

2025 Sponsorship



Pittsburgh
Business Group
on Health

{people you trust}



PBGH YEAR-LONG SPONSORSHIP 2025

A PBGH sponsorship offers your organization a unique opportunity for **year-round partnerships, increased visibility, and collaboration with our expanding membership base**. Sponsors gain exceptional **access to employer-member companies**, allowing for meaningful connections. Your brand can shine through a variety of platforms, including **forums, special events, webinars, podcasts, blogs, and workshops**, all designed to enhance engagement with PBGH and our employer-members. Elevate your brand recognition and **tap into this exclusive audience by partnering with PBGH — the region's premier advocate for employers** striving to enhance their healthcare options.

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 2025 Educational Events + Targeted “Speed Dating” Event

- Plus 4 complimentary registrations to all in person events throughout the year
 - Let us know who wants to attend!

Your Own Educational Event

- In-person or virtual event (contingent on approval)

Seat on Steering Committee

- New for 2025
- Sponsor/Strategic Partner Committee
- Monthly meeting to make decisions on upcoming events, education and sponsorships
- Includes voting opportunities to ensure voices are heard

2 Webinars + 1 Sharable Digital Media

- Digital media may include podcast, Coalition TV, blog, and more
 - Shared throughout the year on various platforms
 - Available for on-demand viewing

Education Support

- Assist with developing educational content for educational events throughout the year

Unique Partnership + Building Our Schedule Around You

- Opportunity to work with PBGH on a unique partnership of building 2025, including a common agenda between the two entities to ensure maximum exposure

Webpage

- Acknowledged on PBGH’s homepage as a Titanium Year-long Sponsor

PBGH Communication/Promotion

- 12 logo placements in PBGH Updates at a Glance: monthly communication to employer members (level identified)
- 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
- 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)

Seat on Steering Committee

- New for 2025
- Sponsor/Strategic Partner Committee
- Monthly meeting to make decisions on upcoming events, education and sponsorships
- Includes voting opportunities to ensure voices are heard

Unique Partnership + Building Our Schedule Around You

- Opportunity to work with PBGH on a unique partnership of building 2025, including a common agenda between the two entities to ensure maximum exposure

Webpage

- Acknowledged on PBGH's homepage as a Platinum Year-long Sponsor

PBGH Communication/Promotion

- 12 logo placements in PBGH Updates at a Glance: monthly communication to employer members (level identified)
- Optional Coalition TV or other shareable digital media
- 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 Sponsorship page as Year-long Sponsor

PBGH Communication/ Promotion

- Optional Coalition TV or other shareable digital media
- Six logo placements in PBGH Updates at a Glance: monthly communication to employer members (level identified)

Silver

\$12,000 (ASSOCIATE MEMBERS: \$9,000)

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 Sponsorship page as Year-long Sponsor

PBGH Communication/ Promotion

- Four logo placements in PBGH Updates at a Glance: monthly communication to employer members (level identified)



Bronze

\$7,500 (ASSOCIATE MEMBERS: \$6,500)

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 Sponsorship page as Year-long Sponsor

PBGH Communication/ Promotion

- Two logo placements in PBGH Updates at a Glance: monthly communication to employer members (level identified)



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





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