



Education Video Policy

BUSINESS PARTNER SPONSORSHIP

This policy sets specification for a new “2020 Sponsorship Offering” to GKC MGMA Business Partner members. The policy is in alignment with the association’s mission and goals and will provide education to the membership using current technology to strengthens the way we convey education to our members.

Business Partner companies will be listed as an “Education Sponsor” for as long as they commit to provide the educational videos. All partners are eligible to participate in this opportunity. This offering creates another educational tool for Category I Members, besides our monthly meeting speakers.

Based on board recommendations, all partners interested in providing videos agree to abide by the below mentioned terms of agreement.

Agreement:

The following options are available to all business partners as an “Education Sponsor” of the GKC MGMA association.

- Company logo will be used when posting on the website and in monthly association news slides for duration of commitment.
- No payment is due from any partners.
- Partners are responsible to create a high-resolution video with good sound quality. Video length should be short, 2-10 minutes maximum.
- Content should be educational and instructional and relate to healthcare management in all categories.
- Length of Commitment to provide videos: one, monthly, quarterly, or annually. This choice is a commitment. Once chosen, they will be marketed as such and expected to send in videos within the month(s) listed. Suggest that all videos be posted at first of month, for use in meeting slides.
- Video will be posted on the Business Partner webpage or GKC MGMA after board review and approval, in the “Content Sponsored” area. Once posted, the membership will be

apprised via listserv (separately) and in monthly Association News, with active link for viewing. Possibly posted on LinkedIn and Facebook if permission is given to do so.

These videos would provide visibility for sponsor and association. Eventually a library of videos will be available on many topics.

Business Partners agree to comply with the following:

- This video must be 100% educational and free of any reference to service providers or businesses other than your logo, name and contact information.
- Partners may not mention or compare the service or product of other competitors.

This policy has been reviewed and approved by the GKC MGMA Board of Directors. It will be monitored by the board and administered by the executive director at the central office.

- The video will be reviewed and approved by a board member before posting.
- This policy will be reviewed at the end of each year and modified as needed. This annual review will refine all requirements going forward.

Board of Directors reviewed and approved as written on November 11, 2019

Rev: Due November 2020