



**NATIONAL
SUMMIT '25**
THE ROOT CAUSE COALITION

**Celebrating a
Decade of
Dedication:**

**2025 TRCC
National Summit
Sponsorship and
Exhibit
Opportunities**

Dear Friends, Partners, and Champions of Health Equity,

Welcome to the 2025 National Summit on Social Drivers of Health! This year marks an extraordinary milestone—our 10th anniversary of coming together to drive meaningful change. Over the past decade, we've united to address the root causes of health inequities, working collaboratively to improve lives across communities. Reflecting on our journey, it's both humbling and inspiring to see the barriers we've broken and the progress we've achieved through our shared commitment to a healthier, more just society.

In these ten years, we've transformed conversations into actions and partnerships into lasting change. Whether improving healthcare access, addressing economic disparities, or tackling housing challenges, our impact has been felt one story, one community, and one initiative at a time. This progress would not have been possible without you. Your passion, resilience, and commitment are the heart of this movement. This anniversary is as much a celebration of our past as it is a tribute to you—the true champions of this mission!

As we gather at the historic Capital Hilton in Washington, D.C., we are not just celebrating a decade of progress but also setting the stage for the next chapter. This year's summit is designed to be our most impactful yet, bringing together thought leaders and innovators to deepen connections, share insights, and push forward our collective work in health justice. The ideas and energy we generate here will propel us into the next phase of this journey.

While we honor this milestone, we recognize that our work is far from over. Health disparities persist, but we face the future with renewed determination. We are here not only to reflect but to ignite the passion for what's ahead.

I extend my deepest gratitude to our sponsors, exhibitors, partners, and attendees—your unwavering support has been pivotal to our success. You are not just participants; you are integral to this movement. Your continued partnership will shape the future of health equity.

Let's make this 10th Anniversary a launchpad for even greater achievements. Together, let's build a healthier, more equitable future—one that honors our progress and boldly embraces what's to come.

With heartfelt gratitude and excitement,



Dr. Mya O. Price
President, The Root Cause Coalition



Why Partner with Us?

Lead the Movement: Align your organization as a key contributor to the cause of health equity. Become a champion for change and underscore your organization's role in achieving health equity by sponsoring this premier National Summit.

- *Thought Leadership Engagement*
 - Demonstrate your organization's expertise by participating in panel discussions, hosting breakout sessions, or leading workshops on topics related to social drivers of health. This creates an opportunity to establish your organization as an authority in the field.
- *Exclusive Speaking Slots*
 - Gain prime visibility by securing a speaking opportunity during plenary sessions or key segments of the summit, allowing your organization to share its mission and initiatives directly with a highly targeted audience.
- *Content Distribution & Special Features*
 - Distribute branded materials such as white papers, research summaries, or special reports to attendees, either as digital downloads or physical handouts. Additionally, consider special features like hosting a digital content hub where attendees can access exclusive sponsor content.
- *Sponsor TRCC's Recognition Awards*
 - Be acknowledged as a top sponsor with special recognition awards during the event's closing ceremony, underscoring your organization's commitment to advancing health equity and social justice.

Build Connections: Engage with leaders across various sectors dedicated to health equity. Enhance relationships and share business insights with national cross-sector leaders during our kick-off reception and at individual networking booths during the event.

- *Targeted Networking Sessions*
 - Host or sponsor exclusive roundtable discussions, invite-only VIP receptions, or private meetings with high-level attendees, giving your organization tailored access to decision-makers and influencers.
- *Innovative Experiences*
 - Create memorable experiences, such as interactive exhibits, wellness lounges, or virtual reality showcases that align with your organization's mission, offering attendees engaging ways to interact with your brand.

Enhance Visibility: Showcase your organization's initiatives to a diverse and influential audience. Promote your organization and raise brand exposure among leaders in healthcare, business, community development, social services, education, faith communities, government sectors and national foundations that have a commitment to health equity and social justice.

- *Exclusive Gala Sponsorship*
 - Sponsor signature elements of the Celebration Gala, such as entertainment, signature drinks, or a special recognition moment, ensuring your organization receives heightened visibility among attendees during this marquee event.
- *Exclusive Branding Opportunities*
 - Increase your organization's visibility through customized branding at key locations, such as banners, welcome signage, stage backdrops, and digital displays, ensuring attendees consistently engage with your brand throughout the event.
- *Digital Marketing Integration*
 - Extend your brand presence beyond the event through digital marketing tie-ins, such as pre-event promotional campaigns, email newsletters, social media mentions, and post-event recaps that feature your organization prominently.

