



2021 Innovation Summit and Capitol Caucus

October 26-27, 2021 • Washington, DC
Top of the Hill Banquet & Conference Center



PROGRAM & SPONSOR PROSPECTUS

Presented by PHA, **the premier association for improving population health**, the **2021 Innovation Summit and Capitol Caucus** will gather key leadership from across the health care industry and leading health policy analysts for two days of education and networking with peers across the country. Alongside inspiring keynotes the innovation showcase, roundtable office hours with the association's esteemed Board of Directors, and the annual membership meeting, this event will present population health's powerful path forward for success in improving health outcomes, driving affordability and presenting participants with capabilities and networking opportunities to strengthen and grow their business.

EXECUTIVE SPONSOR | \$20,000

Our highest, most visible level of sponsorship. Ability to introduce keynote, lunch, or closing session and facilitate Q&A. Showcase your company and its leadership in front of population health and wellness executives and allied professionals. Exclusive marketing benefits, pre-event multimedia, and complimentary registrations.

PREMIER SPONSOR | \$10,000

Host the Tuesday evening reception immediately following the PHA Board Meeting (October 26, 2021). Recognition in marketing of the program and schedule; includes opportunity to address attendees, branded cocktail napkins and sign recognition at reception.

ELITE SPONSOR | \$7,500

Sponsor and introduce a panel discussion. Opportunity to contribute thought leadership materials in the attendee welcome packet and showcase commitment to the topic in pre-event multimedia.

SIGNATURE SPONSOR | \$5,000

Choose from the selections below for our signature sponsorship to showcase your organization to all attendees. Select One:

- Create Your Own Event for Day One
- Opportunity to provide a swag item for attendees (logo item such as meeting tote, mask, lanyards, etc.)
- Sponsor a Meal (Breakfast or Break)

CHAMPION SPONSOR | \$2,500

All contributing sponsors will receive recognition in marketing materials and throughout the program reaching those decision makers within the population health sector.

CORPORATE PARTNERSHIPS

Year-Long Corporate Partnership packages are available with event upgrades.

CORPORATE PARTNER I \$75,000

- ✓ Custom initiative: Design an initiative with PHA focused on emerging industry issue important to your business. Deploy through a variety of vehicles including thought leader publications and educational tools or events such as webinars and podcasts.
- ✓ Recognition Perk: Four (4) meetings per year with Executive Director and recognition as strategic partner for 12 months on website bi-weekly social media and monthly and quarterly newsletters.
- ✓ Invitation to present to the Board of Directors at one Board of Director Meeting.
- ✓ Annual Event Upgrade: Executive level sponsorship plus 4 complimentary registrations and a speaking opportunity at the Summit. Participate in post conference interview to promote success of the event to be broadcast by PHA for 2 months following the event.

CORPORATE PARTNER II \$50,000

- ✓ Custom Initiative: Provide input to a PHA Q&R or Government Affairs initiative of choice as supporting sponsor.
- ✓ Recognition Perk: Three (3) meetings per year with Executive Director and recognition as strategic partner for 12 months on website, monthly social media and monthly newsletters.
- ✓ Annual Event Upgrade: Executive level sponsorship plus 3 complimentary registrations and a speaking opportunity at the Summit. Participate in roundtable at the event in focused area of interest.

CORPORATE PARTNER III \$25,000

- ✓ Recognition Perk: Two (2) meetings per year with Executive Director and recognition as strategic partner for 12 months on website, quarterly social media and quarterly newsletters.
- ✓ Annual Event Upgrade: Executive level sponsorship plus 2 complimentary registrations. Introduce prominent speaker at the event in focused area of interest.

SPONSOR BENEFITS

BENEFIT	EXECUTIVE \$20,000	PREMIER \$10,000	ELITE \$7,500	SIGNATURE \$5,000	CHAMPION \$2,500
Included in Pre & Post Event Marketing	✓	✓	✓	✓	✓
Complimentary Registration(s)	UP TO 10	4	3	2	1
Logo recognition in the agenda and registration website, recognition on the website, on break slides during meeting	✓	✓	✓	✓	✓
Facilitate Q&A for designated sponsored session	✓	✓	✓		
Opportunity to contribute materials to the welcome packet	✓	✓	✓	✓	
Sponsor Keynote, Networking Lunch, or Closing Session	✓				
Sponsor Welcome Reception with an opportunity to address attendees		✓			
Sponsor Panel Discussion			✓		
<i>Select One:</i> <ul style="list-style-type: none"> ■ Create Your Own Event for Day One ■ Opportunity to provide a swag items for attendees (logo item such as meeting tote, mask, lanyards, etc.) ■ Sponsor a Meal (Breakfast or Break) 				✓	

DON'T SEE WHAT YOU'RE LOOKING FOR?

Custom options available to raise visibility in a way that is uniquely tailored to your company.

Contact: staff@populationhealthalliance.org • 80 M St SE, Suite 100 • Washington, DC 20003 • Tel: (202) 737-5476

CANCELLATION & PAYMENT POLICIES

Cancellation: Cancellation must be received in writing. Cancellation received prior to September 26, 2021 will be assessed at 20% administrative fee. No refunds will be given for any cancellations received after September 26, 2021.

Payment: All payments must be received BEFORE any benefits are distributed (net 30 from registration date). All payments must be received prior to September 26, 2021. Any sponsorship registrations received after September 26, 2021 will require payment in full.