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 health care 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 healthcare 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 an 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 the PHA Executive Director and recognition as a strategic partner for 12 months on our website, bi-weekly social media, and monthly 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 PHAExpo22. Participate in a post-conference interview to promote success of the event to be broadcast by PHA for two months following the event.
Corporate Partnership and Sponsorship of a PHA Premier Event is a Winning Combination!

Additional sponsorship opportunities are available for our all-new PHAExpo22 — a LIVE (in-person event) taking place on October 25-26 in Washington, DC on Capitol Hill at the Top of the Hill Banquet & Conference Center (located at 1 Constitution Ave NE, Washington, DC 20002). Custom options specially designed for your organization are also available. Read on to explore additional opportunities, or contact PHA at staff@populationhealthalliance.org to customize a special package that will work best for you.
Opportunity #2 - Event Sponsorship
Make Your Presence Known at PHA’s All-New Fall Expo

This year, due to the pandemic and our annual spring Summit being forced to go virtual, PHA decided to hold an additional thought-leadership event — a PHA Expo that will be a LIVE event and offer a menu of sponsorship opportunities. **PHA Expo22** 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. **The PHA Expo is set for October 25-26, 2022 in Washington, DC.** Alongside inspiring keynotes, the Expo 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. We’re thrilled to present this all-new offering. We certainly didn’t want the year to go by without the opportunity to get together face-to-face and enjoy plentiful networking opportunities.

**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 thought leaders and decision makers. Exclusive marketing benefits, pre-event multimedia, and complimentary registrations.

**PREMIER SPONSOR | $10,000**
Host the Tuesday evening reception immediately following the PHA Board Meeting. 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 before for our signature sponsorship to showcase your organization to all attendees. Select 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.
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:** Cancellations for sponsorships must be received in writing by Friday, September 16. No refunds will be given for any cancellations; however, we will work with you to move your sponsorship to a future event.

**Payment:** Payment in full is due upon signing. No benefits will be distributed until payment is received.

---

### 2022 PHA EXPO22 SPONSOR BENEFITS

<table>
<thead>
<tr>
<th>BENEFIT</th>
<th>EXECUTIVE $20,000</th>
<th>PREMIER $10,000</th>
<th>ELITE $7,500</th>
<th>SIGNATURE $5,000</th>
<th>CHAMPION $2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Included in Pre &amp; Post Event Marketing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Registration(s)</td>
<td><strong>UP TO 10</strong></td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Logo recognition in the agenda and registration website, recognition the PHA website, on break slides during meeting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Facilitate Q&amp;A for designated sponsored session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to contribute materials to the welcome packet</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor Keynote, Networking Closing Session, or Lunch.</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor Welcome Reception with an opportunity to address attendees</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor Panel Discussion</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

**Select One:**
- Opportunity to provide a swag item 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