

Sponsor Prospectus

 PCC Summit 2023

November 16
Washington, DC



Keeping People Primary

Building Trust & Better Health



Dear Colleagues,

Primary care is having its moment and is increasingly recognized as critical to success in improving life expectancy, closing equity gaps, restoring trust in medicine, success in value based payment arrangements, and more.

Yet the secret sauce of primary care – relationships with patients that deepen over time – is facing headwinds. The Primary Care Collaborative's (PCC) 2023 Summit will bring together leaders across diverse stakeholder groups to reflect on these trends and to offer ideas about how primary care can be a force for fostering greater humanity in our healthcare system. We will gather on November 16th in Washington, D.C.

Our conference objectives include:

- Showcase how relationship-based primary care is the answer to current challenges facing the US healthcare system, including access, equity, mistrust, and poor health outcomes
- Garner ideas from participants about how to strengthen relationship-based care
- Highlight PCC's work on our central campaign Better Health – NOW; solicit ideas about how to accelerate our work
- Celebrate the accomplishments of PCC awardees -- four awards will be presented
- Network with primary care champions across settings and across the country

In addition, PCC Executive Members will be invited to participate in a Capitol Hill event on the morning of November 16th. While specifics about this convening are under development, the PCC Board has concluded that it is time for diverse leaders to come together and convey to Congress that the foundation of our health system needs increased investment in do the job it can uniquely do – restore the health of the nation.

Benefits of sponsorship

As a conference sponsor, your organization will be recognized as a thought leader and supporter of organizations that are moving primary care forward, with the National Academy of Science Engineering and Medicine (NASEM) recommendations as a guide.

We offer a wide range of sponsorship opportunities to suit diverse needs. I encourage you to review this prospectus and respond quickly so you secure the sponsorship that is the best fit for your organization.

I hope you will join us in November to celebrate successes and tap into our shared commitment to strengthen and catalyze the creativity of primary care to move our nation to better health.



Ann C. Greiner

Ann Greiner
President & CEO



About the Summit

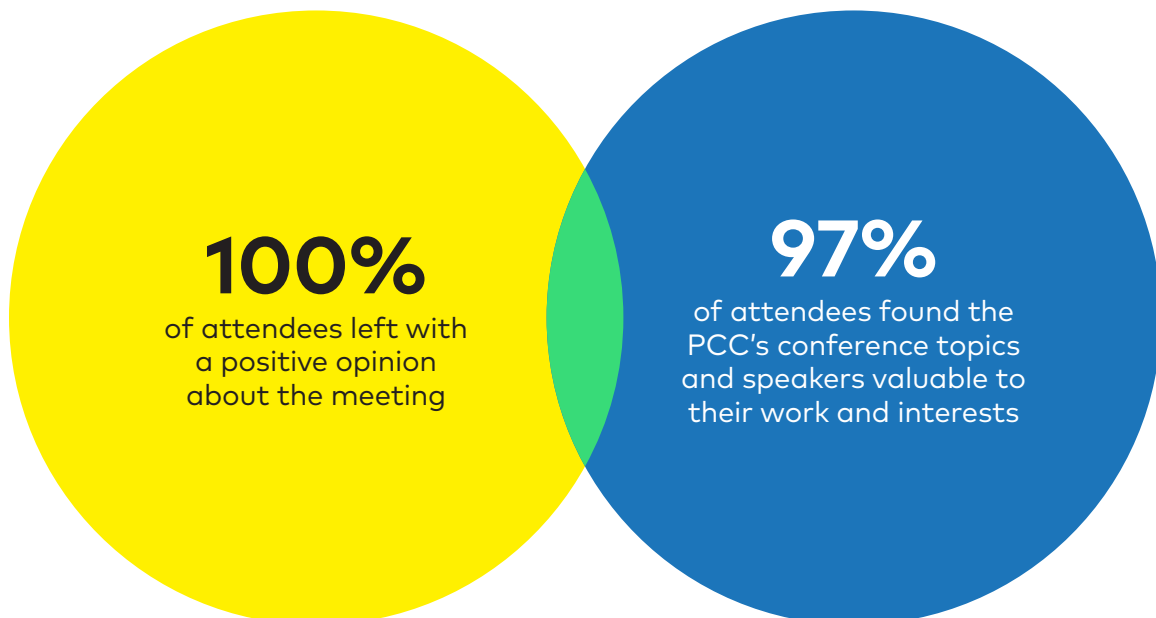
The Primary Care Collaborative (PCC) 2023 Summit provides a forum for our members and the broader community to consider how our work together preserves the humanity in our rapidly evolving 21st century health system.

