



ACHIEVING HEALTH EQUITY THROUGH CROSS-SECTOR COLLABORATION

2022 Sponsorship Prospectus

THE ROOT CAUSE COALITION's 7th Annual National Summit on the Social Determinants of Health

Sunday, October 2nd – Tuesday, October 4th

Hilton Minneapolis

1001 Marquette Avenue

Minneapolis MN 55403

The Root Cause Coalition's National Summit has become an unrivaled opportunity to share best practices, engage in professional networking, learn about proven interventions that address the social factors that weigh heavily on health outcomes, and hear from national leaders who are recognized for their work in addressing health equity and health justice.

Safely resuming as an in-person gathering for the first time since the onset of the pandemic, this Summit gathers professionals from all areas of the healthcare sector, community-based groups, educators, researchers, businesses, government leaders, faith-based leaders, and others to share best practices and engage in crucial discussions of how – collectively – we can work to achieve our mission of health equity and inclusion for all individuals.

2022 National Summit Format

- In-person conference held in Minneapolis, which is a central location for attendees with convenient in-location stay for the event that follows all COVID-19 safety measures
- Kick-off reception for members, speakers, and select sponsors to connect (Sunday)
- Welcome reception for attendees, speakers, and sponsors to connect (Monday)
- Features nationally renowned keynote sessions, plenary panels, member-led roundtables, and breakout sessions devoted to the Coalition's key focus areas on health equity.

WHY SPONSOR THE NATIONAL SUMMIT?

Exposure to Potential Partners

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.

Networking Opportunities

Enhance relationships and share business insights with national cross-sector leaders during our kick-off 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.



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A Proven Record of Success for Engagement

- In 2021, more than 630 attendees joined the Virtual Summit from 37 states, the District of Columbia and Alberta, Canada. The sectors represented at this National Summit consisted of 39% nonprofit, 24% health or hospital systems, 10% food banks, 9% healthcare associations, and 7% government associations. Among those sectors, 25% of attendees identified themselves as Directors, 24% as Managers, 13% Coordinators, and 12% C-Suite.
- Attendees of the 2021 National Summit rated the event an average of 4.5 out of 5 stars, expressing distinct satisfaction in the National Summit speaker line-up and relevance of topics covered.
- In 2020, the representation of sectors participating in the Virtual Summit included 35% Non-profit; 22% health/hospital systems, 8% food banks; 6% healthcare associations, 6% government, 5% educational institution, 5% healthcare payor and 13% other.
- In that year, the representation of attendees relative to their roles within these sectors was: 30% Director; 24% Manager, 12% C-suite, 12% Coordinator, 6% Associate, 5% Vice President, 11% Other.

SPONSORSHIP PACKAGES

Presenting Sponsorship

\$40,000

ONE AVAILABLE

- Pre/post-event attendee list (name, title, organization, and email only) one week prior and one week after the Summit
- Five complimentary registrations
- Opportunity to provide comments at Member's Reception on Sunday, October 2nd – up to five minutes
- Provide opening remarks at the start of one breakout session of your choosing – up to three minutes
- Premier placement for organization website and logo on event registration website, mobile app and event materials - includes one full-page color advertisement in virtual agenda and two push notifications to attendees on mobile app
- Featured as a Presenting Sponsor on session introduction slides
- Presenting Sponsors badge and exhibit table near registration check-in to provide promotional materials and information to attendees
- Noted as a Presenting Sponsor at least six times on TRCC social media platforms and in the TRCC Weekly Bulletin

Founding Sponsorship

\$30,000

TWO AVAILABLE / TWO SOLD

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Health Justice Award Luncheon

\$22,500

ONE AVAILABLE

- Pre/post-event attendee list (name, title, organization, and email only) one week prior and one week after the Summit
- Two complimentary Summit registrations
- Opportunity to provide opening remarks prior to lunch - up to five minutes
- Recognition at the conclusion of Health Justice Award Luncheon
- Organization website and logo on event registration website, mobile app and event materials - includes one half-page color advertisement in virtual agenda and two push notifications to attendees in mobile app
- Organization logo on Health Justice Award announcement slide
- Designated table in registration area to provide promotional materials
- Noted as a Health Justice Award sponsor at least six times on TRCC social media platforms and in the TRCC Weekly Bulletin

