



hr Health Rosetta
SUMMIT
2022

AUGUST '22 & MARCH '23

SPONSORSHIP PROSPECTUS

Your Invitation to Sponsor the
Health Rosetta Summits in 2022 & 2023

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2022

WELCOME TO HEALTH ROSETTA SUMMIT 2022

SUMMIT 2022



**DAVE
CHASE**

*Creator, Co-founder
Health Rosetta,
Author, Relocalizing Health*



**LYNANN
HENDERSON**

*Founder/CEO, Kynexions,
Event Director, Health Rosetta*

Please consider this your Save the Date and join us for the 2022 Health Rosetta Summits which take place (once again) at Rosen Shingle Creek (Orlando) on March 17-19 and August 15-17 in Denver. It will be an inspirational, educational, and fun way to connect with the forward-looking benefits advisors, employers, unions and municipalities that are literally transforming the health & wealth in their businesses and communities.

The last Health Rosetta Summit drew nearly 400 attendees from across the U.S. That event was our first attempt at holding a fully hybrid event. In 2022, we will expand the type of practical application and workshops for advisors and solutions. We will also have more content for employers, unions and public sector leadership. We have dedicated even more resources to expand our marketing efforts with this audience.

The program includes 2.5 packed days of inspiring keynotes, hands-on training, topic breakouts, interactive roundtables, 1:1 meetings, demos & both live and tech-enabled speed networking with Health Rosetta Advisors, account executives, their health plan clients & prospects, clinicians and other industry thought leaders.

As one of the mission-aligned Ecosystem Solutions trusted by a Health Rosetta Advisor, we hope to see you at the March 2022 Health Rosetta Summit as a sponsor. We've worked diligently to offer 2022 Summit sponsors with a wide variety of marketing opportunities, each designed to provide unparalleled access to the best and brightest in the benefits industry, and we are certain you will see that in the attached event prospectus. This year we are also excited to extend a special offer to those interested in sponsoring as Category Catalyst level: you'll be featured as a sponsor of both Summits plus have branded representation and attendance at the monthly advisor events throughout the year. Change Agent sponsors for the March Summit can select two additional monthly webinars to join.

We look forward to having you part of our educational programming next year. Should you have any questions or concerns, please don't hesitate to reach out to LynAnn at LynAnn.henderson@kynexions.com or **406.671.6573**.

