



# Partner & Sponsor Program Guide

**01** | ONE premier association for improving the field of Population Health

**03** | THREE Corporate Partner options — each with extensive, customizable benefits

**05** | FIVE sponsorship levels to maximize event budgets and investments

Your access to the decision makers in Population Health



*The premier Association for improving population health*

# ABOUT POPULATION HEALTH ALLIANCE

**Population Health Alliance** (PHA), a corporate 501(c)6 nonprofit organization, is the only multi-stakeholder professional and trade association solely focused on population health management. It represents stakeholders across the healthcare ecosystem (e.g., health systems, health plans, employer solutions, academia, biopharma, and technology companies) that seek to improve

health outcomes, optimize the consumer and provider experience and drive affordability.

With more than 24 years of dedication to advocacy, coalition and network building, education, quality improvement, and research, the Association has led members and partners in raising the importance and value of PHA's Population Health

Management Framework and resultant models as critical components of healthcare transformation.

PHA believes that a healthcare system able to systemically and continuously innovate the principles of population health improvement will achieve measurably better health outcomes for all individuals and populations.

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*Join us in advancing the imperatives that affect us all with your support of timely and relevant initiatives.*

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## Be the change. Be involved.



PHA has shaped the profession as the premier association for improving population health, working for essential policy improvements since its inception. That means immeasurable dedication for nearly a quarter of a century of advocating for meaningful policies and purposeful healthcare transformation. But we're not alone in these efforts. You, and organizations like yours, have helped escalate PHA's efforts and elevate the profession and its forward-thinking goals.

Now's the time to take advantage of the decades of work completed on your behalf to further the mission toward healthcare excellence. Make the strategic move to include Population Health Alliance in your plans for 2023. Following are multiple opportunities to make the most of your partnership, sponsorship, and event budgets.

# Corporate Partnerships

You'll find relevant and timely opportunities within each level of Corporate Partnership.

## LEVEL ONE | \$75,000

- **Custom Initiative:** Work with PHA to design an initiative focused on an emerging industry issue most impactful to your business. Your options for deployment include available vehicles such as thought-leader publications, educational tools, or webinars and podcasts.
- **Recognition Perks:** Meet quarterly with PHA's Executive Director to define how to best maximize your investments, fine-tuning each throughout the year. Enjoy recognition as a strategic partner for 12 months on PHA's website, social media, and monthly and quarterly newsletters. Receive an invitation to present to the Board of Directors at one meeting.
- **Annual Event Upgrade:** Receive four executive-level complimentary registrations and a speaking opportunity at the Innovation Summit. Participate in a post-conference interview promoting the event's success, broadcasted by PHA for two months following the event.

## LEVEL TWO | \$50,000

- **Custom Initiative:** Provide your input on one of PHA's Quality & Research or Government Affairs initiatives as a supporting sponsor.
- **Recognition Perk:** Meet with PHA's Executive Director every four months to define how to maximize your investments, fine-tuning each throughout the year. Receive recognition as a strategic partner for 12 months on PHA's website, social media, and newsletters.
- **Annual Event Upgrade:** Receive three executive-level complimentary registrations and a speaking opportunity at the Innovation Summit. Participate in a Summit roundtable in a focused area of interest.

## LEVEL THREE | \$25,000

- **Recognition Perk:** Meet twice a year with PHA's Executive Director to fine-tune the efficacy of your investment. Receive one year of recognition as a strategic partner on PHA's website, social media, and newsletters.
- **Annual Event Upgrade:** Receive two executive-level complimentary registrations at the Innovation Summit. Introduce a prominent speaker at the event in a focused area of interest.

Additional sponsorship opportunities are available for the Innovation Summit. Please read on, then contact PHA at [staff@populationhealthalliance.org](mailto:staff@populationhealthalliance.org) to customize a unique package that works best for your desired reach and goals.

POPULATION HEALTH ALLIANCE



*Plan*  
**TO ATTEND**

OCT  
25-26  
2023

**PHA INNOVATION SUMMIT**  
TOP OF THE HILL | WASHINGTON, DC

*Decision Makers Connect*

# Corporate Sponsorships

PHA's Innovation Summit convenes impressive healthcare executives and leading health policy analysts for two days of education and networking with peers across the country. PHA's annual membership meeting presents 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 businesses.

- Inspiring keynotes
- Sponsor showcase
- Roundtable office hours with the Association's esteemed Board of Directors

## **EXECUTIVE SPONSOR | \$20,000**

As an Executive Sponsor, your highest and most visible level of sponsorship provides the opportunity to introduce keynote, lunch, or a closing session speaker, while facilitating the end-of-session 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 are included.

## **PREMIER SPONSOR | \$10,000**

Host the Tuesday evening reception following PHA's Board Meeting on October 25, 2023 and receive recognition in all scheduling and marketing materials. Plus, you can address attendees, provide branded cocktail napkins, and enjoy signage recognition at the reception.

## **ELITE SPONSOR | \$7,500**

As an Elite Sponsor, you can introduce a panel discussion, contribute thought leadership materials in the attendee welcome packet, and showcase your commitment to a chosen topic in pre-event multimedia. This level of sponsorship also includes the opportunity to sponsor a breakfast or lunch.

## **SIGNATURE SPONSOR | \$5,000**

When your organization sponsors the PHA Innovation Summit at the Signature level, you can sponsor a refreshment break. Other opportunities for showcasing your organization include working with PHA to develop and provide your logo on items such as tote bags, lanyards, water bottles, or items of similar value.

## **CHAMPION SPONSOR | \$2,500**

Become a Champion Sponsor and receive recognition in marketing materials and throughout the program reaching those decision-makers within the population health sector.



# 2023 INNOVATION SUMMIT SPONSOR BENEFITS

*Year-long Corporate Partnership packages are available that include event upgrades.*

BENEFIT	EXECUTIVE \$20,000	PREMIER \$10,000	ELITE \$7,500	SIGNATURE \$5,000	CHAMPION \$2,500
Included in pre- and post-event marketing	✓	✓	✓	✓	✓
Complimentary registration(s)	<b>UP TO 10</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Logo recognition on the agenda and registration website, onsite signage and event slides	✓	✓	✓	✓	✓
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 and opportunity to address attendees		✓			
Sponsor panel discussion			✓		
Sponsor a break or lunch			✓		
Opportunity to provide items for attendees {or} sponsor a break				✓	



*"THANK YOU for an excellent conference. I really felt the event held a lot of value for me. Great speakers, great networking, great location."*

- Christie Coyne, Eyenuk  
Event Sponsor and PHA Member

*"Everyone was very friendly and willing to share. Very interesting and valuable content, and the connections were great!"*

- Dawn Weimar, Senior Regional Director, 3M  
PHA Member and Attendee

*"I was very impressed. The dialogue and cross-sector interactions were incredible."*

- Gabe Roberts, Senior Strategic Advisor,  
Sellers Dorsey, Speaker - PHA Sponsor and Member

## LOOKING FOR MORE?

*Let's work together to customize an exclusive package to uniquely raise visibility tailored for your organization.*

### CONTACT:

**Population Health Alliance**  
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**Cancellations:** PHA will work with you on replacement opportunities where appropriate.