The Summit gathers hundreds of diverse stakeholders for inspirational keynotes, thoughtful educational panels, sharing of insights and innovations, and networking. This is your opportunity to learn from innovators, make valuable contacts, and develop relationships with leaders reflecting on the themes of strengthening relationship-based care, rebuilding trust, leveraging AI/tech in the service of primary care and behavioral health, and shaping our future amidst ownership changes. Leaders from PCC's membership will also update attendees on PCC's exciting Better Health – NOW Campaign.

After the Summit, we'll host a reception and Awards Dinner. These events are opportunities to engage with diverse leaders that span nearly every segment of the health care system and who share a deep commitment to strengthening primary care. The Barbara Starfield awards are always inspiring and a reminder of the creativity, grace and meaning that primary care brings to patients and communities across the nation.

Sponsorship of PCC's Summit and/or Awards Dinner is a wise investment by any organization that wants to be a part of a vibrant, primary care vanguard. There is no better opportunity to feature your organization and/or product among hundreds of the most influential leaders in primary care nationwide and to show your strong support for those individuals and organizations seeking to achieve the Shared Principles of Primary Care. PCC Executive Members are strongly encouraged to participate and will receive substantial discounts on Summit sponsorships.

In 2022...

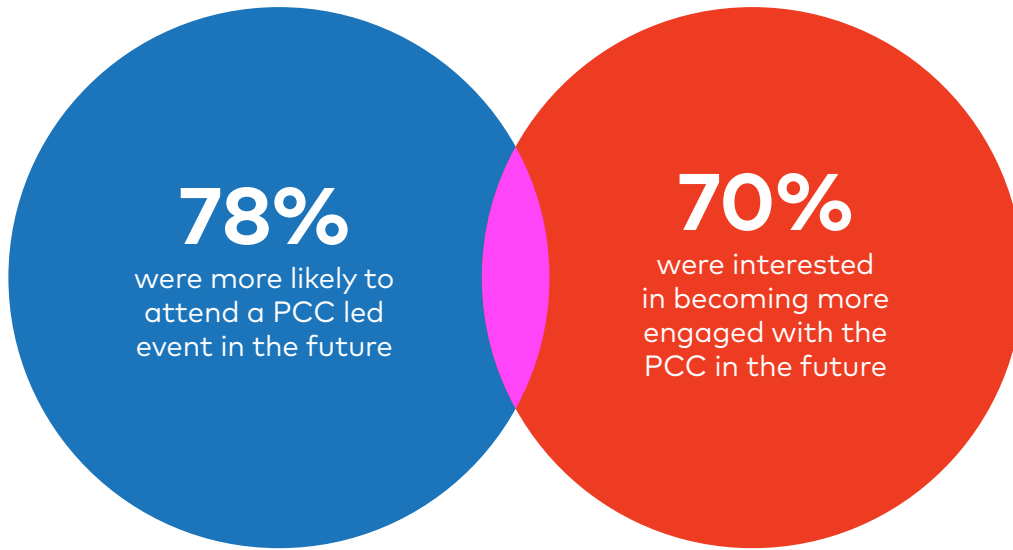




Attendee Insights

Top three reasons for attending:

- 1 Content
- 2 Networking
- 3 Ability to contribute to PCC's policy direction



What Attendees Had To Say:

"Chock full of primary care thought leaders and shapers who inspire change."

"I loved it... I found my tribe."

"Seeing Primary Care in a whole new light!"

"The content helps me greatly in designing our population health models and applying it in my own work."



Sponsorship Packages

Sponsorship opportunities provide a high level of engagement with top decision-makers from leading organizations across the United States. Connect directly with your target audience by becoming a sponsor today. Spots are limited!

SUMMIT SPONSORSHIPS

Patient Experience Sponsorship

Exclusive Sponsorship

Executive Member: \$15,000 Prospective Member: \$20,000

Since 2015, the PCC has supported patient advisors at our annual conference as a critical voice in our conversations about what is needed and valued as we work to transform care. This year, our goal is to include the voice of diverse patients through a video reflecting on the conference themes. A mixed panel of patients and consumer leaders will then reflect on the themes generated by these interviews.

