



2024 PBGH Sponsorship Prospectus

About PBGH

The Purchaser Business Group on Health (PBGH) is a nonprofit coalition representing 40 private employers and public purchasers across the U.S. that collectively spend \$350 billion annually purchasing health care services for more than 21 million Americans. PBGH has a 35-year track record of incubating and scaling new, disruptive, operational programs that lower health care costs and increase quality.

PBGH Member List

Activision Blizzard	Gap, Inc.	Rivian
Amazon	GE Appliances	Robert Half International
Apple	Geico	Salesforce
The Boeing Company	Hewlett Packard Enterprise	San Francisco Health Service System
CalPERS	Intel Corporation	Stanford University
Caltech	JPMorgan Chase & Co.	Tailored Brands, Inc.
Chevron Corporation	King County, WA	Tesla Motors
Cisco Systems	Levi Strauss	The Wonderful Company
City and County of Denver	Microsoft	University of California
City of Colorado Springs	Netflix	Walmart
Costco	NextEra Energy	Washington State Health Benefits Exchange
Covered California	Pacific Gas & Electric	Washington State Health Care Authority
CSAA Insurance Services LLC	Pitney Bowes	
eBay	Qualcomm, Inc.	

PBGH Maternal Health and Birth Equity Summit (New Opportunity!)

Date: September 18, 2024

Location: Denver, Colorado

Anticipated Attendance: 100+ individuals (open to PBGH members and invited business/health care leaders)

This summit will bring together employers, public purchasers, providers, plans, patients, and government agencies to discuss strategies to address maternal morbidity and mortality, eliminate disparities and improve birth outcomes. This event is a call to action. Attendees will walk away with clear steps that they can take (both individually and collectively) to positively impact the future state of U.S. maternity care.



Sponsorship Benefits (Included in Sponsorship Tiers Below)

- Company description, contact information and logo included in attendee packets.
- Company logo included on event webpage.
- Company logo on event marketing emails.
- Company logo on sponsorship signage near registration desk at event.
- Company recognition during event opening and closing remarks.
- Company logo displayed on rotating slide deck during event transitions.
- List of attendee names and organizations.
- Preferred notification for future PBGH sponsorship opportunities.

Diamond (\$50,000)

- Four sponsor tickets to the summit, including networking breakfast and lunch.
- Four employer client tickets to the summit, including networking breakfast and lunch.
- Invitation to sponsored social activity with PBGH members the evening prior to event.
- Company logo displayed on signage at sponsored social activity location.
- Sponsored activity listed on event agenda.
- Opportunity to include branded giveaway item or handout in attendee welcome bag.*
- Additional marketing benefits outlined in “Sponsorship Benefits” section above.

**Branded items must be designed, paid for, and shipped to the event venue by sponsoring company. PBGH must provide written approval of all branded items prior to ordering.*

Platinum (\$30,000)

- Two sponsor tickets to the summit, including networking breakfast and lunch.
- Two employer client tickets to the summit, including networking breakfast and lunch.
- Choose One: Breakfast Sponsor or Luncheon Sponsor
- Company logo displayed on signage during breakfast or luncheon.
- Sponsored activity listed on event agenda.
- Opportunity to include branded giveaway item or handout in attendee welcome bag.*
- Additional marketing benefits outlined in “Sponsorship Benefits” section above.

Gold (\$15,000)

- One sponsor ticket to the summit, including networking breakfast and lunch.
- One employer client ticket to the summit, including networking breakfast and lunch.
- Choose One: Networking Break #1 Sponsor or Networking Break #2 Sponsor.
- Company logo displayed on signage during networking break.
- Sponsored activity listed on event agenda.
- Opportunity to include branded giveaway item or handout in attendee welcome bag.*
- Additional marketing benefits outlined in “Sponsorship Benefits” section above.

Silver (\$10,000) - **Limited Remaining**

- One sponsor ticket to the summit, including networking breakfast and lunch.
- One employer client ticket to the summit, including networking breakfast and lunch.
- Choose One: Welcome Bag Sponsor, Lanyard Sponsor, Wifi Sponsor, Hand Sanitizer Sponsor, Notepad Sponsor **or** Pen Sponsor
- Company logo featured prominently on item of choice or wifi signage, included at attendee seats.
- Additional marketing benefits outlined in “Sponsorship Benefits” section above.

Bronze (\$5,000) - **Limited Remaining**

- One sponsor ticket to the summit, including networking breakfast and lunch.
- One employer client ticket to the summit, including networking breakfast and lunch.
- Opportunity to include branded giveaway item or handout in attendee welcome bag.*
- Additional marketing benefits outlined in “Sponsorship Benefits” section above.

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PBGH Annual Summit

Date: December 11, 2024

Location: Austin, Texas

Anticipated Attendance: 100+ individuals (open to PBGH members and invited business/health care leaders)

PBGH's Annual Summit brings together the country's top employer, public purchaser, and health care leaders for a half-day event featuring national keynote speakers and actionable panels to discuss ambitious goals centered on advancing quality, driving affordability, and fostering equity in health care. Through the annual award process and reception, PBGH also recognizes innovative employers and public purchasers that are reimagining the status quo to achieve their health care and benefits moonshots.



