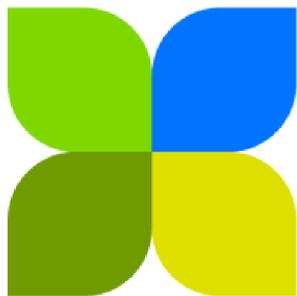


2024

# National Summit Sponsorship Prospectus



NATIONAL  
SUMMIT '24  
THE ROOT CAUSE COALITION



# Why Sponsor the National Summit

## **Exposure to Potential Partners**

Promote your organization and raise brand exposure among more than 350 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.

## **Networking Opportunities**

Enhance relationships and share business insights with national cross-sector SDOH leaders during our awards reception and at individual networking booths during the event.

## **Lead the Cause and Ignite Change**

Become a champion for change and underscore your organization's role in achieving health equity by sponsoring this premier National Summit.

## **Promote Organization Content**

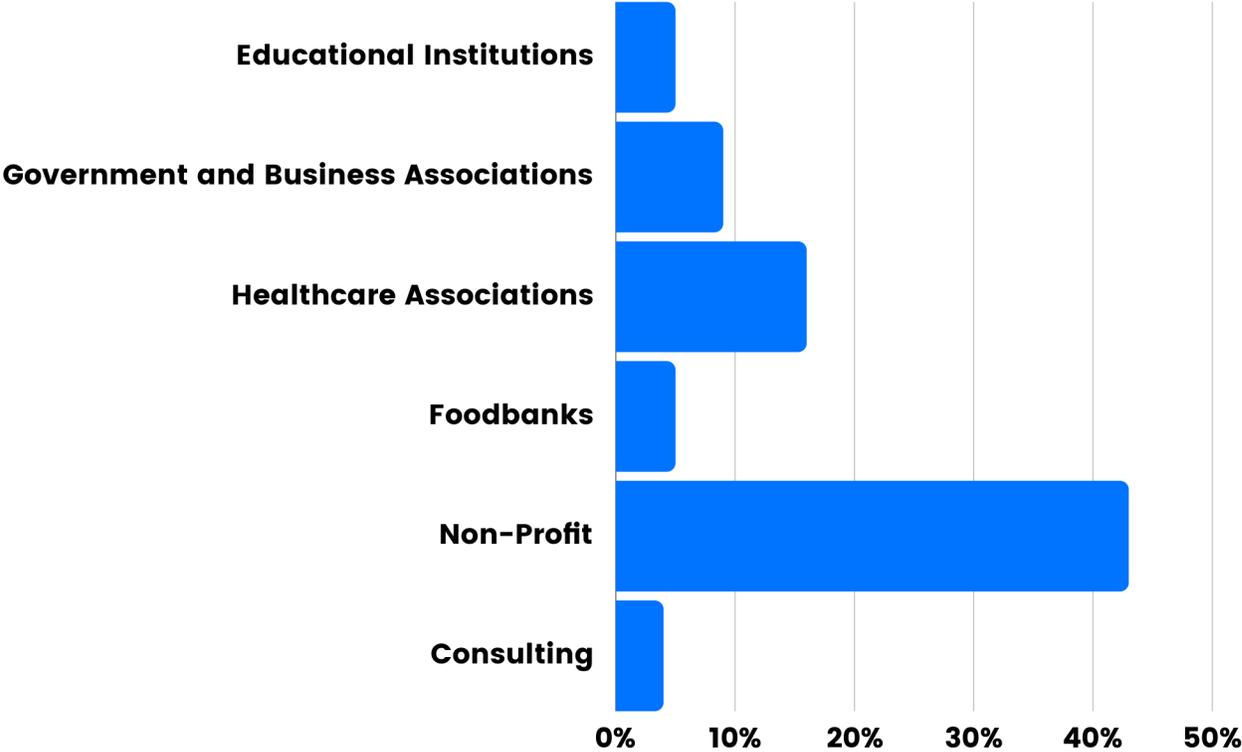
Showcase your organization and its work by targeting your brand and unique programs to National Summit attendees while connecting with experts in the field.

Questions? Email Lori Bennett, Meeting Director, at [lbennett@rootcausecoalition.org](mailto:lbennett@rootcausecoalition.org).



# A Proven Record of Success

Represented Sectors:



“The Root Cause Coalition’s National Summit stands out as the premier platform for connecting with organizations committed to advancing health equity. TRCC has been at the forefront of this movement, setting the pace for addressing social drivers of health. A National Summit sponsorship is an invaluable opportunity to share updates on Socially Determined’s impactful work in social risk analysis and engage with like-minded organizations dedicated to transformative change.”

- Trenor Williams, CEO & Co-founder, Socially Determined

Questions? Email Lori Bennett, Meeting Director, at [lbennett@rootcausecoalition.org](mailto:lbennett@rootcausecoalition.org).



