



HOUSTON BHA
UNIVERSITY OF HOUSTON



SPONSORSHIP PACKET

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Business Healthcare Alliance
A Registered Student Organization
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WHAT IS HOUSTON BHA?

The Houston Business Healthcare Alliance (Houston BHA) was founded in April 2016 to connect Cougars to the business side of healthcare. Our organization works towards fostering student passion in healthcare, creating a lifelong network, and connecting students at the University of Houston to the healthcare industry. As strategic partners with the Institute of Healthcare Marketing at the C.T. Bauer College of Business, other on-campus student organizations, and industry-related organizations, we work on breaking barriers between business and healthcare.

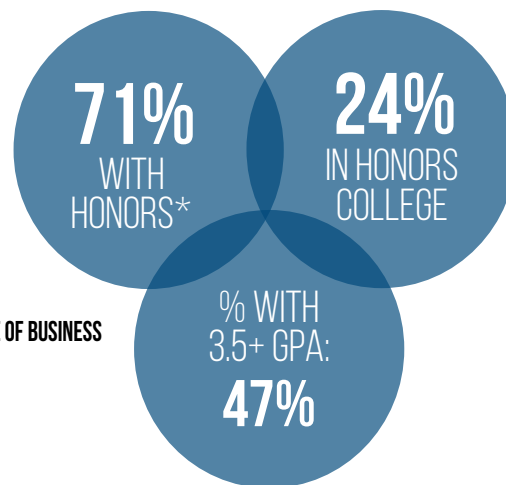
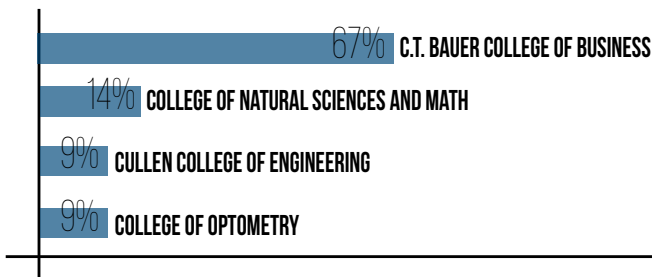
WHAT MAKES HOUSTON BHA SPECIAL?

Houston BHA is a business-oriented organization at the University Houston's C.T. Bauer College of Business. We have a two-fold mission: 1) we are striving to connect professional students to career opportunities in healthcare and 2) we hope to expose pre-health profession students (i.e.: pre-med, pre-dent, etc...) to the business side of healthcare. We progress towards achieving this mission by hosting professional development workshops, career mixers, and industry panels. We also engage in service projects, case competitions, research opportunities, and social programming.

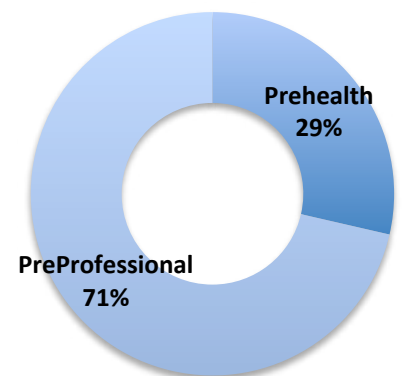
MEMBER DEMOGRAPHICS:

FEMALE **67%** | **33%** MALE

DISTRIBUTION BY COLLEGE:



DISTRIBUTION BY MAJOR:



*Pre-health: students pursuing graduate education in careers like dentistry, medicine, nursing, etc...

*Pre-Professional: students pursuing careers in administrative aspects of healthcare like accounting, supply chain, etc...

UNIQUE FACTS ABOUT OUR MEMBERS:

- Our members have interned and volunteered with Memorial Hermann, Houston Methodist, West Houston, UTMB, Artistic Smiles Dentistry, Habitat for Humanity, New York Life, CVS Pharmacy, North Cypress Medical Center, Global Brigades and Project Cure.
- Our members have performed research, traveled abroad, and many have started their own businesses.
- *Honors include: Bauer Excellence Scholars, Honors College Program, Barbara James Service Award, University of Houston Academic Scholars, National Honor Society, National Society of Collegiate Scholars, Houston Livestock Show and Rodeo Scholars, and many more.

WHAT HAS HOUSTON BHA ACCOMPLISHED?

In its first year of operation, the organization has hosted five career development workshop/panels, three site tours, fostered a long-term collaboration with Best Buddies International, volunteered at Ronald McDonald House Charities, and much more. One of our members secured a full-time position at Houston Methodist Hospital, another who secured an internship at Texas Children's Hospital, and another student who secured a senior honors research thesis with the Houston Methodist Hospital all in our first year. For these reasons, Houston BHA was named the "Outstanding New Student Organization" by the University of Houston. However, our job is not yet complete. We hope to become a recognized Bauer College of Business Organization within the upcoming year. As we continue assisting students pursue their goals, we hope you can find a reason to provide us your support!



HOUSTON BHA NAMED
"OUTSTANDING NEW STUDENT ORGANIZATION"
FOR 2016-2017 ACADEMIC YEAR
BY THE UNIVERSITY OF HOUSTON



BENEFITS OF SPONSORING HOUSTON BHA:

By supporting the Houston Business Healthcare Alliance, you are supporting a new organization filling a need for one of the largest higher education networks of business professionals in Houston: The C.T. Bauer College of Business. Your support helps Houston BHA run sound operations and host events like professional development workshops, career mixers, healthcare showcase, health-related case competitions and our annual Benefit Gala. Additionally, by supporting Houston BHA, you will have access to our diverse member body.

SPONSORSHIP TIERS:

	BRONZE \$150	SILVER \$500	GOLD \$1000
BRANDING*			
Logo on website	X	X	X
Social Media Promotion		X	X
Logo in the header of weekly newsletter			X
RECRUITING*			
Zip file with Student Resumes	X	X	X
Recruiting event with the Houston BHA and Partner Student organization (25+ partners)		X	X
Invitation to Annual events		X	X
Houston BHA Award Named for Sponsor (i.e.: "Blue Company Award for Passion")			X

IN-KIND SPONSORSHIP TIERS:

	BRONZE \$150	SILVER \$500	GOLD \$1000
BRANDING*			
Social Media Promotion	X	X	X
Promotional Flyer's at BHA Events		X	X
Logo on Website		X	X
Logo in the header of weekly newsletter			X

*Brand Recognition

During the course of our school year (August – May), sponsors have the opportunity to include their brand information on our website, www.houstonbha.org, our events, our social media, and our bake-sales throughout the academic year.

*Recruiting

As a sponsor of Houston BHA, you will have access to some of the best students in the Bauer College of Business. Our particular group of students have a strong interest in diverse healthcare fields, such as healthcare management, insurance, pharmaceuticals, healthcare supplies, physicians, nurses, and much more. In addition to access to our members, we will publicize all sponsor activity to undergraduates in the business school by leveraging our strategic partnerships with the Office of Student Engagement. We partner with 25+ business and prehealth student organizations to host panels discussions, professional development workshops, career mixers, and related events.