



2021 Sponsor/Partner Program Guide

**POPULATION
HEALTH
ALLIANCE**



The premier Association for improving population health

OCTOBER 2021



The **Population Health Alliance (PHA)** is a corporate 501(c) 6 nonprofit organization established in 1998. PHA is the industry’s only multi-stakeholder professional and trade association solely focused on population health management, representing stakeholders (e.g. health systems, health plans, employer solutions, academia, biopharma and technology companies) from across the healthcare ecosystem that seek to improve health outcomes, optimize the consumer and provider experience, and drive affordability.



Over the last 20+ years of advocacy, coalition- and network-building, education, and quality improvement and research, the Population Health Alliance has led a network of members and partners in raising the importance and value of the PHA Population Health Management Framework and resultant models as a key component of health care transformation.

We believe a health care system that systematically — and through ongoing innovation — applies the principles of population health improvement will achieve measurably better health outcomes for all individuals and populations.

Opportunity #1 - Corporate Partnership

A Fantastic Sponsorship Offering for Your Company

As the premier association for improving population health, PHA is proud to have been shaping the population health marketplace and working for essential policy improvements for more than 20 years. That’s more than two decades of pushing for meaningful policies and advocating for purposeful health care transformation. But we know we’re not alone in these efforts. The opportunities for companies and other organizations in this ever-growing health care field have never been greater. Forging a special partnership with PHA — the industry’s only multi-stakeholder, professional and trade association solely focused on population health — is a strategic advantage, you won’t want to miss.

Population Health Alliance has a variety of ways in which organizations like yours can partner with us. Year-long **Corporate Partnerships** are one of the great available options, which offer a chance for companies to receive recognition and raise visibility for an entire year. Take a look at the three (3) available packages:

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 four (4) complimentary registrations and a speaking opportunity at the Summit. Participate in a post-conference interview to promote success of the event to be broadcast by PHA for two months following the event.

CORPORATE PARTNER II

\$50,000

- **Custom initiative:** Provide input to PHA's Quality & Research 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 our monthly newsletter.
- **Annual Event Upgrade:** Executive-level sponsorship plus three (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 two (2) complimentary registrations. Introduce prominent speaker at the event in focused area of interest.

Why Not Pair Your Corporate Partnership with Sponsorship of Our Annual Premier Event?

Additional sponsorship opportunities for PHA's annual Innovation Summit and Capitol Caucus (taking place April 12-13, 2022) as well as custom options specially designed for your organization are also available. Read on to explore additional opportunities, or contact PHA Executive Director Thomas Johnson at tjohnson@populationhealthalliance.org to customize a special package that will work best for you.

2022 Innovation Summit and Capitol Caucus

"Innovation in Resource Allocation – Population Health Management Strategies to Recover Losses and Accelerate Gains"

April 12-13, 2022 • Washington, DC
Top of the Hill Banquet & Conference Center & Virtually



Opportunity #2 - Summit Sponsorship

Make Your Presence Known at PHA's Premier Event

Proudly presented by PHA is the **2022 Innovation Summit and Capitol Caucus** — the organization's cornerstone and most popular annual event. This special conference will gather key executives from across the health care industry along with leading health policy analysts for two days of education and networking with peers across the country. This year's event, "*Innovation in Resource Allocation — Population Health Management Strategies to Recover Losses and Accelerate Gains*," is set for April 12-13, 2022 in Washington, DC. 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. This in-person, live event will also include opportunities for attendees to participate virtually.



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.

2022 SUMMIT 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			✓		
Select One: <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?

Then let's work together to customize an exclusive package to raise your visibility 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 Friday, March 11, 2022 will be assessed at 20% administrative fee. No refunds will be given for any cancellations received after March 11, 2022.

Payment: All payments must be received BEFORE any benefits are distributed (net 30 from sign on date). All payments must be received prior to March 11, 2022. Any sponsorship registrations received after March 11, 2022 will require payment in full.