



BHCG SPONSORSHIP OPPORTUNITIES

The Business Health Care Group offers organizations opportunities to support its mission of uniting Wisconsin employers to leverage their collective voice and purchasing power to drive high-quality, cost-effective, and transparent health care for the communities they serve.

What BHCG sponsorship delivers:

- **Drives Innovation**
Support bold, data-driven strategies that improve health care value and empower smarter decisions
- **Builds Connections**
Join a powerful alliance of health care purchasers collaborating with health care systems, providers and strategic partners
- **Showcases Your Brand**
Gain visibility at BHCG's signature events:
 - Annual Meeting
 - Connect360 Learning Series
 - Annual Golf Outing benefiting a local charity
- **Expands Your Reach**
Engage with leading employers and other valued partners: pharma, health systems, providers, brokers and consultants
- **Leads with Impact**
Help create sustainable health care solutions that strengthen Wisconsin's business competitiveness and community access
- **Demonstrates Leadership**
Showcase your organization's commitment to community impact while connecting with senior-level decision-makers

Sponsorship includes recognition, acknowledgment and communication opportunities with a highly engaged audience of prominent employers and health care stakeholders.

CONNECT360 LEARNING SERIES SPONSORSHIP

	Full Series (9 events in 2027) \$4,000	Individual Event(s) \$500
Recognition as a sponsor in scripted event remarks	✓	✓
Logo placement on the event webpage	✓	✓
Acknowledgment in the BHCG newsletter, The Catalyst, distributed to 3,000+ stakeholders	✓	✓
Social media post highlighting your organization's sponsorship	✓	✓
Recognition in the BHCG Annual Report	✓	✓
Sponsorship acknowledgment on post-event communications	✓	✓

ANNUAL MEETING SPONSORSHIP

	Platinum Sponsor \$10,000	Gold Sponsor \$5,000	Vendor Sponsor \$2,000 (limit 10)
Recognition as a sponsor in scripted remarks	✓	✓	
Logo recognition in pre-event opening slide loop	✓	✓	✓
Logo placement on the event webpage	✓	✓	✓
Opportunity to display promotional materials	✓	✓	✓
Acknowledgment of sponsorship in BHCG Newsletter, The Catalyst, distributed to 3,000+ stakeholders	✓	✓	✓
Dedicated slide in pre-event opening slide loop	✓	✓	
Logo on event registration page and BHCG home page	✓	✓	
Exhibitor table	✓	✓	✓
Custom printed sign with logo	✓	✓	
Social media post highlighting your organization's sponsorship	✓	✓	✓
Acknowledgment in the BHCG Annual Report	✓	✓	✓
Sponsorship acknowledgment in post-event communications	✓	✓	
Five-minute speaking time	✓		
Two-minute speaking time		✓	

For more information about sponsorship opportunities,
please contact:

Jennifer LaMere, 262.875.3312 or jlamere@BHCGWI.org

BHCG GOLF OUTING SPONSORSHIP

	Platinum \$12,500	Gold \$10,000	Silver \$7,500	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, the lunch tent, and throughout the clubhouse during the event	✓	✓	✓							
Logo displayed on golf balls distributed to all golfers		✓								
Logo placement and sponsorship-level recognition on the BHCG Golf Outing event webpage and BHCG website, with a link to your organization's website	✓	✓	✓	✓	✓	✓	✓			
Exclusive signage at one hole	✓	✓	✓	✓	✓					
Golf for one foursome	✓	✓	✓	✓	✓					
Logo displayed on golfer welcome bags	✓									
Placement of promotional materials in golfer welcome bags	✓	✓	✓							
Opportunity to provide remarks during the awards presentation	✓	✓								
Shared recognition in the Milwaukee Business Journal through one full page and two half-page print advertisements	✓	✓	✓	✓	✓					
Sponsorship signage on Bloody Mary bar				✓						
Sponsorship signage on two beverage carts					✓					
Sponsorship signage at the putting green						✓				
Hole sponsorship signage							✓		✓	✓
Sponsorship signage								✓		

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