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Partnership Opportunities

Longwoods offers unique opportunities to position your organization at the forefront of healthcare leadership and innovation in Canada. Connect with Canada's most influential healthcare decision-makers.

Through our trusted media platforms, events, and thought leadership channels, you can engage directly with 10,000+ healthcare leaders including policy makers, clinicians, researchers, and executives in Canada and internationally who are involved in improving healthcare systems, policy, and management.

Longwoods assists organizations increase their visibility as well as their knowledge through a range of content—including academic journals, opinion pieces, podcasts and events. We share research, policy analysis and practical insights aimed at improving healthcare systems, leadership and management across Canada.

Annual Membership Programs with Longwoods.

Our annual partnership programs are designed to provide sustained visibility, thought leadership positioning, and meaningful engagement with a highly targeted healthcare audience. All programs can be customized to align with your organization's goals.

Opportunity 1 - \$3,500

- Companywide digital access to all 4 Longwoods journals, equipping your team with trusted insights on policy, leadership, and innovation
- Brand alignment with 2 Longwoods Breakfast Series events, connecting you with influential healthcare audiences
- Complimentary in-person attendance to Longwoods Breakfast Series events for all staff and board members
- Preferred pricing on additional events, sponsorships, and marketing initiatives

Opportunity 2 - \$6,000

All of Opportunity 1 benefits plus:

- Additional sponsorships for 3 Longwoods Breakfast Series events through brand exposure, hosting opportunities and possible speaking engagements
- Preferred Partner opportunity on 1 virtual Longwoods Leadership Discussion, engaging national and international audiences
- Preferred sponsorship rates for podcast series, Health Policy Off Script!

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- Amplify your brand to a targeted audience through 1 sponsored/boosted post on Longwoods social media platforms

Additional opportunities and programs from Longwoods

Podcasts

[Health Policy Off Script](#): *Unfiltered Conversations about the Canadian Health System*. Season 1 is up and running now, Season 2 is in the works. **Contact for pricing**

[Longwoods Health Service Radio](#). Speakers and authors give their informed take on today's issues in health services policy, management and governance. Opportunities for speakers and interviews for Longwoods' Partner Organizations. **Contact for pricing**

Events

[Longwoods Breakfast Series](#) are a series of in person and/or hybrid Canadian thought-leadership events that bring together leaders from business, government, and healthcare to discuss key issues in health systems and policy. Longwoods organized and managed, sponsorship opportunities are available. Attendance is from 100 – 500 people for these 1-hour presentations. Our members and lists are over 10,000. **Sponsorship per event \$1500**

[Longwoods Leadership Discussions](#) are a series of virtual expert-led conversations that explore critical issues, innovations, and strategies shaping healthcare leadership and policy in Canada and beyond. Longwoods and partner organized and managed events. Attendance is from 250 – 750 people for these 1-hour presentations. Our members and lists are over 10,000. **Exclusive sponsorship per event \$7500**

[Longwoods Healthcare Rounds](#) are educational sessions that share case studies, research, and practical insights to support learning and improvement across healthcare organizations. Longwoods organized and managed, sponsorship opportunities available. **Sponsorship Opportunity pricing varies per event**

Longwoods Wine and Cheese are smaller private events with exclusive invitations and an honoured guest speaker. Longwoods and partner organized and managed events. **Exclusive sponsorship pricing varies per event**

Sponsored / paid

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[*Insights*](#) (op-ed) are concise articles and commentaries that share expert perspectives, research findings, and practical knowledge to inform healthcare practice, policy, and leadership. These pieces are online open access, highlighted at the top of the Tuesday eLetter, sent to approx. 6500 people, highlighted on our social media channels and consistently in our monthly top ten best read. **Contact for pricing**

Social Media

Sponsored posts are available on Longwoods LinkedIn channels [@Longwoods-publishing](#) and [@matthewehart](#). **Contact for pricing.**

Dedicated Email Blasts

We will work with your team to design and then send an email out to our list of 10,000 people in healthcare management to promote your event or award. **Cost per email \$1500**

Thank you

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