# Sponsorship Packages

## Supporter Sponsorship

**\$5,000**

- 
- One complimentary Summit Registration (a \$700 value!)
  - Marketing:
    - One (1) Social Media Post to over 1,500 followers on LinkedIn
    - Logo in Summit App
    - Logo placed two (2) times in the TRCC Weekly Bulletin
  - Designated exhibit table in session area to provide promotional materials

## Community Builder Sponsorship

**\$7,500**

- 
- Two (2) complimentary Summit Registrations (a \$1,400 value!)
  - Marketing
    - Two (2) Social Media Posts to over 1,500 followers on LinkedIn
    - Logo in Summit App
    - Logo placed three (3) times in the TRCC Weekly Bulletin
  - Designated exhibit table in session area to provide promotional materials
  - Selection of one Tier 2 unique sponsorship item.

## Advocate Sponsorship

**\$10,000**

- 
- Three (3) complimentary Summit Registrations (a \$2,100 value!)
  - Marketing:
    - Three (3) Social Media Posts
    - Logo in Summit App
    - Logo in Summit Slides
    - Logo placed five (5) times in the TRCC Weekly Bulletin
  - Designated exhibit table in session area to provide promotional materials
  - Selection of two (2) Tier 2 unique sponsorship items

Questions? Email Lori Bennett, Meeting Director, at [lbennett@rootcausecoalition.org](mailto:lbennett@rootcausecoalition.org).



# Sponsorship Packages

## Hope-Giver Sponsorship

\$15,000

- 
- Pre-Summit attendee list (name, title, organization, and email only) two weeks prior to the Summit
  - Four (4) complimentary Summit Registrations - a \$2,800 value
  - Marketing:
    - Four (4) Social Media Posts
    - Second Tier Banner Ad in Summit App
    - Logo on Summit Slides
    - Mention 4 times in the TRCC Weekly Bulletin to over 4,000 subscribers
  - Designated exhibit table in session area to provide promotional materials
  - Selection of one Tier 1 unique sponsorship item

## Health Justice Award Sponsorship

\$25,000 **SOLD**

- 
- Pre-Summit attendee list (name, title, organization, and email only) two weeks prior to the Summit
  - Two complimentary Summit Registrations
  - Opportunity to provide remarks prior to award presentation - up to five minutes
  - Organization logo on Health Justice Award announcement slide
  - Marketing:
    - Comprehensive social media and marketing program created jointly by the sponsor and TRCC
    - Joint press release by sponsor and TRCC
    - Logo in Summit App
    - Noted as Health Justice Award sponsor at least four times in the TRCC Weekly Bulletin
  - Designated exhibit table in session area to provide promotional materials

Questions? Email Lori Bennett, Meeting Director, at [lbennett@rootcausecoalition.org](mailto:lbennett@rootcausecoalition.org).



# Sponsorship Packages

## Founding Sponsorship

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\$30,000 **SOLD**

- Pre-Summit attendee list (name, title, organization, and email only) two weeks prior to the Summit
- Four (4) complimentary Summit Registrations
- Marketing:
  - Five (5) Social Media Posts
  - Prominent Logo Position on Summit Slides
  - Logo in Summit App
- Designated exhibit table in session area to provide promotional materials

## Champion Sponsorship

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\$35,000

- Pre-Summit attendee list (name, title, organization, and email only) two weeks prior to the Summit
- Six (6) complimentary Summit Registrations - a \$4,200 value
- Opportunity to introduce Keynote Speaker - up to five minutes
- Marketing:
  - 1 Educational Webinar Co-Produced with TRCC
  - 1 Quarterly Produced Podcast
  - Five (5) Social Media Posts
  - Prominent Logo Position on Summit Slides
  - Top Tier Banner Ad in Summit App
- Designated exhibit table in session area to provide promotional materials
- First choice of one Tier 1 unique sponsorship item

Questions? Email Lori Bennett, Meeting Director, at [lbennett@rootcausecoalition.org](mailto:lbennett@rootcausecoalition.org).



# Unique Sponsorships

## Tier 1

- **Social Responsibility Lounge** (give back to community) – assemble packages for women in need (be present when organization picks up items during general session) – \$5,000
- **Networking Lounge** (name brand recognition in room where we have organized networking tables) and open break lounge area – \$5,000
- **Wellness Break** – Taking small breaks throughout the day is important to retaining focus and avoiding burnout, but it's not enough just to switch from one sedentary activity to another. You need to move your body to really hit the reset button. Short movement classes like gentle yoga, hula-hooping, or even Zumba can help attendees take a mental break while helping your organization connect with TRCC attendees. – (4 available) \$4,000
- **Custom Coffee Cart** (one of two—sponsor a hotel barista cart) – \$4,000.00
- **Wi-Fi Sponsor** (you get your name on signage and part of the wifi network name) – \$4,000
- **Donut Break** – \$3,500
- **Fidget Bins** – Attendees who have something to do – that isn't e-mail or their phone – with their hands and subconscious mind during sessions are more engaged throughout the event. Have your logo on a bin filled with stress balls, small puzzles, coloring pages, etc., on each table in a breakout or general session room. Fidget items may also be branded depending on the final items chosen by TRCC staff and the sponsors. – \$1,500 for 1 breakout session room throughout the conference (4 available, Tier 2 sponsorship), \$3,000 for the general session room throughout the conference (1 available, Tier 1 sponsorship).

