



## Sponsorship Prospectus

Join us at the JW Marriott Starr Pass in Tucson, AZ for the Business Group on Health 2024 Annual Conference. Bringing together employers and industry stakeholders for several days of thoughtful discussion and immersive experiences with the goal to advance opportunities for improved employee health, well-being and benefits transformation, this event can't be missed.

Through collaborative learning experiences and unique networking opportunities centered around the evolving landscape of employer-sponsored benefits, attendees will explore the latest trends in health care cost and delivery, well-being, and workforce strategy.

### Who Will You Reach?

The flagship event hosted by Business Group on Health, the 2024 Annual Conference convenes the most strategic industry stakeholders and benefits and health care leaders, and decision-makers representing global employers managing health and well-being benefits, total rewards, clinical programs, strategy and compliance.

While it is not guaranteed, we anticipate more than 600 registered attendees for the 2024 Annual Conference. This is based on historic attendee participation and high demand.

**Act now to become a sponsor of the Business Group on Health 2024 Annual Conference!**

To secure your sponsorship, please contact:

Stacey Poudrier at (202) 558-3020 or [poudrier@businessgrouphealth.org](mailto:poudrier@businessgrouphealth.org)





# Sponsorship Opportunities



Annual Conference sponsorships are exclusively available to Business Group on Health member companies. We reserve the right to limit supporting sponsorships to one per member company.

To inquire about your company's membership status, contact our membership team at ([membership@businessgrouphealth.org](mailto:membership@businessgrouphealth.org)).

To become a member of Business Group on Health please visit our [webpage](#).

## 2024 Annual Conference Session and Events Access Schedule:



**Employer-only** portion of the conference includes:

- April 9 pre-conference networking activities
- April 9 Best Employers Celebration reception
- April 10 Sessions and meals ending at 3:45 pm



**All Attendees** Conference sessions and activities include:

- April 10 Conference Opening Remarks and Keynote at 4:00 pm
- April 10 Annual Conference Welcome Party
- April 11 and 12 All sessions and events

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# Sponsorship Bundles

Pre-packaged sponsorships designed for broad exposure.

## REGISTRATION PACKAGE

Tuesday, April 9 –  
Thursday, April 11

**SOLD \$40,000**

**Package includes:**  
2 Sponsor Passes  
1 Employer Client Pass



### Attendee Badge Kiosks and Lanyards

Your company's name and logo will be featured on every badge kiosk and the lanyards worn by attendees throughout the conference.



### Registration-area Refreshments

Provide conference attendees with light refreshments upon registration. Flavored waters and snacks will be available near the registration area, April 9 -11.



### Registration and Information Desk

Your company logo will be featured in the design of the Conference Registration and Information Desk, available starting April 10. The Business Group will be responsible for creating all design elements.



### Registration Process Branding with your company logo on:

- Conference registration website,
- Individual attendee registration confirmation messages, and
- One (1) "Prepare-to-Participate" message - a pre-conference email from Business Group on Health sent one week in advance of the event to all registrants.



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## Sponsorship Bundles | Page 2

## CONFERENCE WELCOME CENTER PACKAGE

Tuesday, April 9 –  
Thursday, April 11

**SOLD \$40,000**

**Package includes:**  
2 Sponsor Passes  
1 Employer Client Pass

Greet attendees at the Annual Conference Welcome Center at the JW Marriott Starr Pass. The Welcome Center is an engaging space where attendees receive a welcome gift representing the culture of Tucson and can take a commemorative photo. The Welcome Center will be strategically located in the main hallway, at the top of the escalators, leading to the conference event space.



### Sponsor Table

One (1) high-boy table for your company to use as a meet-and-greet station.



### Conference Welcome Gift

Send attendees home with a piece of Tucson. Business Group on Health will source the official conference welcome gift from a local, Tucson-area artisan. Your company logo will be featured on the gift packaging.



### Social Media Wall with Photo Station

The Business Group will design the social media wall, which will serve as a backdrop for the Welcome Center's photo station. The wall will incorporate your company logo and commemorate the 2024 Annual Conference. Attendees will be encouraged to take pictures as they enter the Welcome Center to get into the spirit of the conference. Business Group on Health will also secure materials and equipment for the photo station.



