



BHCG SPONSORSHIP OPPORTUNITIES

The Business Health Care Group offers organizations opportunities to support its mission to lead change and create value by improving health care quality and cost efficiency for employers, employees and the community.

What can BHCG sponsorship do?

- Help underwrite bold, data-driven strategies and initiatives to improve health care value and patient/provider decision-making
- Support a powerful alliance of health care purchasers to effectively work with health systems, provider groups and other strategic partners to address pressing health care issues
- Assist in creating a sustainable health care solution, increasing the competitiveness of Wisconsin's business community
- Contribute to community health care access
- Demonstrate responsible corporate citizenship
- Provide exposure for your organization to a substantial number of senior-level decision makers

How does BHCG sponsorship work?

BHCG sponsorship is offered to:

- Pharma, health care systems, provider groups, brokers and consultants and other health care-related entities
- BHCG best in class strategic partners

Sponsorship includes recognition, acknowledgment and communication opportunities to an ever-expanding audience of highly engaged, prominent employers and other health care stakeholders.

Events include:

- **BHCG Annual Meeting** (virtual/in-person)
- **Delivering Value Series Symposiums** (virtual/in-person)
- **Benefits Forums** for member employers (virtual/in-person)
- **BHCG Annual Golf Outing** supporting access to health and social services

BHCG SPONSORSHIP PROGRAM

For pharma, health care systems, provider groups, brokers/consultants and other health care-related entities

	Platinum \$15,000	Gold \$10,000	Silver \$8,500	Bronze \$4,000
Supporting membership in BHCG				
Exhibit space (annual meeting)				
24" X 48" custom printed sign with logo (annual meeting)				
Recognition as sponsor in all scripted remarks (annual meeting and Delivering Value Series (DVS) symposiums)				
Logo recognition on the PowerPoint during breaks (annual meeting and DVS symposiums)				
Logo on the events webpage (annual meeting and DVS symposiums)				
Opportunity to display promotional materials (annual meeting and DVS symposiums)				
Acknowledgment of sponsorship in every issue of the BHCG newsletter <i>The Catalyst</i> distributed to 2,000+ stakeholders				
Social media post highlighting your organization's sponsorship	4x year	3x year	2x year	1x year
Acknowledgment in the BHCG Annual Report (produced in Q3)				
Sponsorship acknowledgment on post-event communications				
Two-minute speaking time (annual meeting)				
Logo on invite and reminder emails (annual meeting and DVS symposiums)				
Email to members annually promoting your organization	1x year			

For more information about sponsorship opportunities, please contact BHCG Executive Director:

Jeffrey Kluever, 262.875.3312 ext. 1 or jkluever@BHCGWI.org



BEST IN CLASS STRATEGIC PARTNERS SPONSORSHIP PROGRAM

\$5,000 sponsorship fee

	Annual Meeting	DVS Symposium	Benefits Forum
One and one half hour presentation (in-person and/or virtual)		1x year	
Recognition as sponsor in all scripted remarks			
Logo recognition on the PowerPoint during breaks			
Logo on the events webpage			
Opportunity to display promotional materials			
Acknowledgment of sponsorship in BHCG newsletter <i>The Catalyst</i> distributed to 2,000+ stakeholders			
Dedicated slide in pre-event opening slide loop			
Logo on event registration page and BHCG home page			
Exhibitor table			

Strategic partners receive these additional benefits:

1. Supporting membership in BHCG
2. Highlighted recognition in the BHCG Annual Report (produced in Q3)
3. Social media post highlighting your organization's sponsorship

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BHCG GOLF OUTING SPONSORSHIP

	Platinum \$12,500	Gold \$10,000	Silver \$7,500	Educational \$4,000	Bloody Mary Bar \$4,000	Beverage Cart \$4,000	Putting Contest \$3,000	Hole in One Contest \$2,000	Raffle Basket \$500	Albatross Hole \$500	Birdie Hole \$300
Event Sponsorship Banner at the Registration Area											
Company signage displayed at registration, lunch tent and throughout the clubhouse during cocktail hour, dinner, raffle and auction											
Logo on golf balls distributed to all golfers											
Logo placement and sponsorship level recognition on BHCG golf event website and on BHCG website. Logo will link to your website.											
Exclusive signage on one hole											
Golf for a foursome											
Logo on golfer welcome bags											
Placement of promotional materials in welcome bags											
Remarks at awards presentation											
Recognition in the Milwaukee Business Journal (one full-page and one half-page print advertisement)											
Marketing of company's webinar post event											
Sponsorship sign on Bloody Mary bar											
Sponsorship sign on beverage cart											
Sponsorship sign on putting green											
Hole sponsorship sign											
Sponsorship sign											

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