

# 2024 *Sponsorship*



Pittsburgh  
Business Group  
on Health

{ people you trust }



## PBGH YEAR-LONG SPONSORSHIP 2024

A PBGH sponsorship benefits your organization with an opportunity for unique partnerships **year-round with increased exposure** and collaboration with our growing membership. Sponsors and supporters will have exceptional **access to employer-member companies**.

Distinctive branding for your organization may consist of forums, special events, webinars, podcasts, blogs, and/or workshops to **help foster connections and enhance engagement** with PBGH and our employer-members. Get the brand recognition and access to this exclusive audience by partnering with PBGH — the region's leading and singularly focused advocate for employers seeking to improve their health care options.

# New Level: Titanium

\$35,000

## Symposium

- 200+ attendees
- Five complimentary registrations
- Premier exhibit space
- Guaranteed speaking opportunity
- Discount registration option available
  - Four registrations for non-PBGH employers (An opportunity for you to invite a client as your guest to attend for free)
- Sponsor recognition includes:
  - Logo on website homepage, event page, communications, and event day signage
  - Promotional item in conference bag
- Opportunity to choose how to participate in our symposium (contingent on approval)
- Exclusive sponsorship opportunity per health-related specialty

## Sponsorship of all 2024 In-person Events

- Plus 4 complimentary registrations to 2024 events which includes:
  - Trends forum
  - Nonprofit leadership forum
  - Executive forum
  - Open enrollment relief party
  - Year end round up
  - New member orientations

## Two Educational Events

- In-person or virtual webinar
  - Opportunity to participate in an educational webinar
- Two complimentary registrations to the sponsored event
- Logo on communications and event day signage (when applicable)

## Webinar Series

- Three webinars throughout 2024
- On PBGH's platform

## Education Support

- Assist with developing educational content for educational events
- Provide educational webinar for members (contingent on approval)

## Unique Partnership

- Opportunity to work with PBGH on a unique partnership, in which there is a common agenda between the two entities

## Webpage

- Acknowledged on homepage of PBGH website as a Titanium Sponsor of the PBGH year-long

## PBGH Communication/Promotion

- 12 logo placements in PBGH Month at a Glance communication to employer-members as a Titanium Sponsor
- Optional podcast or guest blog article content
- One non-targeted roundtable





## Symposium

- 200+ attendees
- Five complimentary registrations
- Premier exhibit space
- Guaranteed speaking opportunity
- Discount registration option available
  - Four registrations for non-PBGH employers (An opportunity for you to invite a client as your guest to attend for free)
- Sponsor recognition includes:
  - Logo on website homepage, event page, communications, and event day signage
  - Promotional item in conference bag

## Two Educational Events

- In-person or virtual webinar
  - Opportunity to participate in an educational webinar
- Two complimentary registrations to the sponsored event
- Logo on communications and event day signage (when applicable)

## Education Support

- Assist with developing educational content for educational events
- Provide educational webinar for members (contingent on approval)

## Unique Partnership

- Opportunity to work with PBGH on a unique partnership, in which there is a common agenda between the two entities

## Webpage

- Acknowledged on homepage of PBGH website as a Platinum Sponsor of the PBGH year-long

## PBGH Communication/ Promotion

- 12 logo placements in PBGH Month at a Glance communication to employer-members as a Platinum Sponsor
- Optional podcast or guest blog article content
- One non-targeted roundtable

### Symposium

- 200+ attendees
- Four complimentary registrations
- Premier exhibit space
- Discount registration option available
  - Two discounted registrations for non-PBGH members. This is an opportunity for you to invite a client as your guest to attend
- Sponsor recognition includes:
  - Logo on website homepage, event page, communications, and event day signage
  - Promotional item in conference bag

### One Educational Event

- In-person event
- Two complimentary registrations to the sponsored event
- Logo on communications and event day signage (when applicable)

### Education Support

- Work with staff to provide an educational webinar (contingent on approval)

### Webpage

- Acknowledged on PBGH Educational Resource Page as a Gold Sponsor

### PBGH Communication/ Promotion

- Optional podcast or guest blog article content
- Six logo placements in PBGH Month at a Glance communication



### Symposium

- 200+ attendees
- Three complimentary registrations
- Discounted symposium registrations
  - Two complimentary registrations for non-PBGH employers (An opportunity for you to invite a client as your guest to attend for free)
- Exhibit space
- Sponsor recognition includes:
  - Logo on event page and event signage
  - Promotional item in conference bag