Changing the footprint of health,

Dave Chase

Dave@healthrosetta.org

LynAnn Henderson

lynann.henderson@kynexions.com

ADVISOR DEMOGRAPHICS

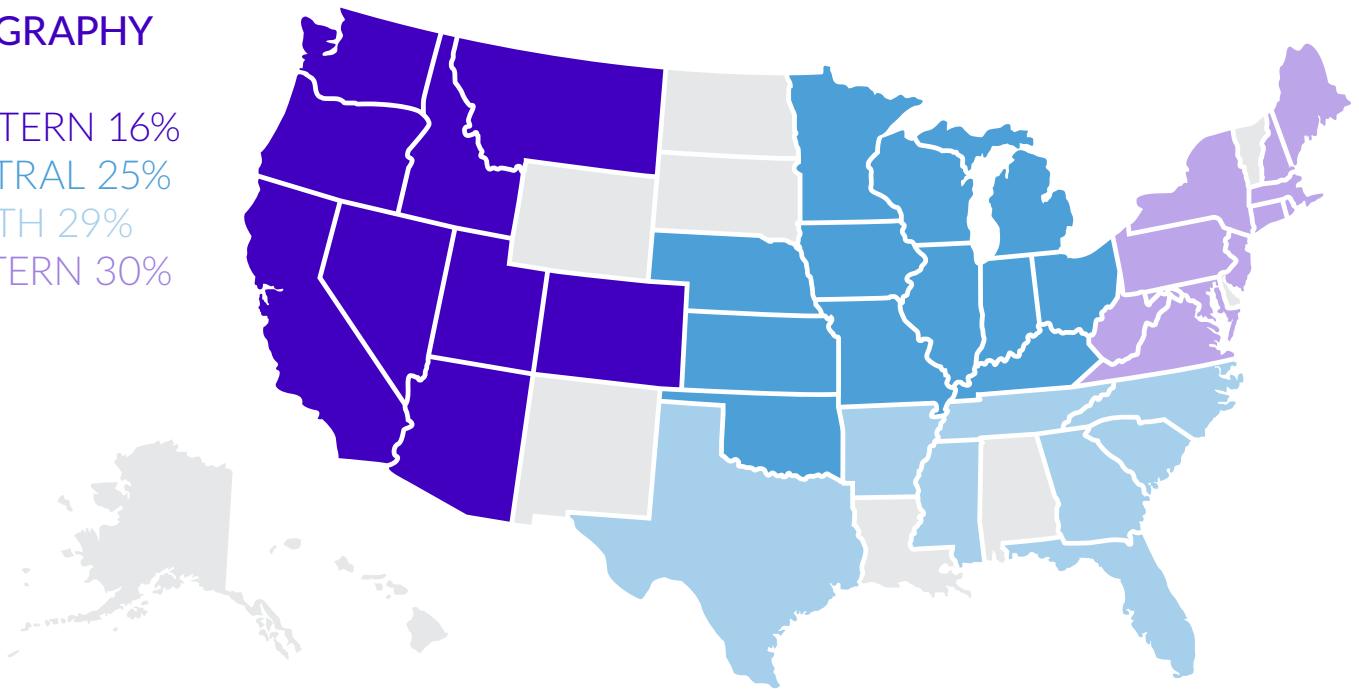


YEAR OVER YEAR ADVISOR ATTENDANCE

2019		2020		2021	
San Francisco	Minneapolis	Dallas	Virtual	Virtual	Orlando/Virtual
54	68	168	173	141	174

GEOGRAPHY

WESTERN 16%
CENTRAL 25%
SOUTH 29%
EASTERN 30%



5.7K

FOLLOWERS ON
#HEALTHROSETTA

37.5K

FOLLOWERS OF
#CHASEDAVE

15K

SUBSCRIBERS TO HEALTH ROSETTA NEWSLETTER

EVENT DETAILS

SUMMIT 2022

2022 HEALTH ROSETTA SUMMITS

2.5 days of learning & collaboration with nationally-known healthcare and benefits expert presenters, 200+ Health Rosetta benefits advisors and other forward-looking business leaders from the growing Health Rosetta community.

Summit sponsorships provide an opportunity for Solutions to provide thought leadership, align your brand & make important introductions that will help grow your category & grow your business. Engage with Health Rosetta Advisors, their account executives & employer clients/prospects while serving as an expert resource for your Category.

SUMMIT PROGRAM FORMAT:

- *Workshops (submit ideas for sessions at Summit and/or monthly events)*
- *Sponsor-hosted Employer Case Study*
- *Roundtable discussions & activities*
- *Health Rosetta Community Speed Dating (Live! and tech-enabled 1:1 meetings with Health Rosetta Advisors & Health Plan leadership)*

HEALTH ROSETTA MONTHLY ADVISOR EVENTS

These 2-hour advisor education events are designed for Health Rosetta Advisors, clinician leaders, sponsor solutions (Category Catalyst = 8 events; Change Agent = 2 events) & other invited guests who are vested in our mission to accelerate the adoption of community-owned health plans.

MONTHLY PROGRAM INCLUDES:

- *Health Rosetta Community Speed Dating (tech-enabled 1:1 meetings with Health Rosetta Advisors & Health Plan leadership)*
- *Health Plan Category Education*
- *Interactive Q & A*
- *Solution Office Hours (expo rooms to connect by video with advisors/employers, share materials, demo/present or answer questions);*
- *Regional Roundtables (experts moderate Roundtables, designing solutions for challenges unique to your region)*

2022 HEALTH ROSETTA SUMMITS SCHEDULE

March 17-19, 2022* (Orlando)

August 15-17, 2022* (Denver)

**Live plus livestream program that features sponsor branded area for interaction & attendance at all sessions.*

2022 SUMMIT SPONSORSHIP PACKAGES

SUMMIT 2022

CATEGORY CATALYST: **\$21,000** (\$19,500 IF CONFIRMED BY 5/30)

- Prominent brand exposure online & on-site as a sponsor of the Health Rosetta Summits PLUS included in all monthly advisor programming
- Exhibit booth live & online at the Health Rosetta Summits on August 15-17 and March, 2023 (date TBD)
- Dave Chase to present at a Sponsor-hosted virtual event (\$15,000 value)
- Thought leadership; present a 20-min case study presentation with interactive Q & A at the Health Rosetta Summit and/or future Health Rosetta monthly advisor event/workshops
- Social kits for sponsor-initiated promotional efforts on social channels
- Brand featured in Health Rosetta PR, social media & marketing campaigns
- Networking: robust platform includes: video chat, 1:1 direct networking; lead generation; tech-enabled "speed dating" coupled with live networking, interactive roundtables & evening mixers designed to expand your network with Health Rosetta advisors, employers, physicians, public officials & other attendees.
- Three (3) VIP all-access passes to two live Summit events. Six (6) VIP all-access passes to the Health Rosetta Summit over August 15-17 & March, 2023 (date/location TBD).
- Expanded detail attendee lead gen reports, session recaps and speaker presentations available for download