These patient stories, captured in an approximately ten-minute video about what is and is not working from the patient perspective in primary care, will endure on PCC's website and be lifted up via social media channels. In addition, we will leverage these videos to bring the patient voice into our discussions with leaders in the Administration and on Capitol Hill and invite our members to consider doing so as well.

Sponsorship supports:

- The costs of identifying the patients, conducting the interviews and producing the video, made available at different lengths for different purposes at the Summit and for the year plus following. It will also include registration fees and travel for two patient attendees and a modest stipend for the patient interviewees and attendees.

Benefits include:

- Logo feature and recognition as Patient Experience sponsor in video shown at the Summit (*as detailed above*)
- Logo featured on conference signage
- Logo featured and identified as exclusive Patient Experience Sponsor in the following:
 - » Looping slideshow shown throughout Summit and awards dinner
 - » At least one of each pre-Summit promotional activity including newsletters, Summit website landing page, email marketing blasts, and social media posts (LinkedIn/X, formerly Twitter)
- Full page ad in Awards Dinner program
- Three complimentary Summit General Session registrations
- One half-table at the Awards Dinner – five seats
 - » VIP table placement



SUMMIT SPONSORSHIPS

Exemplary Practice Sponsorship

Executive Member: \$10,000 Prospective Member: \$15,000

PCC Executive Members interact with and support some of the most innovative primary care practices across the country, which are regularly featured on PCC webinars, on our website, and in our publications. Practice innovators include those successfully treating the whole person by integrating medical and behavioral health, leveraging new technology to better connect with patients and customize care, leveraging innovative payment models, and many other innovations.

This would be an opportunity to meet practice leaders face to face and learn about their innovative efforts and for them to meet national leaders from a range of diverse organizations across the country who attend our event.

Sponsorship supports:

- The travel of one attendee from two exemplary primary care practices (two primary care leaders) to attend the meeting in Washington, D.C.

Benefits include:

- Logo featured on conference signage
- Logo featured and identified as exclusive Exemplary Practice Sponsor in the following:
 - » Looping slideshow shown throughout Summit and awards dinner
 - » At least one of each pre-Summit promotional activity including newsletters, Summit website landing page, email marketing blasts, and social media posts (LinkedIn/X, formerly Twitter)
- Half page ad in Awards Dinner program
- Three complimentary Summit General Session registrations
- One half-table at the Awards Dinner – five seats
 - » VIP table placement





SUMMIT SPONSORSHIPS

General Session Sponsorship

Exclusive Sponsorship

Executive Member: \$15,000 Prospective Member: \$20,000

Benefits include:

- An approximately five-minute video conversation with Ann Greiner, PCC President & CEO, and a leader from your organization. This video conversation will be about the Summit and include a thank you/recognition of your organization's support. The video will be featured on PCC's home page until the event, and shared as a part of the Summit marketing plan on PCC's social media channels (LinkedIn and X, formerly Twitter.) It will also be played during the Summit at the start of the General Session.
- Logo featured on general session signage
- Logo featured and identified as a Summit Sponsor in the following:
 - » Looping slideshow shown throughout Summit and awards dinner
 - » At least one of each pre-Summit promotional activity including newsletters, Summit website landing page, email marketing blasts, and social media posts (LinkedIn/X, formerly Twitter)
- Full page ad in Awards Dinner program
- Four complimentary Summit General Session registrations
- One half-table at the Awards Dinner – five seats

Registration Sponsorship

Exclusive Sponsorship

Executive Member: \$15,000 Prospective Member: \$20,000

Benefits include:

- Logo featured on signage in registration area, on registration counters, attendee lanyards, and registration landing page
- Logo featured and identified as a Summit Sponsor in the following:
 - » Looping slideshow shown throughout Summit and awards dinner
 - » At least one of each pre-Summit promotional activity including newsletters, Summit website landing page, email marketing blasts, and social media posts (LinkedIn/X, formerly Twitter)
- Full page ad in Awards Dinner program
- Three complimentary Summit General Session registrations
- One half-table at the Awards Dinner – five seats





SUMMIT SPONSORSHIPS

WiFi Sponsorship

Exclusive Sponsorship

Executive Member: \$8,000 Prospective Member: \$10,000

Benefits include:

