

June 12-15
2016

Sponsorship Opportunities

Training Course on Health Research Impact Assessment (HRIA)
Banff, Alberta

return on investment
measure competitive advantage **impact**
health research impact assessment
evaluation indicators of success common frameworks
communication **growing community of practice**
public value **plan** implementation management
Alberta



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SPONSOR THE 2016 COURSE - PROFILE YOUR ORGANIZATION AND CONNECT WITH A VIBRANT COMMUNITY OF PRACTICE.

What is the Training Course?

The Training Course on Health Research Impact Assessment is one of the offerings of the Institute on Health Research Impact Assessment (IHRIA)* at Alberta Innovates – Health Solutions (AIHS). The practical, three and a half day course aims to develop a shared understanding and common language about health research impact assessment (HRIA) among members of the research and innovation ecosystem in Alberta and beyond. The goal is to build local capacity to plan, implement and communicate the findings of HRIAs to inform decision making and increase Alberta’s global competitiveness in (health) research and innovation. The course is facilitated by renowned academics and practitioners in the field of performance measurement and evaluation.

Who will be attending?

The course is open to all members of the research and innovation system, including researchers, program managers, policy makers, health practitioners, research funders, knowledge translators and evaluators. The focus of the training course is on the biomedical and health sciences, although the course lessons can be generalized to other areas of research and innovation. Specific sectors include: research and development for government, health research funding organizations, academia (trainees and grantees), not-for-profits and health industry in Alberta and Canada. Space is limited to 50 participants; the course sold out last year.

How will participants benefit?

Participants will gain knowledge and skills about the why, what, who, and how of HRIA. The course advances knowledge about research impact assessment (RIA) frameworks, tools and approaches. In addition to the instructional program and one-on-one time with faculty, the course provides a forum for participants to network with this growing global community of practice.

Why provide sponsorship?

The event provides:

- networking opportunities and exposure to a growing community of practice in the science of HRIA across Alberta and Canada,
- increased awareness of your organization (e.g., products and/ or services that can support HRIA) through event promotions,
- recognition as a partner who is helping to build both global and local (“glocal”) capacity to respond to increasing RIA demands.

* The newly named Institute on Health Research Impact Assessment (IRHIA) at AIHS will offer training and services, such as this course, and is a collaboration with our partners to foster and build excellence in the area of research impact assessment. For more information about the Institute, please contact Kathryn Graham at kathrn.graham@aihealthsolutions.ca

Sponsorship Guidelines

Platinum

\$15,000 +

As a platinum level sponsor your organization will receive the following benefits:

- One complimentary registration for the course.
- A representative of your organization may make a brief acknowledgment of your sponsorship at the beginning of one of the course's social events.
- Platinum-level logo placement on all course materials (course program, AIHS website, participant workbooks, on the on the digital Sponsor reel projected during social events and session breaks.
- Verbal recognition from the podium as a Platinum Sponsor.
- Your organization may provide sufficient quantities of educational material, approved by the Course Advisory Committee, to be inserted into the participant packages.
- Invitation to the HRIA alumni event for further engagement with this community - tentatively scheduled for Fall 2016.

Gold

\$10,000 +

As a gold level sponsor your organization will receive the following benefits:

- A representative of your organization may make a brief acknowledgment of your sponsorship at the beginning of one of the course's social events.
- Gold placement of your logo on all course materials (course program, AIHS website, participant workbook), on the digital Sponsor reel projected during social events and session breaks.
- Verbal recognition from the podium as a Gold Sponsor.
- Your organization may provide sufficient quantities of educational material, approved by the Course Advisory Committee, to be inserted into the participant packages.

Silver

\$5,000 +

As a silver level sponsor your organization will receive the following benefits:

- Silver-level placement of your logo on the course materials (course program, AIHS website, participant workbooks), on the digital Sponsor reel projected during social events and session breaks.
- Verbal recognition from the podium at the opening ceremonies as a Silver Sponsor.

Custom Options - Contact us to learn about what alternative options may be possible (e.g.: sponsor a group meal). Recognition of these contributions can be specific to the event.



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To Become a Sponsor

Complete the enclosed sponsorship application form and email it to: susan.shaw@aihealthsolutions.ca

If you have specific questions about sponsorship or support of the training course, please call Kathryn Graham at: 780-429-9338.

Sponsorship participation will be confirmed within five business days of receipt of your application and full payment. Please note that sponsorship benefits will commence (as appropriate) once payment has been received (all amounts are listed in Canadian dollars).

Please make cheques payable to: **Alberta Innovates - Health Solutions**

For more information about the training course, please visit <http://www.aihealthsolutions.ca/our-impact/assessing-research-impact/training-and-development/ihria/>

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Sponsor Application

Please complete this application form and email it to:

Email : Susan.Shaw@albertainnovates.ca

Mail:
Suite 1500, 10104 103 Avenue
Edmonton, AB, Canada
T5J 4A7

Note that sponsorship benefits will commence once the application has been reviewed and accepted, and payment has been received.

Date: _

Contact Information

Company Name (as it will appear in promotional material):

Contact Name:

Contact Position:

Address:

City:

Province:

Postal Code: _

Phone:

Email:

Website Address:

Select Your Sponsorship Option:

- Platinum (\$15,000+)
- Gold (\$10,000+)
- Silver (\$5,000+)
- Other, Custom option (\$ value)

Next Steps:

Upon review and acceptance of your application, AIHS will invoice your organization. Sponsorship benefits will commence once full payment has been received.

Name of the authorized company representative for invoicing (if different from contact name above):

Position:

Signature: _____