CHANGE AGENT: **\$12,500** (\$11,500 IF CONFIRMED BY 5/30)

- Prominent brand exposure online & on-site as a sponsor of the Health Rosetta Summit on August 15-17 PLUS included in two monthly advisor programs (sponsor selects months)
- Exhibit booth live & online at the Health Rosetta Summit on August 15-17
- Dave Chase to present at a Sponsor-hosted virtual event (\$15,000 value)
- Thought leadership; present a 20-min case study presentation with interactive Q & A at the Health Rosetta Summit (August 15-17)
- Social kits for sponsor-initiated promotional efforts on social channels
- Brand featured in Health Rosetta PR, social media & marketing campaigns
- Networking: robust platform includes: video chat, 1:1 direct networking; lead generation; tech-enabled "speed dating" coupled with live networking, interactive roundtables & evening mixers designed to expand your network with Health Rosetta advisors, employers, physicians, public officials & other attendees.
- Two (2) VIP all-access passes to two live Summit events. Five (5) VIP all-access passes to the Health Rosetta Summit over August 15-17, 2022.
- Expanded detail attendee lead gen reports, session recaps and speaker presentations available for download

EXHIBITOR: **\$8,500** (\$8,000 IF CONFIRMED BY 5/31)

- Brand exposure at the Health Rosetta Summit on August 15-17, 2022
- Exhibit booth at the Health Rosetta Summit over August 15-17
- Social kits for sponsor-initiated promotional efforts on social channels
- Networking: robust platform includes: video chat, 1:1 direct networking; lead generation; tech-enabled "speed dating" coupled with live networking, interactive roundtables & evening mixers
- designed to expand your network with Health Rosetta advisors, employers, physicians, public officials & other attendees.
- One (1) VIP all-access passes to the Health Rosetta Summit on August 15-17. Two (2) additional tickets for online program.
- Lead gen reports, session recaps and speaker presentations available for download.

Sponsorships are being presented to a limited number of Health Rosetta advisor nominated & leadership-approved category solutions. Priority consideration (and placement) will be made following receipt of a signed Sponsor Agreement & payment.

ECOSYSTEM SOLUTION PASS: **\$3,500** (\$2,750 IF CONFIRMED BY 5/31)

- One (1) VIP all-access passes to the Health Rosetta Summit on March 17-19.
- Attending through an Ecosystem Solution pass does not include a booth, or logo'd recognition.
- This is a lower cost yet high value way your leadership may benefit from in person collaboration & small group work, speed networking & education/social functions with our Health Rosetta Advisors & an intimate group of Solutions.

Sponsors and Ecosystem Solution Pass holders can purchase tickets for additional team members for \$750 each. There are a limited number of special activity sponsorships that can be added to any level above (including Ecosystem Solution pass). These include: WiFi, Livestream, Opening Party, Well-being Activities and two days of Advisor-led breakfast table discussions. Contact lynn.henderson@kynexions.com to note interest or check availability.

Financial incentive deadline: May 31, 2022. Final Sponsorship decision deadline June 30, 2022.

2022 SPONSORSHIP LETTER OF INTENT



Organization Name:

Category:

Primary Contact Name:

Primary Contact Email:

Sponsor Level:

Special Activity:

Health Rosetta Advisor Referral:

Previous Sponsor? Yes No

Authorized Signer (for Agreement) Name:

Authorized Signer Email:

Invoice Contact Name:

Invoice Contact Email:

DOWNLOAD FORM, ATTACH AND SEND TO: LYNANN.HENDERSON@KYNEXIONS.COM

NEXT STEPS

- 1) Complete/download/attach/submit the 2022 Sponsorship Letter of Intent to: **lynann.henderson@kynexions.com**
- 2) Complete the Sponsor Agreement & Submit Payment by May 31, 2022 to receive financial incentive or June 30 to be considered for sponsorships of the August event in Denver.
- 3) Committed sponsors will receive an invitation to set up their 1:1 onboarding session with Health Rosetta, select attendees who will join the first Advisor monthly events.

CONTACT INFO

All Health Rosetta sponsorship & event questions should be directed to:

LynAnn Henderson

*Events Director, Health Rosetta
Founder/CEO, Kynexions*

**LynAnn.henderson@kynexions.com
406.671.6573**

