



HEARTLAND

CONFERENCE ON HEALTH EQUITY
AND PATIENT-CENTERED CARE

**SPONSORSHIP
OPPORTUNITIES**

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OVERVIEW

The Heartland Conference on Health Equity and Patient-Centered Care invites you to represent your company or business at our annual health equity conference in Kansas City from September 6-8, 2023.

What is the Heartland Conference on Health Equity and Patient Centered Care?

With the recognition of the critical roles patient, community, and team-informed science plays in health research, mechanisms to promote, facilitate, and reward team and community-engaged science are emerging. Diverse teams of collaborating scholars and meaningful inclusion of patients, providers, and community members along with other key stakeholders in decision-making is desperately needed to address research challenges and advance health improvement for all. With this conference, we will be exploring the rich interplay of community and university together, with the thought that the strength of our community coming together may determine meaningful research priorities and relevant programs and providers.

This conference features three days of programs, discussions, and strategies that address the conference's 2023 theme:

Regional Determines of Health: Radically uniting for healthy communities



**Regional
Determines of
Health: Radically
Uniting for
Healthy
Communities**

CONFERENCE OBJECTIVES:

- » Develop regional and local health-focused partnerships
- » Explore strategies to preserve the health of our communities, understand varying perspectives, and address community and population health
- » Address health equity in our communities and region
- » Provide opportunities for Community Health Workers to grow and develop
- » Highlight patients and families as health care partners

HOW SPONSORSHIP CAN HELP YOU

As a sponsor for this Conference, we look forward to helping you:

- » Grow your business or organization's brand recognition, client-base, and reach
- » Gain a deeper understanding of health equity and health care issues in the region
- » Share and build a following for current or upcoming projects or initiatives that will help the Heartland community or region

HOW SPONSORSHIP CAN HELP THE CONFERENCE

As a sponsor for this conference, you will be able to:

- » Help make open discussions and connections among faith-based communities, academic health centers, community health workers, and community-based service organizations happen
- » Provide a platform for health equity issues to be addressed and discussed
- » Identify opportunities for innovation, creation, and collaboration

Thank you to those that previously sponsored the Heartland Conference, it could not be what it is without your continued support. For those considering sponsoring the conference or the awards for the first time, we look forward to working with you!

Best Regards,
Heartland Conference
Planning Committee

CONFERENCE

STATISTICS & INFORMATION



Nearly **400** Conference Attendees



50 Workshops and Sessions



Previous Sponsors

- Children's Mercy Kansas City
- Aetna
- Humana
- BlueKC
- Vibrant Health
- United Healthcare
- Kansas Department of Health and Environment
- Robert Wood Johnson Foundation



Top 5 Industries/Professions of Attendees:

1. Federal, State, and local Public Health officials
2. Nursing
3. Non-profit Organizations
4. Health Administrators
5. Community Health Workers



CONFERENCE SPONSORSHIP PACKAGES



\$30,000

Presenting Level

This package includes:

Conference Access Experience

- Five (5) Conference registrations
- Access to all Conference sessions, workshops, and the keynote speaker
- Two (2) 60-minute workshop, if desired
- Choice of keynote speaker, if desired

Pre-Event Marketing

- Premium logo placement on all digital and marketing materials
- Brand spotlight on Sponsorship page of Conference website with business or organization information, logo, and link to website or social media pages
- Acknowledgement and organization spotlight in social media posts on Facebook, Twitter, and LinkedIn, including logo, website link, and social media tagging (if applicable)
- Pre-Conference email blast with information about your workshop, keynote speaker, and business/organization

On-Site Marketing

- Premium logo placement featured in event slideshow
- Logo featured on welcome materials and Conference agenda
- Frequent verbal recognition throughout the Conference
- Pre-keynote Bumpers - 10-15 minutes preview loop before keynote speakers
- Complimentary exhibit booth

*Three Spots Available

\$10,000

Platinum Level

This package includes:

Conference Access Experience

- Four (4) Conference registrations
- Access to all Conference sessions, workshops, and the keynote speaker
- One (1) 60-minute workshop, if desired

Pre-Event Marketing

- High-level logo placement on all digital and marketing materials
- Brief brand spotlight on Sponsorship page of Conference website with short description of company or organization, logo, and link to website
- Acknowledgement in social media posts on Facebook, Twitter, and LinkedIn, including logo, website link, and social media tagging (if applicable)
- Pre-Conference email blast with information about your workshop and business/organization

On-Site Marketing

- Premium logo placement featured in event slideshow
 - Logo featured on welcome materials and Conference agenda
 - Frequent verbal recognition throughout the Conference
 - Pre-keynote Bumpers - 10-15 minutes preview loop before keynote speakers
 - Complimentary exhibit booth
-