- Customized WiFi password for all attendees to use
- Logo featured and identified as a Summit Sponsor in the following:
 - » Looping slideshow shown throughout Summit and awards dinner
 - » At least one of each pre-Summit promotional activity including newsletters, Summit website landing page, email marketing blasts, and social media posts (LinkedIn/X, formerly Twitter)
- Quarter page ad in Awards Dinner program
- Two complimentary Summit General Session registrations

Networking Break Sponsorship

Exclusive Sponsorship

Executive Member: \$6,000 Prospective Member: \$8,000

Benefits include:

- Logo featured on napkins during afternoon networking break
- Logo featured and identified as a Summit Sponsor in the following:
 - » Looping slideshow shown throughout Summit and awards dinner
 - » At least one of each pre-Summit promotional activity including newsletters, Summit website landing page, email marketing blasts, and social media posts (LinkedIn/X, formerly Twitter)
- Quarter page ad in Awards Dinner program
- One complimentary Summit General Session registration



SUMMIT SPONSORSHIPS

A La Carte Sponsorships

May be added to any sponsorship package or purchased as a stand-alone sponsorship.

Sponsors receive benefits related to the specific item sponsored, as well as the following:

- Logo featured and identified as a Summit Sponsor in the following:
 - » Looping slideshow shown throughout Summit and awards dinner
 - » Awards Dinner program
 - » At least one of each pre-Summit promotional activity including newsletters, Summit website landing page, email marketing blasts, and social media posts (LinkedIn/X, formerly Twitter)

- **Grand Ballroom Entrance Columns**

Exclusive Sponsorship

Executive Member: \$10,000 Prospective Member: \$12,000

Company logo featured on the columns at the main entrance to Summit and Awards Dinner.

- **Full Page Ad**

Executive Member: \$4,000 Prospective Member: \$4,500

Company will receive a full page ad in the Awards Dinner program.

- **Half Page Ad**

Executive Member: \$2,000 Prospective Member: \$2,250

Company will receive a half page ad in the Awards Dinner program.

- **Quarter Page Ad**

Executive Member: \$1,000 Prospective Member: \$1,125

Company will receive a quarter page ad in the Awards Dinner program.

There are several opportunities for sponsorship at differing levels. Please contact Maria Sulima, PCC Membership Coordinator, at msulima@thepcc.org to talk about how you and your organization can take advantage of unique opportunities at the Awards Dinner to highlight your organization and the valuable work you're doing.



Annual Barbara Starfield Awards Dinner

NOVEMBER 16 | 7:00–9:00 PM

Grand Ballroom at Marriott Metro Center

Show your support for advanced primary care and those who have made a difference! The 2023 Barbara Starfield Awards Dinner provides the perfect opportunity to feature your company or organization among the most influential leaders in health care transformation. The PCC will honor four primary care champions for their leadership, innovation, exemplary practice and research at our annual Awards Dinner from 7:00–9:00 PM. This special ticketed event will include a cocktail reception and dinner.

Purchased tickets or sponsorship of the Awards Dinner is required to attend.



ABOUT OUR AWARDS

The Barbara Starfield Primary Care Leadership Award

The PCC established the Barbara Starfield Primary Care Leadership Award in 2012 to honor Dr. Starfield, recognizing her enduring commitment to the philosophy that all individuals should receive comprehensive, coordinated, and person-focused care. The award is presented annually to an individual or organization that demonstrates exceptional work toward advancing the goals of primary care and, in particular, a strong commitment to person-focused care.

The Primary Care Community Leadership Award

This award honors an individual or organization that has demonstrated remarkable leadership to ensure that primary care is foundational to community or state health care reform efforts.

The Advanced Primary Care Practice Award

This award is presented to an organization that is an extraordinary primary care practice. This practice serves as a model for transformation through innovation as reflected in the Shared Principles of Primary Care, including patient- and family-centered, team-based care and high value.

The David Meyers Research Award

This award was established in 2023 to honor and advance the legacy of Dr. David Meyers, a primary care physician and leader in health policy research. Dr. Meyers' work and influence extends across many sectors within health care and is most notable for its interdisciplinary nature, humanism, policy relevance and leadership in the field of primary care. This award is presented annually to the individual whose research work in the previous year best exemplifies these commitments and Dr. Meyers's impact.





