

2024 HOT ISSUES IN HEALTH

Presented in Partnership with the Colorado School of Public Health

SPONSORSHIP OPPORTUNITIES

What happens next *matters more than ever*

At the Colorado Health Institute, our mission is to strengthen communities and systems with trusted analysis and collaborative solutions to improve health. For more than two decades, our Hot Issues in Health conference has advanced that mission by providing thought leadership, critical insight, and a forum for meaningful policy discussions.

As we approach a critical juncture for our state and nation, these conversations matter more than ever.

Join us on December 5, 2024, as we make sense of the 2024 election, explore its impacts on health policy, and look toward the 2025 state legislative session.



NEW IN 2024

To ensure an intimate gathering focused on what CHI does best, we're making some changes to Hot Issues. We are pleased to announce this year's event is presented in partnership with the Colorado School of Public Health, and the conference will be held at the University of Colorado Anschutz Medical Campus' Krugman Conference Hall.

We're also focusing on the critical questions of the day. Our new half-day format will be devoted to conversations with key thinkers, analysis of the policy landscape impacting our state, and our perennially popular legislative preview. Attendees will still have the opportunity for the networking and engagement that Hot Issues is known for.

SPONSOR TODAY

As always, CHI has built in opportunities to support this critical gathering. With our sponsors' help in offsetting conference costs, we aim to minimize registration fees for all attendees, while maximizing the number of scholarships we can offer. Each sponsorship level now funds both costs and scholarships.

To keep Hot Issues in Health content as available as possible, we are dedicating funds from our lead sponsor at the Gold level to accessibility offerings, including Spanish interpretation, closed captioning, Spanish translation of printed materials, and free online access. We've also created an Accessibility Supporter option for organizations that want to help but cannot afford the Gold sponsorship level.



Our team is happy to customize a sponsorship package that fits your organization's needs. For more information, contact Kristi Arellano at 720.382.7080 or arellanok@coloradohealthinstitute.org

KEY REASONS TO SPONSOR HOT ISSUES IN HEALTH

- ▶ Show that **your organization cares about health equity** and wants to **drive action** that leads to better health for all Coloradans.
- ▶ Place your people in the middle of the hottest health conversations in the state: At Hot Issues in Health, they will be **networking** and **building positive connections** with health leaders and decision-makers.
- ▶ Prepare your organization for the **upcoming legislative session** and network with the people driving health policy and health equity changes next year.
- ▶ Support an event that is continuing to innovate ways to **increase access and inclusivity**.
- ▶ Position your organization as a **leader and changemaker** in Colorado's health, health policy, and health advocacy community.
- ▶ Demonstrate that your organization is **engaged in leading-edge conversations** about the issues and trends that will impact health policy in Colorado.



2023 ATTENDEE FEEDBACK

“I truly enjoyed attending and found all of the presentations to be compelling and informative.”

“*Such a joyous gathering of health policy professionals!*”

“**Support for the online attendees was great. Thank you for making that effort for us!**”

“Every topic discussed was/is part of the work that my organization and myself do.”

Percentage of survey respondents who were satisfied or very satisfied with the 2023 conference:

In-Person Attendees: **96%**



Online Attendees: **100%**



Gold Level:

\$20,000

This lead sponsorship specifically funds accessibility components of the conference, including online streaming and other enhancements to support engagement with people who cannot attend in person, closed captioning, and live Spanish interpretation for both in-person and online attendees. Sponsorship also enables us to offer online attendance for free, eliminating cost as a barrier for virtual attendees.

Sponsorship Benefits:

- Opportunity to provide welcome remarks
- Five complimentary registrations
- Reserved seating up front
- Sponsorship of five scholarships for attendees for whom cost would be a barrier to attendance
- Opportunity to distribute materials at check-in table
- Opportunity to donate item for prize drawing
- Name and logo on event signage
- Logo on a dedicated slide between sessions
- Hyperlinked logo on the conference web page
- Logo on the conference registration page
- Hyperlinked logo on all conference emails
- Three social media posts (with logo) thanking your organization for sponsorship
- Acknowledgment in opening remarks

Silver Level:

\$15,000

Sponsorship Benefits:

- Four complimentary registrations
- Sponsorship of four scholarships for attendees for whom cost would be a barrier to attendance
- Opportunity to donate item for prize drawing
- Name and logo on event signage
- Logo on a shared sponsor slide between sessions
- Hyperlinked logo on the conference web page
- Name on the conference registration page
- Logo on all conference emails
- Two social media posts (with logo) thanking your organization for sponsorship
- Acknowledgment in opening remarks

Bronze Level:

\$10,000

Sponsorship Benefits:

- Three complimentary registrations
- Sponsorship of three scholarships for attendees for whom cost would be a barrier to attendance
- Name and logo on event signage
- Logo on a shared sponsor slide between sessions
- Logo on the conference web page
- Name on the conference registration page
- Name on all conference emails
- One social media post (with logo) thanking your organization for sponsorship
- Acknowledgment in opening remarks

Meal Sponsor: \$7,500

Sponsorship Benefits:

- Two complimentary registrations
- Sponsorship of two scholarships for attendees for whom cost would be a barrier to attendance
- Logo in the meal area
- Organization name on a shared sponsor slide between sessions
- Organization name on the conference web page
- Name listed in a social media post thanking all sponsors
- Acknowledgment in opening remarks

Accessibility Supporter: \$5,000

Sponsorship Benefits:

- One complimentary registration
- Sponsorship of one scholarship for attendees for whom cost would be a barrier to attendance
- Organization name on a shared sponsor slide between sessions
- Organization name on the conference web page
- Name listed in a social media post thanking all sponsors
- Acknowledgment in opening remarks

Sponsor Benefits	Gold Level	Silver Level	Bronze Level	Meal Sponsor	Accessibility Supporter
Remarks	Welcome remarks				
Complimentary Registrations	Five	Four	Three	Two	One
Reserved Seating	●				
Scholarship Support	Five	Four	Three	Two	One
Opportunity to distribute materials at check-in table	●				
Opportunity to donate item for prize drawing	●	●			
Name/logo on event signage	●	●	●	In Meal Area Only	
Name/logo and logo on all conference emails	Hyperlinked logo	Logo	Name only		
Name/logo on slide between sessions	Logo	Logo	Logo	Name only	Name only
Name/logo on conference registration page	Logo	Name	Name		
Name/logo on conference web page	Logo, hyperlinked	Logo, hyperlinked	Logo	Name only	
Social media posts (with logo) thanking your organization for sponsorship	Three	Two	One	Name in one post listing all sponsors	Name in one post listing all sponsors
Acknowledgment in opening remarks	●	●	●	●	

OTHER SPONSORSHIP OPPORTUNITIES

Our team is happy to customize a sponsorship package to meet your organization's needs and goals. For more information, contact Kristi Arellano, Managing Director of Marketing and Communications, arellanok@coloradohealthinstitute.org • 720.382.7080