## Tier 2

- **Custom Drink Sponsor during Welcome Reception** (one of two) – \$2,000
- **Catch Box** (fun audio-visual box for Q&A in breakout session – your logo on the box cover) – (one of four) – \$2,000.00
- **Door Drop to Hotel Guests with Welcome Gift** (at your cost) – \$2,000 plus you provide welcome gift
- **Dinner with Future Friends** (get to have your name and logo on the dinner out signups) – \$2,000

Questions? Email Lori Bennett, Meeting Director, at [lbennett@rootcausecoalition.org](mailto:lbennett@rootcausecoalition.org).



# Sponsorship Packages

**SOLD**

	Supporter 10 available	Community Builder 7 available	Advocate 5 available	Hope-Giver 3 available	Health Justice Award (Exclusive)	Champion (Exclusive)
	\$5,000	\$7,500	\$10,000	\$15,000	\$25,000	\$35,000
Full Summit Registrations	1	2	3	4	2	6
Pre-Summit Attendee List	-	-	-	✓	✓	✓
Educational Webinar	-	-	-	-	-	✓
Quarterly Podcast	-	-	-	-	-	✓
Social Media Post	1	2	3	4	2	5
Banner Ad in Summit App	-	-	-	2nd Level	-	Top Level
Logo in Summit App	✓	✓	✓	✓	✓	✓
Logo on Summit Slides	✓	✓	✓	Prominent Position	Prominent Position	Prominent Position
Introduction of Speaker	-	-	-	-	5-minute remarks at Awards	Introduce Keynote Speaker
Designated Exhibit Table	✓	✓	✓	✓	✓	✓
Choice of Additional Optional Sponsor Item	-	✓	✓	✓	-	✓

Questions? Email Lori Bennett, Meeting Director, at [lbennett@rootcausecoalition.org](mailto:lbennett@rootcausecoalition.org).



# Sponsor Contract

Please return the completed and signed sponsor contract to the Conference Director, Lori Bennett at lbennett@rootcausecoalition.org

Company/Organization: \_\_\_\_\_

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address/PO Box: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Country: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Instagram: @\_\_\_\_\_

LinkedIn: \_\_\_\_\_

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 ✓
Champion	\$35,000	
Founding <b>SOLD</b>	\$30,000	
Health Justice Award <b>SOLD</b>	\$25,000	
Hope-Giver	\$15,000	
Advocate	\$10,000	
Community Builder	\$7,500	
Supporter	\$5,000	
Social Responsibility Lounge (Tier 1)	\$5,000	
Networking Lounge (Tier 1)	\$5,000	
Wellness Break (Tier 1)	\$4,000	
Custom Coffee Cart (Tier 1; 1 of 2)	\$4,000	
Wi-Fi Sponsor (Tier 1)	\$4,000	
Donut Break Sponsor (Tier 1)	\$3,500	
Fidget Bins-General Session (Tier 1)	\$3,000	
Custom Drink Sponsor (Tier 2; up to 2)	\$2,000	
Catch Box Sponsor (Tier 2; up to 4)	\$2,000	
Door Drop to Hotel Guests (Tier 2)	\$2,000	
Dinner with Future Friends (Tier 2)	\$2,000	
Fidget Bins-Breakout Session (Tier 2; 1 of 4)	\$1,500	

Questions? Email Lori Bennett, Meeting Director, at lbennett@rootcausecoalition.org.



# Booking & Policies

## Terms & Conditions

The following terms and conditions apply to all sponsorship packages:

- The Summit planners will take the utmost care to fulfill 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

The following terms and conditions apply to all sponsorship packages:

- 50% upon receipt of the agreement and first invoice
- Balance due by August 1, 2024

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 Conference Director at [lbennett@rootcausecoalition.org](mailto: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, 2024. After August 1, 2024, a cancellation fee of 100% of the agreed contribution applies.

**Questions? Email Lori Bennett, Meeting Director, at [lbennett@rootcausecoalition.org](mailto:lbennett@rootcausecoalition.org).**



# Thank You

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

TRCCNS2024 is a unique and prestigious marketing opportunity, and we are confident your involvement as a sponsor will provide your organization with exceptional business rewards.

## **The Root Cause Coalition Summit Planning Staff**

### Meeting Director

Lori Bennett

M: (303) 513-3003

[lbennett@rootcausecoalition.org](mailto:lbennett@rootcausecoalition.org)

### Administrative Director

Leigh J. Maltby

M: (262) 496-2734

[lmaltby@rootcausecoalition.org](mailto:lmaltby@rootcausecoalition.org)

Questions? Email Lori Bennett, Meeting Director, at [lbennett@rootcausecoalition.org](mailto:lbennett@rootcausecoalition.org).