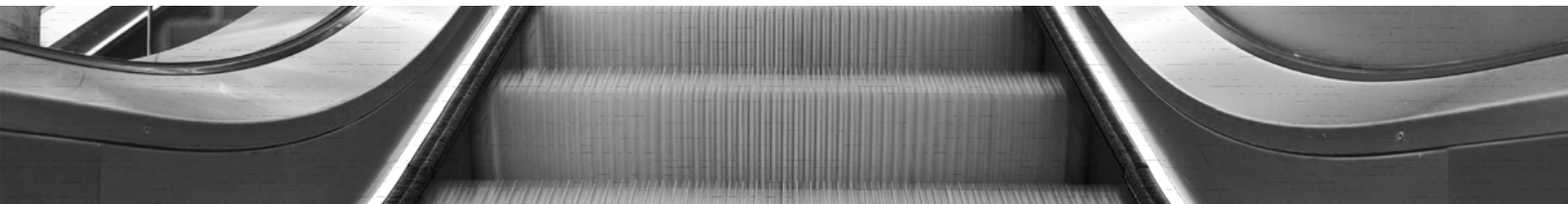
### Main Escalator Branding

Your company logo will be included in the design of the clings placed on highly visible escalators leading to the main conference space. Clings can include a message or QR code and the Business Group will be responsible for creating all design elements.



### Additional Access for Sponsor Passes:

Sponsor passes include access to sponsored area and Employer-only meals on April 10.



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## Sponsorship Bundles | Page 3

### NAVIGATION PACKAGE

Tuesday, April 9 –  
Thursday, April 11

**SOLD \$30,000**

Package includes:  
2 Sponsor Passes  
1 Employer Client Pass

Guide conference attendees through the event with digital navigation signs and a directional path for general sessions, breakout rooms and refreshment areas.



#### Digital Conference Signs

Your company logo will be featured at the top or bottom of the signs. A static, digital ad for your company will be displayed in the rotation, along with pertinent conference information.



#### Directional Path Decals

Decals will feature information to promote engagement and facts about your company/programs. Your company logo will be featured at the top or bottom of path decals. Additional decals will showcase your company logo exclusively.



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## Sponsorship Bundles | Page 4

## GUEST ROOM PACKAGE

Tuesday, April 9 –  
Friday, April 12

**SOLD \$30,000**

**Package includes:**  
2 Sponsor Passes  
1 Employer Client Pass



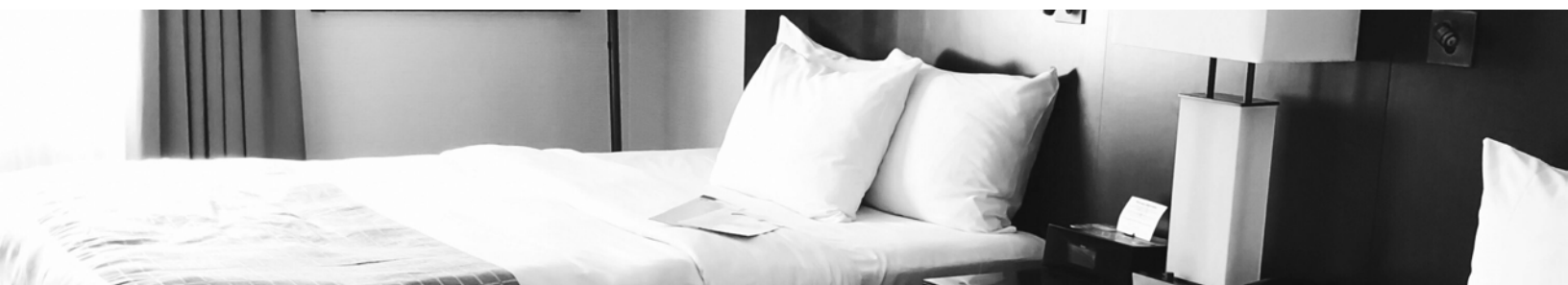
### Elevator Clings

Your company logo will be included in the design of clings placed on guest room elevators. Clings can include a message or QR code. The Business Group will be responsible for creating all design elements.



### Key Card and Door Hanger

Welcome attendees to the beautiful JW Marriott Starr Pass with a keycard customized with your company logo. Door hangers featuring your company logo will also be placed on the handles of every attendee's room.



## APRIL 10 MEAL PACKAGE

**SOLD \$30,000**

**Package includes:**  
2 Sponsor Passes  
1 Employer Client Pass



### Information table on April 10

One (1) 6' table on the Ania Terrace, the outdoor dining area, for your company to use as a meet-and-greet station on Wednesday, April 10.