Sponsorship Benefits (Included in Sponsorship Tiers Below)

- Company description, contact information and logo included in attendee packets.
- Company logo included on event webpage.
- Company logo on event marketing emails.
- Company logo on sponsorship signage near registration desk at event.
- Company recognition during event opening and closing remarks.
- Company logo displayed on rotating slide deck during event transitions.
- List of attendee names and organizations.
- Preferred notification for future PBGH sponsorship opportunities.

Diamond (\$50,000)

- Four sponsor tickets to PBGH Annual Summit and networking reception.
- Four employer client tickets to PBGH Annual Summit and networking reception.
- Invitation to sponsored social activity with PBGH members the evening prior to event.
- Company logo displayed on signage at sponsored social activity location.
- Sponsored activity listed on event agenda.
- Opportunity to include branded giveaway item or handout in attendee welcome bag.*
- Additional marketing benefits outlined in "Sponsorship Benefits" section above.

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Platinum (\$30,000) - **SOLD OUT**

- Two sponsor tickets to PBGH Annual Summit and networking reception.
- Two employer client tickets to PBGH Annual Summit and networking reception.
- Sponsored high-top cocktail table at networking reception.
- Company logo displayed on signage at networking reception location.
- Sponsored activity listed on event agenda.
- Opportunity to include branded giveaway item or handout in attendee welcome bag.*
- Additional marketing benefits outlined in “Sponsorship Benefits” section above.

Gold (\$15,000) - **SOLD OUT**

- One sponsor ticket to PBGH Annual Summit and networking reception.
- One employer client ticket to PBGH Annual Summit and networking reception.
- Choose One: PBGH Member Luncheon Sponsor **or** Networking Break Sponsor
- Company logo displayed on signage during member luncheon or networking break.
- Sponsored activity listed on event agenda.
- Opportunity to include branded giveaway item or handout in attendee welcome bag.*
- Additional marketing benefits outlined in “Sponsorship Benefits” section above.

Silver (\$10,000) - **SOLD OUT**

- One sponsor ticket to PBGH Annual Summit and networking reception.
- One employer client ticket to PBGH Annual Summit and networking reception.
- Choose One: Welcome Bag Sponsor, Lanyard Sponsor, Wifi Sponsor, Hand Sanitizer Sponsor, Notepad Sponsor **or** Pen Sponsor
- Company logo featured prominently on item of choice or wifi signage, included at attendee seats.*
- Additional marketing benefits outlined in “Sponsorship Benefits” section above.

Bronze (\$5,000) - **SOLD OUT**

- One sponsor ticket to PBGH Annual Summit and networking reception.
- One employer client ticket to PBGH Annual Summit and networking reception.
- Opportunity to include branded giveaway item or handout in attendee welcome bag.*
- Additional marketing benefits outlined in “Sponsorship Benefits” section above.

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PBGH Moonshot Supporters (New Opportunity!)

PBGH members have established an ambitious five-year strategy focused on making care affordable, improving health and well-being and eliminating health disparities and inequities. Through this new annual sponsorship opportunity, innovative health care organizations are invited to support key initiatives to make these moonshot goals a reality, including practical strategies to address advanced primary care, maternal health and birth equity, fiduciary prudence, mental health and community health and well-being.



Moonshot Supporter Benefits (\$75,000)

- Annual 1:1 meeting with a member of the PBGH leadership team to discuss member trends and purchaser priorities.
- Organization listed on PBGH website.
- One featured article, research study or resource in PBGH newsletter annually (educational in nature, not intended as B2B sales).
- Company logo included in annual PBGH Moonshot Award summary report.
- Recognition during annual PBGH Member Retreat via attendee packets, slides, signage and branded welcome bag item.*
- Two complimentary supporter tickets and two complimentary employer client tickets to the PBGH Annual Summit and Networking Reception.
- Recognition during PBGH Annual Summit via attendee packets, slides, signage and branded welcome bag item.*
- 20% discount off additional PBGH event sponsorship opportunities throughout the year.
- 50% discount off one PBGH membership for an employer or public purchaser client. Good for one year. Client must meet membership eligibility criteria and not be an existing PBGH member.

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PBGH Summit Sponsorship Agreement

Please submit completed form with a copy of your company's logo to Lauren Remspecher at lremspecher@pbgh.org.

Logistical Contact

Name

Email Address Phone Number

Sponsor Details

Please outline the information below as it should appear in the event sponsorship packet distributed to event attendees.

Company Name

Company Description (100 words or less)

Company Website

Representative Name

Representative Title

Representative Phone Number

Representative Email Address

Sponsor Details

PBGH Moonshot Supporters

- Moonshot Annual Sponsorship (\$75,000)

PBGH Member Retreat (June 2024)

- Platinum (\$15,000)
- Silver (\$5,000)
- Gold (\$10,000)
- Bronze (\$2,500)

PBGH Maternity Summit (September 2024)

- Diamond (\$50,000)
- Silver (\$10,000)
- Platinum (\$30,000)
- Bronze (\$5,000)
- Gold (\$15,000)

PBGH Annual Summit (December 2024)

- Diamond (\$50,000)
- Silver (\$10,000)
- Platinum (\$30,000)
- Bronze (\$5,000)
- Gold (\$15,000)

Please indicate sponsorship selection or specific restrictions:

Signature

Date

Please submit completed form with a copy of your company's logo to Lauren Remspecher at lremspecher@pbgh.org.