### Webpage

- Acknowledged on PBGH Educational Resource Page as a Silver Sponsor

### PBGH Communication/ Promotion

- Four logo placements in PBGH Month at a Glance communication





# Bronze

\$6,000 (ASSOCIATE MEMBERS: \$5,000)

## Symposium

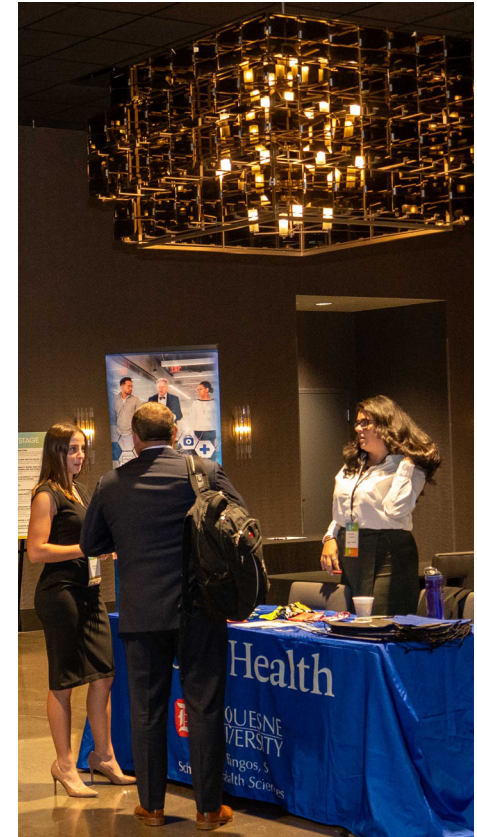
- 200+ attendees
- Two complimentary registrations
- Sponsor recognition includes:
  - Logo on event page and event signage
  - One complimentary registration for non-PBGH employers (An opportunity for you to invite a client as your guest to attend for free)
  - Promotion materials in conference bags

## Webpage

- Acknowledged on PBGH Educational Resource Page as a Bronze Sponsor

## PBGH Communication/ Promotion

- Two logo placements in PBGH Month at a Glance communication



# TARGETED AND NON-TARGETED EMPLOYER ROUNDTABLES

PBGH offers the ability for you to connect with employers in different ways, including exclusive employer-member roundtables — targeted and non-targeted — where sponsors will get special access to purchasers and decision-makers.

## Targeted: \$18,000 - \$25,000

- 3-3 ½-hour commitment
- Average of 6-8 employers
- Pre-survey requirement
- Unblinded responses and contact information
- Session recording available with employer permission
- Note taking included
- Zoom platform provided
- Marketing and outreach to employers handled by PBGH
- Collaborative follow-up email after session

## Non-targeted: \$8,000 - \$12,000

- 2-hour commitment
- Up to 5 employers
- Pre-survey optional
- Zoom platform provided
- Marketing and outreach to employers handled by PBGH
- Collaborative follow-up email after session

# VIRTUAL INNOVATIONS SUMMIT: \$6,500

## **Have a healthcare innovations solution for employers?**

Help lead the future of healthcare innovation by participating as a Diamond Sponsor in the PBGH 2023 Innovations Summit — the region's only two, half-day "Shark-Tank-like" pitch competition aimed at helping innovators share their healthcare, benefits and wellness solutions with employers.

If you are interested in participating, email **[info@pbghpa.org](mailto:info@pbghpa.org)** to be considered by the Innovations Selection Board. A limited number of innovators will be selected to participate as Diamond Sponsors.

**Apply to be chosen by the PBGH Innovations Board as one of our limited Diamond Sponsors. Once chosen by the board to present your solution at the PBGH Innovations Summit virtually to more than 30 national judges, which include employers, brokers, coalitions, and community leaders, submit your \$6,500 sponsorship and receive:**

- Program/product information included on the PBGH website
- Circulation of a one-pager description of your program/product to PBGH employers and National judging panel
- Promoted in the PBGH solution library

**In addition to the above benefits, the Summit winner will receive more than \$15,000 in PBGH value and support, including:**

- One free, online seminar/webinar hosted for employers to showcase your program
- Gold-level Sponsor status for PBGH and recognition at the annual symposium
- Sponsor recognitions include logo on event page communications and event day signage, along with logo/company description and optional spotlight on employer-focused initiatives
- E-blast recognition across PBGH employer-member network
- Co-branded PBGH news release to announce your award
- PBGH support to help you present to other employers over ensuing six months





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