AWARDS DINNER SPONSORSHIPS

Reception Sponsorship

Exclusive Sponsorship

Executive Member: \$10,000 Prospective Member: \$15,000

Benefits include:

- Logo featured on signage at the reception
- Welcome remarks at the reception
- Logo featured on reception cocktail napkins
- Logo featured and identified as a Summit Sponsor in the following:
 - » Looping slideshow shown throughout Summit and awards dinner
 - » At least one of each pre-Summit promotional activity including newsletters, Summit website landing page, email marketing blasts, and social media posts (LinkedIn/X, formerly Twitter)
- Half page ad in Awards Dinner program
- One full table at the Awards Dinner – ten seats

Barbara Starfield Award Sponsor

Exclusive Sponsorship

Executive Member: \$30,000 Prospective Member: \$35,000

Benefits include:

- Acknowledgment as the Barbara Starfield Award Sponsor in award recipient press release
- Company logo engraved on award
- Company spokesperson delivers five- to seven-minute remarks to open the awards ceremony
- Sponsor presents the award to the award recipient
- Logo featured and identified as the Barbara Starfield Award Sponsor in the following:
 - » Looping slideshow shown throughout Summit and awards dinner
 - » At least one of each pre-Summit promotional activity including newsletters, Summit website landing page, email marketing blasts, and social media posts (LinkedIn/X, formerly Twitter)
- Full page ad in Awards Dinner program
- Four complimentary Summit General Session registrations
- One full table at the Awards Dinner – ten seats
 - » VIP table placement



AWARDS DINNER SPONSORSHIPS

Primary Care Community Leadership Award Sponsor

Exclusive Sponsorship

Executive Member: \$20,000 Prospective Member: \$25,000

Benefits include:

- Acknowledgment as the Primary Care Community Leadership Award Sponsor in award recipient press release
- Company logo engraved on award
- Sponsor presents the award to the award recipient
- Logo featured and identified as the Primary Care Community Leadership Award Sponsor in the following:
 - » Looping slideshow shown throughout Summit and awards dinner
 - » At least one of each pre-Summit promotional activity including newsletters, Summit website landing page, email marketing blasts, and social media posts (LinkedIn/X, formerly Twitter)
- Full page ad in Awards Dinner program
- Two complimentary Summit General Session registrations
- One full table at the Awards Dinner – ten seats
 - » VIP table placement

Advanced Primary Care Practice Award

Exclusive Sponsorship

Executive Member: \$20,000 Prospective Member: \$25,000

Benefits include:

- Acknowledgment as the Advanced Primary Care Practice Award Sponsor in award recipient press release
- Company logo engraved on award
- Sponsor presents the award to the award recipient
- Logo featured and identified as the Advanced Primary Care Practice Award Sponsor in the following:
 - » Looping slideshow shown throughout Summit and awards dinner
 - » At least one of each pre-Summit promotional activity including newsletters, Summit website landing page, email marketing blasts, and social media posts (LinkedIn/X, formerly Twitter)
- Full page ad in Awards Dinner program
- Two complimentary Summit General Session registrations
- One full table at the Awards Dinner – ten seats
 - » VIP table placement



AWARDS DINNER SPONSORSHIPS

David Meyers Research Award

Exclusive Sponsorship

Executive Member: \$20,000 Prospective Member: \$25,000

Benefits include:

- Acknowledgment as the David Meyers Research Award Sponsor in award recipient press release
- Company logo engraved on award
- Sponsor presents the award to the award recipient
- Logo featured and identified as the David Meyers Research Award Sponsor in the following:
 - » Looping slideshow shown throughout Summit and awards dinner
 - » At least one of each pre-Summit promotional activity including newsletters, Summit website landing page, email marketing blasts, and social media posts (LinkedIn/X, formerly Twitter)
- Full page ad in Awards Dinner program
- Two complimentary Summit General Session registrations
- One full table at the Awards Dinner – ten seats
 - » VIP table placement



TABLE SPONSORSHIPS

PLATINUM—Awards Dinner Table Sponsor

Executive Member: \$5,000 **Prospective Member:** \$6,000

Benefits include:

- One full table at the Awards Dinner – ten seats
 - » VIP table placement
- Logo featured and identified as Summit Sponsor in the following:
 - » Looping slideshow shown throughout Summit and awards dinner
 - » Awards Dinner program
 - » Summit website landing page

GOLD—Awards Dinner Table Sponsor

Executive Member: \$4,000 **Prospective Member:** \$5,000

Benefits include:

- One half-table at the Awards Dinner – five seats
 - » VIP table placement
- Logo featured and identified as Summit Sponsor in the following:
 - » Looping slideshow shown throughout Summit and awards dinner
 - » Awards Dinner program
 - » Summit website landing page

SILVER—Awards Dinner Table Sponsor

Executive Member: \$3,000 **Prospective Member:** \$4,000

Benefits include:

- Two seats at the Awards Dinner
- Logo featured and identified as Summit Sponsor in the following:
 - » Looping slideshow shown throughout Summit and awards dinner
 - » Awards Dinner program
 - » Summit website landing page

There are several opportunities for sponsorship at differing levels. Please contact Maria Sulima, PCC Membership Coordinator, at msulima@thepcc.org to talk about how you and your organization can take advantage of unique opportunities at the Awards Dinner to highlight your organization and the valuable work you're doing.