### Refreshment breaks on April 10



### Employer-only Day Breakfast and Lunch Buffet on April 10

Your company will be acknowledged on event signage placed near buffet areas. Your company logo will be placed on co-branded patio umbrellas at each outdoor dining table. All meal sponsor logos will share space on branded umbrellas.



### Additional Access for Sponsor Passes

Sponsor passes include access to Employer-only meals on April 10.

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## Sponsorship Bundles | Page 5

## APRIL 11 MEAL PACKAGE

**SOLD \$30,000**

Package includes:  
2 Sponsor Passes  
1 Employer Client Pass



### Information table on April 11

One (1) 6' table on the Ania Terrace, the outdoor dining area, for your company to use as a meet-and-greet station on Thursday, April 11.



### Breakfast, Refreshment Breaks and Lunch Buffet on April 11

Your company will be acknowledged on event signage placed near buffet areas. Your company logo will be placed on co-branded patio umbrellas at each outdoor dining table. All meal sponsor logos will share space on branded umbrellas.



## APRIL 12 MEAL PACKAGE

**\$15,000**

Package includes:  
2 Sponsor Passes  
1 Employer Client Pass



### Information table on April 12

One (1) 6' table on the Ania Terrace, the outdoor dining area, for your company to use as a meet-and-greet station on Friday, April 12.



### Breakfast Buffet on April 12



### Bon Voyage Snack Box

Your company will be acknowledged on event signage placed near buffet areas. Your company logo will be placed on co-branded patio umbrellas at each outdoor dining table. All meal sponsor logos will share space on branded umbrellas.

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# Networking Events



## Employer-only Networking Activities (Tuesday, April 9)

Welcome employer attendees arriving on April 9. Employer-only networking activities help build connections and enhance brand visibility at the event. All activities take place in a relaxed atmosphere and are designed to promote well-being, and immerse attendees in the local culture and beauty of the natural surroundings.

Employer-only Networking Activity Sponsorships include:



### Information table at the site of sponsored activity

Information table, placed at the site of your sponsored activity, for your company to use as a meet-and-greet station during your activity on April 9.



### Additional Access for Sponsor Passes:

Sponsor passes include access to sponsored activity and Employer-only meals on April 10.

## COOKING CLASS SOLD \$20,000

### Package includes:

- 1 Sponsor Pass
- 1 Employer Client Pass

Host a tamale challenge, on Tuesday afternoon, April 9, where employer attendees will build tamales. The culinary staff at the JW Marriott Starr Pass will instruct the tamale-making process. The Business Group will manage all logistics for the class including staffing, menu selection, registration and notifications.



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## Networking Events - **Employer-only** | Page 2

### OFF-SITE HIKE **SOLD \$20,000**

**Package includes:**

- 1 Sponsor Pass
- 1 Employer Client Pass

Host an off-site hike on Tuesday, April 9 in Saguaro National Park - a unique Tucson experience. Hikers will have a professional guide to lead them through the park's beautiful trails, offering breathtaking views.

Business Group on Health will schedule transportation and manage all logistics, registration and provide notifications.



### DISCOVER THE TUCSON OUTDOORS – ON-SITE ACTIVITY **SOLD \$20,000**

**Package includes:**

- 1 Sponsor Pass
- 1 Employer Client Pass

Sponsor an interactive outdoor activity, on the beautiful grounds of the JW Marriott Starr Pass, that will connect attendees to the surrounding nature. Your company logo will be included in the design of the outdoor activity space, as well as on the signage. Business Group on Health will manage event staffing, registration and notifications.

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# Networking Receptions

## Best Employers: Excellence in Health & Well-being Award Celebration (Tuesday, April 9)

**\$40,000 SOLD**

**Includes:** 2 Sponsor Passes and 1 Employer Client Pass, all with access to the Award Celebration.

Sponsor an unforgettable outdoor reception, the *Best Employers: Excellence in Health & Well-being Award Celebration*, on the Ania Terrace at the JW Marriott Starr Pass where we will celebrate the employers leading the way with innovative health and well-being programs. Your company will be recognized as the exclusive Award Celebration sponsor. The Celebration will take place on Tuesday, April 9, and is open only to employer attendees, Best Employers Award recipients, and the Celebration Sponsor, so don't miss out!

