



HEALTHY WOMAN

A CEDAR PARK REGIONAL MEDICAL CENTER RESOURCE

March 2019

Dear Prospective Partner,

We are delighted to share the partnership opportunities that Healthy Woman has available for you and your business in 2019. The Healthy Woman Program is a free resource of Cedar Park Regional Medical Center whose mission is to empower women in the community with the knowledge and confidence to make informed healthcare decisions for themselves and loved ones. Partnering with Healthy Woman provides a direct channel to women, who are the most influential audience in healthcare decision making.

Healthy Woman reached a record high of over 9,000 members and gained 100 new members since January of 2019. The 2019 schedule consists of the following: Pink Out – Breast Cancer Awareness Event on Oct. 3 and Spa Day & Wellness Expo on Nov. 2. In addition to our scheduled events, we will participate and partner with community events in Cedar Park and the Austin area focusing on health and wellness.

We stay connected with our 9,000 subscribers by sending out a monthly eNewsletter publication called, *Healthy Woman Today*. The eNewsletter is filled with current health information for women and families, events, recipes, hospital information, and partner benefits.

The Healthy Woman Program provides women with the opportunity to become empowered, knowledgeable, and more confident when it comes to making healthcare decisions. Please consider the benefits of partnership. If you have any questions regarding the Program, please do not hesitate to contact us.

Sincerely,

Mary Clare Spear

Marketing Coordinator
Cedar Park Regional Medical Center

Laura Balla

Director of Marketing
Cedar Park Regional Medical Center



The Healthy Woman Program Overview

Mission:

To empower women with the knowledge and confidence to make informed healthcare and well-being decisions for themselves and their loved ones.

To provide health-related seminars and events educating women on a healthy mind, body and spirit.

Benefits:

- Free educational resources for women of all ages provided exclusively by Cedar Park Regional Medical Center
- Complimentary subscription to the *Healthy Woman Today* eNewsletter regarding upcoming events and seminars
- Opportunity to meet physicians and stay informed on the latest healthcare topics

When it comes to healthcare, women:

- Make 70-90% of household healthcare decisions
- Spend 2 of every 3 healthcare dollars – approximately \$500 billion annually
- Schedule 61% of all physician visits
- Account for 66% of all health care procedures
- Make decisions for the entire family

Women's Consumer Purchasing Power

- Women buy or influence 80% of all consumer purchases
- U.S. women spend more than \$3.7 trillion annually on consumer goods and services plus another \$1.5 trillion as purchasing agents for business

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Prior Events





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Pink Out – Breast Cancer Event *Thursday, October 1, 6-8 p.m. at the CPRMC Cafe*

Exhibitor Booth: Free

- Includes 1 – 6ft. rectangular table, tablecloth, and two chairs.
- Opportunity to network and promote your business, services, and products/merchandise.

Relax, Renew and Revive! *Saturday, Nov. 2, 10:00 – 1:00 pm. at CPRMC*

(All Spa and Wellness Expo Exhibitor Payments must be made by Friday, October 25th)

Presenting Partner: \$800

- Prime booth location (includes 1 - 6 ft. rectangular table, tablecloth, and two chairs).
- Recognition in advertising, Facebook, and the Healthy Woman website promoting the Relax, Renew and Revive! Spa & Wellness Expo.
- Logo and link in the Healthy Woman eNewsletter promoting event (sent to over 9,000 subscribers).
- Opportunity to include business ad, event notices, and discounts/special offers in eNewsletter promoting event (sent to over 9,000 subscribers).

Retail Exhibitor Booth: \$100 (Businesses selling merchandise.)

- Includes 1 – 6ft. rectangular table, tablecloth, and two chairs.
- Opportunity to network and promote your business, services, and products/merchandise.

Complimentary Services Exhibitor Booth: \$75 (Offering complimentary services or mini spa treatments.)

- Includes 1 – 6ft. rectangular table, tablecloth, and two chairs.
- Opportunity to provide complimentary mini spa treatments or other complimentary services to guests.

Non-Profit Exhibitor Booth: Free

- Includes 1 – 6ft. rectangular table, tablecloth, and two chairs.
- Opportunity to network and promote your business, services, and products/merchandise.

In-kind Partnerships are available. Please contact Mary.Spear@CedarParkRegional.com for more information.



Partnership Application

Partnership Type: _____ Price: _____

Business Name: _____

Contact Name: _____

Address: _____

City, State & Zip: _____

Phone: _____ Email: _____

(For Spa Day Complimentary Vendors)

What spa service will you be providing? _____

Will you need electricity? (YES or NO)

Pink Out Booth _____

Spa Day Booth _____

Payment Method:

_____ **Check** (Please make payable to Cedar Park Regional Medical Center)

Mail to:

Healthy Woman

Attn: Mary Clare Spear

1401 Medical Parkway

Cedar Park, Texas 78613

Signature: _____

Date: _____

If you have any questions, please email Mary_Spear@CedarParkRegional.com or call 512-528-7119.