distributed to over 5,000 School Health Professionals
- ASHA memberships
- A multi-platform marketing package that saves you marketing dollars, and meets mutually beneficial and strategic business goals

National Corporate Partnership Categories:

- Patron: Annual Base fee - $15,000
- Leadership: Annual Base fee - $25,000
- Visionary: Annual Base fee - $50,000

*Products and services that contradict evidence-based medically accurate and best practice standards shall be deemed inappropriate as a partnering organization with the American School Health Association.

Questions? Contact info@ashaweb.org | 202.854.1721
ASHA is a 501(c) (3) organization. Tax Identification Number: 34-0840812
NATIONAL CORPORATE PARTNERSHIP CATEGORIES

PATRON $15,000
- Company logo prominently displayed on the ASHA website
- One (1) ASHA National membership
- One (1) use of the ASHA member list (message to be pre-approved by ASHA)
- One (1) full Annual Conference registration
- One (1) Sr. Corporate Executive invitation to the Board Dinner at the Annual Conference
- Logo recognition at all National events
- Press release announcing Patron partnership
- Social media recognition

LEADERSHIP $25,000
- Company logo prominently displayed on the ASHA website
- Banner advertisement in 12 issues of ASHA's e-Newsletter
- Three (3) ASHA National memberships
- Three (3) uses of the ASHA member list (message to be pre-approved by ASHA)
- One (1) Exhibit Booth at the Annual Conference
- One (1) Educational Track sponsorship at the Annual Conference
- Three (3) full Annual Conference registrations
- One (1) Sr. Corporate Executive invitation to the Board Dinner at the Annual Conference
- One (1) full page ad in two (2) issues of ASHA's Journal of School Health (JOSH)
- Logo recognition at all National events
- Press release announcing Leadership partnership
- Social media recognition

VISIONARY $50,000
- Company logo prominently displayed on the ASHA website
- Five (5) ASHA National memberships
- Banner advertisement in 24 issues of ASHA's weekly e-Newsletter
- Six (6) uses of the ASHA member list (message to be pre-approved by ASHA)
- Opportunity to speak or moderate at the Annual Conference
- Opportunity to write for the ASHA blog
- One (1) Exhibit Booth at the Annual Conference
- Gold Sponsorship at the Annual Conference (select 1 from list)
  - Branded Hotel Keycard
  - Poster Session “Sip & Stroll”
- Sponsorship of the Board Dinner Event at the Annual Conference to include invitation for Sr. Corporate Executive + one guest
- Five (5) Full Annual conference registrations
- One (1) Full page advertisement in four (4) issues of the Journal of School Health (JOSH)
- Logo recognition at all National events
- Press release announcing Visionary partnership
- Social media recognition

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