Sponsorship includes:

- One (1) dedicated space, including a 6' information table, that can be used for a sponsor activation during the party.
- Verbal acknowledgment of sponsorship during celebration opening comments.
- Company logo included on branded décor used to amplify the event space.
  - Any design elements needed for décor will be selected and created by the Business Group's designated graphic designer.
  - The Business Group will share décor and event design ideas to ensure your company logo is aligned with brand guidelines.



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## Networking Events - Receptions | Page 4

### Big Sky Welcome Party (Wednesday, April 10)

EXCLUSIVE: **\$80,000** **SOLD**

Includes: 3 Sponsor Passes and 2 Employer Client Passes

or

CO-SPONSORSHIP: **\$45,000/each** | *2 opportunities available*

Includes: 2 Sponsor Passes and 1 Employer Client Pass

Make a lasting impression with conference attendees by sponsoring the Welcome Party on Wednesday, April 10. Open to all registered attendees, the Welcome Party will be held on the scenic terraces of the JW Marriott Starr Pass and feature music, food, drinks and fire pits.

Sponsorship includes:

- One (1) dedicated space, including a 6' information table, that can be used for a sponsor activation during the party.
- Verbal acknowledgment of sponsorship during Welcome Party opening comments.
- Company logo included on event welcome signage located at the entrance of the Welcome Party.
- Company logo included on branded décor used to amplify the event space.
  - Any design elements needed for décor will be selected and created by the Business Group's designated graphic designer.
  - Business Group will share décor and event design ideas with the sponsor to ensure logos are presented correctly and in line with the sponsor company's branding guidelines.



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## Networking Events - Receptions | Page 5

### Museum of Art Networking Reception (Thursday, April 11)

EXCLUSIVE: **\$60,000** **SOLD**

Includes: 3 Sponsor Passes and 2 Employer Client Passes

or

CO-SPONSORSHIP: **\$25,000/each** | *3 opportunities available*

Includes: 1 Sponsor Pass and 1 Employer Client Pass

End the second day of the Annual Conference on a high note by sponsoring the Museum of Art Networking Reception. This "must-attend" event will be held at the Tucson Museum of Art, a celebration of Southern Arizona's diverse and rich culture, located in downtown Tucson. Business Group on Health will be responsible for selecting the food and entertainment for the reception. Transportation will be provided to and from the event.

Sponsorship includes:

- One (1) area per sponsor company for use during the reception as an event activation or meet-and-greet area.
- Verbal acknowledgment of sponsorship during Networking Reception opening comments.
- Company logo included on branded décor used to amplify the event space.
  - Décor will be selected by Business Group on Health.
  - Any design elements needed for décor will be created by the Business Group's designated graphic designer.
  - Business Group will share décor and event design ideas with the sponsor to ensure logos are presented correctly and in line with the sponsor company's branding guidelines.



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# À la carte Sponsorships



## Charitable Activity – Fill it Forward (Wednesday April 10, including employer-only portion - Friday April 12)

**\$30,000**

**Includes:** 2 Sponsor Passes and 1 Employer Client Pass

### Charitable Activity

Support a community in need with Fill it Forward - a charitable refillable water campaign. Attendees will receive a Fill it Forward sticker to put on their own refillable water bottles. Each time an attendee refills their water bottle and scans their Fill it Forward sticker, a donation will be made to an Arizona-based charitable project. Attendees can track progress and view the attendee leaderboard via a personalized activity app.

As the sponsor of this charitable activity, your company logo will be featured on event signage, the personalized Fill it Forward activity app, postcards containing the Fill it Forward scannable sticker handed out at registration and a limited number of branded water bottles provided to those attendees who don't have one. In addition, your company will be mentioned in all remarks that reference the Fill it Forward charitable activity.

### Hydration Stations

Hydration stations, bearing your company logo, will be placed strategically throughout the indoor and outdoor meeting areas to ensure attendees stay hydrated.



## Headshot Lounge (Wednesday, April 10 - Thursday, April 11)

**\$30,000 SOLD**

**Includes:** 2 Sponsor Passes and 1 Employer Client Pass

Offer attendees a professional headshot for bios and social media profiles. New in 2024 - the Headshot Lounge will feature both indoor and outdoor photo options. Attendees can take a traditional headshot inside with a professional backdrop or have a photo taken on the terrace featuring the scenic landscape.