General Information

Date

November 9-11, 2025

Target audience

Non-Profit Organizations – 43%
Health and Hospital Systems – 19%
Healthcare Associations – 16%
Government and Business Associations – 9%
Foodbanks – 5%
Educational Institutions – 5%
Consultants – 4%

Meeting Planner

We encourage you to contact our team to discuss the best sponsorship package to meet your budget and needs. If you have specific requirements or desired outcomes linked to your sponsorship, we would be happy to discuss the optimal package to suit your organization. For further details on the opportunities available please contact:

Lori Bennett
Senior Advisor, Meetings
+1 303-513-3003 cell number
lbennett@rootcausecoalition.org

Venue

Capital Hilton
1001 16th St NW
Washington, DC 20036

A monumental hotel in the heart of D.C.

This historic hotel is in the heart of the nation's capital, less than a mile from McPherson Sq metro station. The National Mall, Georgetown, and the Smithsonian National Air and Space Museum are within two miles.

Sponsorship and Exhibit Opportunities

Select from six sponsorship levels, tailored to maximize your organization's visibility and engagement:

Celebration Champion **Exclusive Opportunity**

\$50,000

As our Celebration Champion of the National Summit, you will enjoy the highest level of exposure offered. The Celebration Champion sponsorship includes the following benefits:

- Six complimentary National Summit registrations
- 10 reserved seats at the Celebration Gala
- Ability to introduce 1 Keynote Speaker during any Plenary Session
- Exclusive Lanyard Sponsor (logo on Lanyard)
- Up to two inserts in conference bag
- Top Level Banner Advertisement in Mobile App
- Two Tabletop Exhibition spaces
- Logo on website, app, slides, signage, social media
- Spotlight episode of TRCC's "The Root of the Issue" podcast
- Spotlight in the weekly newsletter

Health Justice Champion **Exclusive Opportunity**

\$40,000

As the Health Justice Champion of the National Summit, you will enjoy a high level of exposure offered. This sponsorship includes the following benefits:

- Four complimentary National Summit registrations
- 6 reserved seats at the Celebration Gala
- Present the Health Justice Award at the Celebration Gala
- Verbal acknowledgement in Plenary Sessions
- Press Acknowledgement of the Award
- Agenda Level Banner advertisement in Program App
- One insert in conference bag
- Two Tabletop Exhibition spaces
- Logo on website, app, slides, signage, social media
- Spotlight episode of TRCC's "The Root of the Issue" podcast
- Spotlight in the weekly newsletter

Technology Innovation Champion **Exclusive Opportunity**

\$25,000

As the Technology Innovation Champion of the National Summit, you will enjoy a high level of exposure offered. This sponsorship includes the following benefits:

- Four complimentary National Summit registrations
- 5 reserved seats at the Celebration Gala
- Present the SDOH Technology Innovation Award at the Celebration Gala
- Verbal acknowledgement in Plenary Sessions
- Press Acknowledgement of the Award
- Agenda Level Banner advertisement in Program App
- One insert in conference bag
- Logo on website, app, slides, signage, social media
- Spotlight episode of TRCC's "The Root of the Issue" podcast
- Spotlight in the weekly newsletter

Festivity Leader **Two available**

\$20,000

As a Festivity Leader of the National Summit, you will enjoy a high level of exposure offered. This sponsorship includes the following benefits:

- Four complimentary National Summit registrations
- 5 reserved seats at the Celebration Gala
- Verbal acknowledgement in Plenary Sessions
- One insert in conference bag
- Agenda Level advertisement in Program App
- Two Tabletop Exhibition spaces
- Logo on website, app, slides, signage, social media

Inspired Contributor **Seven available**

\$15,000

As an Inspired Contributor of the National Summit, you will enjoy an excellent level of exposure offered. This sponsorship includes the following benefits:

- Three complimentary National Summit registrations
- 3 reserved seats at the Celebration Gala
- One insert in conference bag
- One Tabletop Exhibition spaces
- Logo on website, app, slides, signage, social media
- Spotlight in the weekly newsletter

Collaborative Partner

Ten available

\$10,000

As a Collaborative Partner of the National Summit, you will have a cost-effective package that ensures your name is predominately displayed through the entire Summit. The Supportive Partner sponsorship includes the following benefits:

- Two complimentary National Summit registrations
- 2 reserved seats at the Celebration Gala
- One Tabletop Exhibition spaces
- Logo on website, app, slides, signage, social media

Community Champion

Unlimited

\$5,000

As a Community Champion of the National Summit, you will have a cost-effective package that ensures your name is predominately displayed throughout the entire National Summit. The Supportive Partner sponsorship includes the following benefits:

- One complimentary National Summit registrations
- 1 reserved seats at the Celebration Gala
- One Tabletop Exhibition spaces
- Logo on website, app, slides, signage, social media