Past Conference Sponsors

NATIONAL CENTER
FOR PRIMARY CARE



American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™



AMERICAN ACADEMY OF
FAMILY PHYSICIANS
STRONG MEDICINE FOR AMERICA



An association of independent Blue Cross and Blue Shield companies

UPMC HEALTH PLAN



AMERICAN
PSYCHOLOGICAL
ASSOCIATION





Sponsorship Application

DEADLINE: OCTOBER 16, 2023

This application becomes valid only after being signed by Sponsor and an agreement letter has been issued.

COMPANY NAME [Print name EXACTLY as you wish it to appear on any acknowledgments.]

STREET ADDRESS		CITY	STATE
_____		_____	_____
ZIP	COUNTRY	CONTACT PERSON	
_____	_____	_____	
PHONE	EMAIL	WEBSITE	
_____	_____	_____	

Please include which sponsorship opportunities you are interested in:

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
TOTAL SPONSORSHIP COST \$ _____	

Is this your first time sponsoring a PCC Annual Convening?

Yes No

By signing below, you accept the terms and conditions on the following page.

PRINTED NAME _____

SIGNATURE _____

DATE _____

IMPORTANT TAX NOTICE:
 The Patient Centered Primary Care Foundation is a 501(c)(3) tax exempt organization. Your contribution is 100% tax deductible.

CREDIT CARD PAYMENT: AMEX MasterCard Visa

Please provide credit card and expiration date below:

PRINT NAME ON CARD _____

AUTHORIZED SIGNATURE _____

AMOUNT TO CHARGE: \$ _____ **CVV#** _ _ _

CREDIT CARD NUMBER _____

EXPIRATION DATE __ / __ / __

PLEASE MAKE CHECKS PAYABLE IN U.S. FUNDS, DRAWN ON A U.S. BANK TO:
Primary Care Collaborative

Mail payments to: Marsha Flood, TALLEY MANAGEMENT GROUP, INC.,
19 Mantua Road, Mount Royal, NJ 08061

Thank you for your support of the Primary Care Collaborative.
Please return one signed copy of this application to Maria Sulima via email at msulima@thepcc.org.



Sponsor Terms and Conditions

LIMITATION OF LIABILITY

Primary Care Collaborative (PCC), including its officers, directors, agents, employees, contractors, and the Hotel Facility shall not be held responsible for the effectiveness of "product awareness" through the sponsor's use of sponsorship.

Each sponsoring company agrees to abide by these rules and regulations when its company representative signs the sponsorship registration form. These rules and regulations become part of the contract between the sponsor and PCC. PCC has full power of interpretation and enforcement of these rules and may amend them at any time. All matters in question not covered here are subject to the decision of PCC and all decisions shall be binding on all parties affected by them. Sponsors or their representatives who fail to observe these conditions of contract or who, in the opinion of PCC, conduct themselves unethically, may be immediately dismissed from the event without refund or other appeal.

SPONSORSHIP ARRANGEMENTS

PCC will oversee all arrangements including, but not limited to, signs and setup of sponsor's choice of sponsorship.

FORCE MAJEURE

In the event the Facility becomes unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest, inclement weather or other such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or other cause or agency over which PCC has no control or should PCC decide, because of such cause, that it is necessary to cancel, postpone any criteria pertaining to the scheduled events, PCC shall not be liable to indemnify or reimburse sponsor in respect to any damages or loss, direct or indirect, arising as a result thereof.

GUIDELINES

- Sponsorships must be professional, must enhance the conference experience, offer the opportunity for potential sponsors to reach a specialized audience, and compliment PCC advertising and sponsor opportunities.
- Sponsorship events will not conflict with conference hours.
- If more than one company is interested in a sponsorship, selection will be on a first come first serve basis.