Your company logo will be displayed on signage near the Headshot Lounge. Adding branded decor to this sponsorship must be pre-approved by Business Group on Health and will incur an additional cost. This sponsorship includes a 6' foot table in the lounge area that can be used as a meet and greet area on Wednesday, April 10 and Thursday, April 11.

**Note:** The Headshot Lounge will be in the back of the San Xavier room which also serves as the location for the co-sponsored Attendee Lounge (see À la carte page 6).

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## À la carte Sponsorships | Page 2



### Well-being Experiential Lounge (Wednesday, April 10, including Employer-only portion - Friday, April 12)

**\$25,000 SOLD**

**Includes:** 1 Sponsor Pass and 1 Employer Client Pass

Provide an opportunity for attendees to relax during the conference. On the mornings of Wednesday, April 10 and Friday, April 12, yoga sessions will be open to all attendees in the Well-being Experiential Lounge. Throughout the days of April 10 and 11, the lounge will offer space for relaxing between sessions. Your company logo will be displayed on signage near the Well-being Experiential Lounge. Adding branded decor to this sponsorship must be pre-approved by Business Group on Health and will incur an additional cost.

This sponsorship also includes a 6' foot table in the lounge area that can be used as a meet and greet space Wednesday, April 10 - Friday, April 12.



### Conference Shuttles (Wednesday, April 10 – Friday, April 12)

**CO-SPONSORSHIP: \$25,000/each | 2 opportunities available**

**Includes:** 1 Sponsor Pass and 1 Employer Client Pass

To assist attendees with conference transportation, Business Group on Health is offering the following shuttle services during the conference:

- Overflow hotel shuttles on April 10-12
- Networking reception shuttle on April 11
- Airport shuttles to Phoenix and Tucson airports on April 12

Your company logo will be displayed on shuttle signage. Sponsors can also put a piece of marketing collateral on the shuttles.



### Experiential Lounges (Wednesday, April 10, including Employer-only portion, and Thursday, April 11)

**\$25,000/each | ~~4 opportunities available~~ 1 opportunity available**

**Includes:** 1 Sponsor Pass, 2 Lounge-Only Passes and 1 Employer Client Pass

Attendees will have the opportunity to participate in guided experiences in the experiential lounges. Bring your ideas, and we will collaborate with you to finalize the theme and design. Please note that sponsorship is subject to Business Group on Health approval of your suggested design, theme and the planned attendee experience.

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## À la carte Sponsorships | Page 3



### Sponsor Kiosks (Wednesday, April 10 and Thursday, April 11)

**\$20,00/each** | 4 opportunities available **SOLD**

**Includes:** 1 Sponsor Pass, 1 Kiosk-Only Pass and 1 Employer Client Pass

Secure a dedicated space at the conference with a sponsor kiosk in the conference lobby area near session rooms. Showcase your programs and meet with attendees during conference breaks on April 10 and 11.



### Stand Up and Charge Up (Wednesday April 10, including employer-only portion - Friday April 12)

**\$17,500** **SOLD**

**Includes:** 1 Sponsor Pass and 1 Employer Client Pass

Spread brand awareness in session rooms and throughout the conference. Sponsorship includes:

#### Session Standing Tables

Attendees will have access to standing tables in the back of general and breakout session rooms, featuring sponsor company logos or other signage, for an active workspace during sessions.

#### Charging Stations

Universal quick charging stations, featuring your company logo, will be located throughout the conference venue, ensuring attendees keep electronic devices charged and ready to go.



### Coffee Café (Wednesday April 10, including employer-only portion - Friday April 12)

**\$17,500** **SOLD**

**Includes:** 1 Sponsor Pass and 1 Employer Client Pass

The specialty coffee café is just what attendees need to stay energized. The café features comfortable seating and a beverage counter where attendees can order specialty coffee and tea. The Coffee Café will be located near the conference registration desk, making it convenient for attendees to grab a drink as they move between sessions. Your company logo will be included in the branded signage and décor of the Coffee Café area. In addition, your company name will be featured in the name of a specialty drink on the menu, as well as on the coffee sleeves provided to attendees.