Sponsorship Packages

	Community Champion (Unlimited)	Collaborative Partner (10 available)	Inspired Contributor (7 available)	Festivity Leader (2 available)	Health Justice Champion (Exclusive)	Celebration Champion (Exclusive)
	\$5,000	\$10,000	\$15,000	\$20,000	\$40,000	\$50,000
Complimentary National Summit Registrations	1	2	3	4	4	6
Reserved Gala Dinner Seats	1	2	3	5	6	10
Ability to introduce 1 Keynote Speaker (read bio and welcome)	-	-	-	-	-	✓
Exclusive Lanyard Sponsor	-	-	-	-	-	✓
Acknowledgement in Plenary Sessions	-	-	-	✓	✓	✓
Spotlight episode of TRCC's The Root of the Issue podcast	-	-	-	-	✓	✓
Insert in conference bag	-	1	1	1	2	2
Advertisement in Program App	-	-	-	Agenda Level Ad	Agenda Level Banner	Top Level Banner
Exhibition spaces	One Tabletop Display	One Tabletop Display	One Tabletop Display	Two Tabletop Displays	Two Tabletop Displays	Two Tabletop Displays
Logo on website, app, slides, signage, social media	✓	✓	✓	✓	✓	✓
Spotlight in Weekly Newsletter	-	-	✓	✓	✓	✓
Press Release	-	-	-	-	✓	-

Additional Sponsorships

Experiential Sponsorships

Celebration Gala Dinner (Exclusive) \$10,000

All registered attendees will be invited to the Celebration Gala dinner. Sponsorship of this event will entitle you to the following additional promotional opportunities:

- Recognition as a sponsor of the Celebration Gala dinner on signage during the dinner.
- Your company logo on the website and hyperlink to your company's website.
- Recognition as a sponsor of the gala on website, social media, and app.

Social Responsibility Lounge (Exclusive) \$8,000

- Assemble packages for a DC non-profit (to be determined between sponsor and TRCC)
- Present the items when organization picks up items during closing general session
- Logo on website, app, slides, signage, social media

Pre-Gala Networking Reception (Exclusive) \$6,000

There will be a networking reception during the Summit prior to the Celebration Gala Dinner

- Custom signature cocktail
- Recognition as the sponsor during the reception and opportunity to provide brief remarks
- Signage
- Logo on website, app, slides, signage, social media

Media and Podcast Row Sponsor (Exclusive) \$5,000

- Guaranteed media/podcast tabletop booth in premier location
- Sponsorship and guest on one episode of TRCC's The Root of the Issue podcast.
- Signage
- Logo on website, app, slides, signage, social media

Young Professional Networking Lunch (Exclusive) \$5,000

There will be a networking reception during the symposium with young professional attendees.

- Recognition as the sponsor during the reception
- Opportunity to provide welcome remarks
- Signage
- Logo on website, app, slides, signage, social media

Research Networking Lunch (Exclusive) \$5,000

There will be a networking reception during the symposium with attendees focused on SDOH research.

- Recognition as the sponsor during the reception
- Opportunity to provide welcome remarks

- Signage
- Logo on website, app, slides, signage, social media

Bus Sponsor for Off-Site Tours (Two Available) \$4,000

There will be opportunities for attendees to attend off-site tours and activities related to addressing SDOH issues in the DC community.

- Signage on the bus
- Logo on website, app, slides, signage, social media

Sponsorship of an Episode of TRCC’s “The Root of the Issue” Podcast (Ten Available) \$3,000

- Sponsorship of one episode of TRCC’s The Root of the Issue podcast, includes a message from the sponsor on the episode.
- Signage
- Logo on website, app, slides, signage, social media

Breakfast Sponsor (1 per day, 2 available) \$2,000

- Recognition as a breakfast sponsor on signage during the meal
- Recognition as breakfast sponsor of the day presented on slides
- Logo on website, app, slides, signage, social media

Lunch Sponsor (1 per day, 2 available) \$3,000

- Recognition as a lunch sponsor on signage during the meal
- Recognition as lunch sponsor of the day presented on slides
- Logo on website, app, slides, signage, social media

Physical Item Sponsorships

Hotel Room Key (Exclusive)

\$7,000

Have your logo prominently displayed on the hotel room key that every attendee receives at check-in to the Capital Hilton (Artwork to be supplied by sponsor. Sponsor will have final approval prior to printing).

Conference Bag Sponsor (Exclusive)

\$7,000

Your logo or company name will be printed on the bag which every conference delegate will receive on registration. (Artwork to be supplied by sponsor. Sponsor will have final approval prior to printing).