*Five Spots Available

\$5,000

Gold Level

This package includes:

Conference Access Experience

- Three (3) Conference registrations
- Access to all Conference sessions, workshops, and the keynote speakers

Pre-Event Marketing

- Logo placement on all digital and marketing materials
- Logo placement on Sponsorship page of Conference website with link to website
- Acknowledgement in social media posts on Facebook and LinkedIn, including logo and website link
- Pre-Conference email blast with logo and brief information about your business/organization

On-Site Marketing

- Logo placement featured in event slideshow
- Logo featured on welcome materials and Conference agenda
- Frequent verbal recognition throughout the Conference
- Pre-keynote Bumpers - 10-15 minutes preview loop before keynote speakers
- Complimentary exhibit booth

*Ten Spots Available

\$1,000

Silver Level

This package includes:

Conference Access Experience

- Two (2) Conference registrations
- Access to all Conference sessions, workshops, and the keynote speakers

Pre-Event Marketing

- Logo placement on all digital materials
- Logo placement on Sponsorship page of Conference website

On-Site Marketing

- Premium logo placement featured in event slideshow
 - Logo featured on welcome materials and Conference agenda
 - Frequent verbal recognition throughout the Conference
 - Pre-keynote Bumpers - 10-15 minutes preview loop before keynote speakers
 - Complimentary exhibit booth
-

*Twenty Five Spots Available



There are also opportunities available to sponsor Community Health Workers.

Community Health Workers (CHWs) are members of the community who have an in-depth understanding of health systems, chronic conditions, disease prevention, and community resources. CHWs can help any member of the community they serve to navigate the healthcare system and find resources in multiple areas. They can also help advocate on behalf of people in the community, set up doctor's appointments, help people understand their diagnosis and treatment plan, as well as help people establish patterns and behaviors that will keep them healthy.

To learn more about sponsoring CHWs, reach out to Todd Moore (contact information on next page).



Have other ideas for sponsorship and learning opportunities? Let us know—we're always happy to discuss custom offerings to fit your needs and budget. Contact us now, and let's fuel a new movement to move health equity forward.

To become a Conference sponsor... Please Contact

Todd Moore

tmoore3@kumc.edu

Visit our site to learn more about the conference and view sponsors from our previous conferences:

<https://www.kcheartlandconference.com/>





REGIONAL HEALTH
EQUITY AWARDS
SPONSORSHIP





Heartland Awards Sponsorship

The Heartland Conference on Health Equity and Patient-Centered Care awarded our first Health Equity Award Champions in 2018. This award recognizes individuals who demonstrate a commitment to health equity by reducing disparities in Region VII - Iowa, Kansas, Missouri, and Nebraska. Recipients of this award have dedicated their career to health equity and reducing disparities in historically disenfranchised communities, including racial and ethnic minorities, immigrants, and refugees, individuals with disabilities, sexual and gender minorities, and those living in rural areas.

The **2023** awards will shine a light on individuals who are leading the way to health equity by engaging and empowering their colleagues and communities to close gaps in health quality and access as well as to improve health outcomes.

\$10,000

Presenting Level

This package includes:

Conference Access Experience

- Presenter of Health Equity Champion award
- A 10-minute introduction when presenting
- Four (4) Conference registrations
- Access to all Conference sessions, workshops, and keynote speaker

Pre-Event Marketing

- Premium logo placement on all digital and marketing materials
- Brand spotlight on Sponsorship page of Conference website with business or organization information, logo, and link to website or social media pages

On-Site Marketing

- Premium logo placement featured in event slideshow
-

*One Spot Available

\$5,000

Equity Level

This package includes:

Conference Access Experience

- Presenter of Health Equity Champion award
- A 10-minute introduction when presenting
- Four (4) Conference registrations
- Access to all Conference sessions, workshops, and keynote speaker

Pre-Event Marketing

- Logo placement on all digital and marketing materials
- Logo placement on Sponsorship page of Conference website

On-Site Marketing

- Logo placement in event slideshow
-

*Ten Spots Available

\$1,000

Justice Level

This package includes:

Conference Access Experience

- One (1) Conference registration
- Access to all Conference sessions, workshops, and keynote speaker

Pre-Event Marketing

- Logo placement on all digital materials

On-Site Marketing

- Logo placement in event slideshow
-

*Twenty Spots Available



To become a Regional Health Equity Awards Sponsor..

Please Contact

Todd Moore

tmoore3@kumc.edu

Have other ideas for sponsorship and learning opportunities? Let us know—we're always happy to discuss custom offerings to fit your needs and budget. Contact us now, and let's fuel a new movement to move health equity forward.

Visit our site to learn more about the conference, the Regional Health Equity Awards, and the previous recipients of the award:

<https://www.kcheartlandconference.com/>

Thank
You!