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## À la carte Sponsorships | Page 4



### **Coffee Cart at the Business Group on Health Welcome Desk (Wednesday April 10, including employer-only portion - Friday April 12)**

**\$12,500 SOLD**

**Includes:** 1 Sponsor Pass and 1 Employer Client Pass

During the event, a specialty coffee cart will be situated near the Business Group's Welcome Desk, located next to the main Ballroom. The signage in the coffee cart area will feature your company logo. One of the specialty drinks on the beverage menu will be named after your company and coffee sleeves provided to customers will bear your company logo.



### **Outdoor Beverage Cart: Ania Terrace (Wednesday April 10, including employer-only portion - Friday April 12)**

**\$12,500 SOLD**

**Includes:** 1 Sponsor Pass and 1 Employer Client Pass

The Ania Terrace is the designated outdoor dining area and on-demand outdoor space for conference attendees who prefer to spend time outside. Located next to the main session lobby, the Ania Terrace is highly visible and easily accessible for all attendees. The outdoor beverage cart will offer iced coffees, teas, and juices, which will be greatly appreciated in the Arizona heat. As the outdoor beverage cart sponsor, your company logo will be displayed on branded signage near the beverage cart area, and your company name will be featured in the name of one specialty drink on the beverage menu.



### **Outdoor Beverage Cart: Tucson Terrace (Wednesday April 10, including employer-only portion - Friday April 12)**

**\$10,000 SOLD**

**Includes:** 1 Sponsor Pass and 1 Employer Client Pass

The Tucson Terrace is the designated outdoor area for attendees who are near conference breakout rooms. A beverage cart will be available outdoors to provide iced coffees, teas, and juices to attendees. As the outdoor beverage cart sponsor, your company logo will be included in branded signage near the beverage cart area, and your company name will be featured in the name of one specialty drink on the beverage menu.



### **Connect Me! Wireless Internet**

**\$15,000 SOLD**

**Includes:** 1 Sponsor Pass and 1 Employer Client Pass

Make your company the center of attention when attendees go online at the conference. Your company name will be used to create the access code to connect to the Internet and your logo will appear when accessing the service. In addition, your company will be recognized on all event signage and informational material about conference Wi-Fi services available to attendees.

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## À la carte Sponsorships | Page 5



### Conference App

**\$15,000 SOLD**

**Includes:** 1 Sponsor Pass and 1 Employer Client Pass

Achieve continuous brand exposure with the conference app - the one-stop shop for event information. The app will feature event program details, including speaker bios, session information, presentations and event sponsor details. The app will also provide push notifications to attendees regarding networking events and sessions. Your logo will be featured in the design of the app's menu screen.

#### Additional Benefits:

One (1) push message per day, sent through the conference app to all app users, highlighting your company as the app sponsor.



### Morning Hike (Thursday, April 11)

**\$15,000 SOLD**

**Includes:** 1 Sponsor Pass and 1 Employer Client Pass

Promote attendee fitness with a morning hike, for all skill levels, that will start and end at the JW Marriott Starr Pass on Thursday, April 11. The hike will follow a scenic trailhead adjacent to the hotel.

The hike includes:

- Business Group-provided guides who will lead and hike alongside each group.
- A representative from the sponsoring company can introduce the hike.
- Branded cooling towels with your company logo will be provided to participants before the hike.



### Parents' Room (Wednesday April 10, including employer-only portion - Friday April 12)

**\$10,000 SOLD**

**Includes:** 1 Sponsor Pass and 1 Employer Client Pass

To ensure that parents attending the conference are comfortable, Business Group on Health will create a dedicated room with comfortable seating and a refrigerator for nursing parents to store milk. Please note that shipping of milk will not be provided. Signage will feature your company name and logo outside the room, as well as on a sponsor-branded "occupied" or "room in use" door hanger.

Sponsorship includes:

- Opportunity to add branded decor to Parents' Room at a separate cost to the sponsor.
- Business Group on Health will review and approve all planned décor prior to the Annual Conference.
- Your Company Logo included in signage, near the Parents' Room, noting sponsorship.

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## À la carte Sponsorships | Page 6



### Room Drop

**\$10,000**

**1 opportunity** ~~2 opportunities available~~ - Wednesday, April 10 **SOLD**  
~~2 opportunities available~~ - Thursday, April 11

**Includes:** 1 Sponsor Pass and 1 Employer Client Pass

Provide one (1) room drop gift between 5:00 p.m. - 7:00 p.m. on April 10 or April 11 to conference attendees staying at the JW Marriott Starr Pass. Your company will provide a pre-assembled item for in-room delivery, including any specialty packaging. All room drop gifts must be pre-approved by the Business Group before the Annual Conference. All costs associated with development of room drop items (including design, product orders, and delivery) are the sole responsibility of the sponsor. Sponsorship fees cover hotel room drop charges.



