

Broker Achievement Awards Sponsorship

Theresa Battaglia, Deputy Director of Marketing
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Background

- MHBE Board Members - Gift Policy
 - Under the Maryland Annotated Code, Insurance Article, §31-106(c)(1)(vii), the Maryland Health Benefit Exchange Board of Trustees (the “Board”) has the authority to “apply for and receive grants, contracts, or other public or private funding.”
 - The Exchange may also solicit gifts and grants for the benefit of an established agency program, to further MHBE’s mission. Any solicitation of funds must comply with all State Ethics Laws.
 - Specifically, solicitations should be broad, and not directed at vendors, or those regulated by MHBE; and solicitations must not be handled by MHBE officers or employees who are involved in regulatory and/or procurement matters related to the entities being solicited. (See, State Ethics Commission, Advisory Opinion, “The Gift Law” August 1, 2021).
[MHBE Board Gift and Grants Policy](#)
- The Broker Achievement Awards is an annual awards ceremony to recognize the top 100 brokers who enroll consumers and small businesses during open enrollment.
- MHBE procures a venue, awards, award program, and provides meals for all guests (Top 100 brokers, MHBE leadership, Board, Carriers).

Sponsorship

- Sponsor revenues will allow MHBE to pay for venue, meals, awards and plan the annual event.
- Remaining funds after the costs of the Broker Achievement Awards event will be allocated to support ongoing MHBE initiatives that promote consumer engagement and recognize brokers to support related programs and activities that advance organizational goals.
- Disclaimer on letter to prospective sponsors: Sponsorship will not confer any special access or benefit upon the donor in their dealings with MHBE or the State.

(This disclosure will be prominent and abundant across all publications).

- Adhere to the guidelines in the Gift Policy, ensuring board approval for donations over a certain amount, following all accounting procedures, and personally providing acceptance letters to each donor.

Benefits to sponsor

- **Brand Visibility:** Showcase your company to a high-value audience.
- **Networking Opportunities:** Connect with top brokers and professionals; Build relationships with top brokers & industry stakeholders
- **Social Media Promotion:** Extensive coverage on our social media platforms.
- **Impact:** Support Maryland Health Connection broker community and their service to individuals, families, and small businesses

Request for Approval to Request Sponsorship

MOTION: I move to [approve/defer/reject] the request of the MHBE Marketing department to solicit sponsorships for the Broker Achievement Awards [as presented] *or* [as amended].