Electronic Poster Session Sponsor (Exclusive)

\$7,000

Your logo or company name will be in a banner on the top of each e-poster monitor. These monitors will be set up in a prominent area for all poster presenters to share their work.

Water Station Sponsor (Exclusive)

\$5,000

- Water stations will be available on different sites around the venue, with your company logo clearly visible as water sponsor on each of the stations.
- Signage at each station.
- As the water station sponsor, you are entitled to provide each attendee with a branded bottle or cup for use during the summit to minimize the use of disposable cups.

Coffee Station Sponsor (Exclusive)

\$5,000

- Coffee stations will be available on different sites around the venue, with your company logo clearly visible as a coffee sponsor on each of the stations.
- Signage at each station.
- As the coffee station sponsor, you are entitled to provide each attendee with a branded sleeve or cup for use during the summit to minimize the use of disposable cups.

Extra inserts in Conference Bag (per item)

\$1,000

Organizations will have the opportunity to reach all attendees directly by providing inserts for delegates' conference bags. Inserts can be up to letter or legal size and may take the form of a brochure, flyer or can be a giveaway item such as a pen, pad or other item.

Sponsor Contract

Please return the completed and signed sponsor contract to the Senior Advisor, Meetings, Lori Bennett at lbennett@rootcausecoalition.org

Company/Organization: _____

First Name: _____

Last Name: _____

Email Address: _____

Mailing Address/PO Box: _____

City: _____

State: _____

Country: _____

Postal Code: _____

Signed by Name: _____

Signature: _____

Date: _____

I am authorized to sign on behalf of my company for the total sum. Please see the payment conditions and cancellation rules.

Sponsorship Item	Cost	Please <input checked="" type="checkbox"/>
Celebration Champion	\$50,000	
Health Justice Champion	\$40,000	
Technology Innovation Champion	\$25,000	
Festivity Leader	\$20,000	
Inspired Contributor	\$15,000	
Collaborative Partner	\$10,000	
Community Champion	\$5,000	
Celebration Gala Dinner	\$10,000	
Social Responsibility Lounge	\$8,000	
Pre-Gala Reception	\$6,000	
Young Professional Lunch	\$5,000	
Research Lunch	\$5,000	
Bus Tour Sponsor	\$4,000	
Media/Podcast Row Sponsor	\$5,000	
TRCC Podcast Sponsor	\$3,000	
Breakfast Sponsor	\$2,000	
Lunch Sponsor	\$3,000	
Hotel Room Key	\$7,000	
Conference Bag	\$7,000	
E-Posters (Monitors)	\$6,000	
Branded Water Station	\$5,000	
Branded Coffee Station	\$5,000	
Bag Insert	\$1,000	

Booking & Policies

Terms & Conditions

The following terms and conditions apply to all sponsorship packages:

- The Summit Planners will take the utmost care to fulfil all listed benefits. All marketing material and artwork must be provided by the sponsor at the sponsor's own cost.
- Sponsors must provide relevant graphics, images, decorations, signage and all other materials for the Summit unless otherwise specified by staff at The Root Cause Coalition.
- Sponsors are responsible for the security of their own equipment and materials while at the Summit.
- Exhibit table location will be allocated from the floor plan first by sponsorship level, and then by date signed up.
- All sponsors and exhibitors must meet deadlines to provide materials and organizational information as listed in signed sponsorship agreement. If materials are not provided by agreed-upon deadlines or not provided in the proper format, some benefits of your sponsorship package may not be featured.

Terms of Payment

- 50% upon receipt of the agreement and first invoice
- Balance due by August 1, 2025

Sponsor arrangements will be confirmed in writing between The Root Cause Coalition Meeting Director and the sponsoring organization using the standard National Summit contract text.

After receipt of the sponsorship agreement, you will receive an invoice, payable within 30 days after receipt. If the invoice has not been fully paid prior to the summit you will not have access to the National Summit on the Social Determinants of Health. Then the organizer will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined as follows.

Cancellation / Modification Policy

Cancellation or modification of items must be made via email to the National Summit Senior Advisor, Meetings at lbennett@rootcausecoalition.org. In case of cancellation of the sponsorship agreement by the sponsor a cancellation fee of 25% of the agreed sponsorship contribution applies if the cancellation is received before or on August 1, 2025. After August 1, 2025, a cancellation fee of 100% of the agreed contribution applies.

Thank you to all our sponsors, without you, our National Summit would not be possible!

The Root Cause National Summit on Social Drivers of Health is a unique and prestigious marketing opportunity, and we are confident your involvement as a sponsor will provide your organization with exceptional value.

The Root Cause Coalition Summit Planning Staff

Senior Advisor, Meetings

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lbennett@rootcausecoalition.org

Administrative Director

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