### Attendee Lounge (Wednesday, April 10 and Thursday, April 11)

**CO-SPONSORSHIP: \$10,000/each | 4 opportunities available** **SOLD**

**Includes:** 1 Sponsor Pass and 1 Employer Client Pass

The Attendee Lounge is the go-to meeting space for all conference attendees. Each sponsor will have a high-boy table in the lounge and your company will receive sponsor recognition on event signage and on co-branded items within the lounge area. High-boy tables will be available for your company's use starting at 4:00 pm on Wednesday, April 10.

**Note:** The Attendee Lounge will be in the San Xavier room which also serves as the location for the Headshot Lounge (see À la carte page 1).



### Annual Conference Ally

**\$5,000 | 15 opportunities available** **4 OPPORTUNITIES AVAILABLE**

**Includes:** 1 Sponsor Pass

Are you interested in supporting the Annual Conference, but would like to start with an introductory package? Become an Annual Conference Ally. In this role, your company will be showcased as an official conference sponsor, receive attendee lists and be noted on applicable signage.



### Business Group on Health Podcast Sponsorship

**\$3,500 | 6 opportunities available**

Be a part of Business Group on Health's award-winning podcast by adding a podcast sponsorship to your purchase. Your company will be the sole sponsor of two (2) podcast episodes in a one-month period in 2024. Sponsorship includes a pre-recorded message at the midpoint of the show.

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# Sponsor Benefits

- **Company listing in sponsor section of 2024 Annual Conference app with company description, logo and contact information for one company representative approved to receive attendee outreach. (All must be provided to the Business Group by Monday, December 11, 2023.)**
- **Company logo on 2024 Annual Conference website.**
- **Access to pre and post-conference attendee list:**
  - One (1) pre-conference registration list provided approximately two weeks prior to the start of the 2024 Annual Conference. The pre-conference registration list will be comprised of the names of all companies registered and, for the registrants who opt-in to share their information, first/last name, title, company name and email address.
  - Sponsors are limited to sending one pre-conference email to the registrants on the list. The email content must be approved by the Business Group in advance and with 72-hour review turnaround.
  - One (1) post-conference attendee list provided approximately one week after the 2024 Annual Conference. The post-conference attendee list will be comprised of the names of all companies registered and, for the registrants who opt-in to share their information, first/last name, title, company name and email address.
  - Sponsors are prohibited from sending a post-conference marketing email to attendees.
- Sponsors are prohibited from sharing conference attendee lists with non-sponsoring companies for marketing purposes.
- **Lounge/Kiosk passes.** Lounge/Kiosk pass holders may attend conference meals and networking activities April 10 and 11.
- **Complimentary sponsor passes.** Sponsor pass holders may attend conference sessions and networking events open to All Attendees as noted on page 2. The deadline to register sponsor passes is March 4, 2024.
- **Complimentary employer client passes.** High employer participation benefits all attendees and sponsors involved. We are pleased to include free conference passes for your clients as a sponsor benefit. Please send client name, title and email address to [annualconference@businessgrouphealth.org](mailto:annualconference@businessgrouphealth.org) for approval. The deadline to register employer client passes is March 4, 2024.
  - Includes participation in all conference sessions and networking events April 9-12.
  - Employer Client passes are for individuals with exclusively internal-facing corporate HR, benefits, wellness, or corporate medical role for their company's employees and dependents.
  - Employer Client passes must be used by a current or future employer client. The client does not have to be a Business Group on Health member to receive a pass.

**Note:** Sponsor passes do not include participation in the Employer-only portion of the Annual Conference, unless specifically stated in the sponsorship description.

We recognize that some of the sponsors of the Business Group on Health 2024 Annual Conference may take the opportunity to host their clients at a private dinner. Downtown Tucson, with a wide variety of quality restaurants, is the recommended location for April 11 private sponsor dinners. Please note that the dinners should start after the conclusion of the Museum of Art Networking Reception and that shuttle transportation back to the resort from private events is not available.

**To secure your sponsorship, please contact:**

Stacey Poudrier at (202) 558-3020 or [poudrier@businessgrouphealth.org](mailto:poudrier@businessgrouphealth.org)