Welcome Reception

\$22,500

ONE AVAILABLE

- Pre/post-attendee list (name, title, organization, email addresses only) one week prior and one week after the Summit
- Two complimentary Summit registrations
- Opening remarks at Welcome Reception on Monday, October 3rd - up to five minutes
- Recognition at the conclusion of the Welcome Reception
- Organization website and logo on event registration website, mobile app and event materials - includes one half-page color advertisement in virtual agenda and two push notifications to attendees in mobile app
- Organization logo featured on Welcome Reception hold slide
- Designated table in registration area to provide promotional materials
- Noted as a Welcome Reception Sponsor at least six times on TRCC social media platforms and in the TRCC Weekly Bulletin



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Platinum Level Sponsorship

\$20,000

TWO AVAILABLE

- Pre/post-attendee list (name, title, organization, email addresses only) one week prior and one week after the Summit
- Four complimentary Summit registrations
- Opportunity to sponsor breakfast and provide introductory remarks - up to five minutes at a session of choice
- Organization website and logo on event registration website, mobile app and event materials - includes one half page color advertisement in virtual agenda and one push notification to attendees in mobile app
- Featured as a Platinum Sponsor on session introduction slides
- Platinum Sponsors badge and exhibit table at registration area to provide promotional materials
- Noted as a Platinum Sponsor at least six times on TRCC social media platforms and in the TRCC Weekly Bulletin

Gold Level Sponsorship

\$15,000

THREE AVAILABLE

- Pre/post-attendee list (name, title, organization, email addresses only) one week prior and one week after the Summit
- Three complimentary Summit registrations
- Opportunity to sponsor a coffee hour or networking break
- Organization website and logo on event registration website, mobile app and event materials - includes one third page color advertisement in virtual agenda
- Featured as a Gold Sponsor on session introduction slides
- Gold Sponsors badge and exhibit table at registration area to provide promotional materials
- Noted as a Gold Sponsor at least five times on TRCC social media platforms and in the TRCC Weekly Bulletin

Silver Level Sponsorship

\$7,500

FIVE AVAILABLE

- Pre/Post-attendee list (name, title, organization, email addresses only) one week prior and one week after the Summit
- Two complimentary Summit registrations
- Organization website and logo on event registration website, mobile app and event materials - includes one quarter page color advertisement in virtual agenda
- Featured as a Silver Sponsor on session introduction slides
- Silver Sponsors badge and exhibit table at registration area to provide promotional materials
- Noted as a Silver Sponsor at least four times on TRCC social media platforms and in the TRCC Weekly Bulletin

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Exhibitor **\$5,000 / \$2,500 – Non-Profit Rate FIVE AVAILABLE**

- Registration for one exhibitor representative at table space
- Exhibitor and sponsor (if applicable) badges
- Exhibit table at registration area to provide promotional materials
- Exhibitors may purchase additional registrations (if available), for \$549

Registrations that accompany sponsor packages at the Presenting through Exhibitor Levels include access to meal service during the National Summit

A La Carte Options

- Refreshment Break Sponsor \$3,500
- Snack Break Sponsor: \$5,000
- Keycard Sponsor \$5,000
- Lanyard Sponsor: \$5,000
- Mobile App Banner: \$1,500
- Push Notification to Attendees in Mobile App: \$2,500
- Notepad Sponsor: \$3,500
- “Care Package” Sponsor – Includes one KN95 mask and branded hand sanitizer for all attendees: \$5,000

ADDITIONAL SPONSOR INFORMATION

- *Members of The Root Cause Coalition will receive 10% off any sponsorship package.*
- *Organizations that purchase a sponsorship package, will also receive 10% off any A La Carte option.*
- *Sponsor must provide relevant graphics, images, decorations, signage and all other materials for the Summit unless otherwise specified by staff at The Root Cause Coalition.*
- *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.*