



20th Anniversary sponsorship program

Opportunity to participate

Jaime Gonzalez, Chief Business Development Officer/CFO

Overview

2016 marks the 20th anniversary of the Health Plan Alliance. We'll kick off the celebration on June 30th with multiple engagement opportunities for our members, including:

- E-mail campaign with special content
- Online “shout out” tool for members
- Virtual door prizes for member website visitors
- Door prizes for Value Visit attendees
- 20th anniversary celebration kit mailed to each member health plan, with media, activities, and a “do it yourself” Alliance history pop quiz and prizes

As a valued business sponsor, you have the opportunity to be recognized as an “Official Sponsor” of our virtual celebratory activities as described above, and enhance your brand awareness among our member health plans.

Please review the details about this opportunity included in Page 3 of this packet, as well as a breakdown of your benefits on Page 4, and then **confirm your participation no later than Sept. 30th**. Instructions for submitting a request to sponsor are also included on page 4.

Questions? Contact Jaime Gonzalez: jaime.gonzalez@healthplanalliance.org.

How to participate

Ready to participate in the celebration? A flat \$1,000 sponsorship fee will directly support Alliance staff's efforts in engaging with our members throughout the year.

The sponsorship will support purchase of items to be included in our many raffles and fun "contests" planned for our members throughout the year. All contributors will be recognized on our website's 20th anniversary celebration page.

Confirm your sponsorship by Sept. 30th. Once invoice payment is received, your logo will be placed on the 20th anniversary celebration page as a contributor, as well as included in the specific outreach campaign as a supporter.

Benefits and next steps

Your sponsorship of the 20th anniversary supports your business development goals in multiple ways:

- Logo placement on the 20th anniversary celebration website page
- Additional logo placement on specific outreach effort, either electronic or via mail
- Logo placement and acknowledgment as the sponsor of a raffle/door prize in all supporting materials

The **deadline** to confirm your participation in the 20th anniversary celebration is **Sept. 30, 2016**. Getting involved is simple – and note, we do have limited spots and availability is on a first-come basis.

To confirm your participation [complete the sponsorship form](#).

We are thrilled to be celebrating 20 years of service to our member health plans, and are excited to offer this opportunity for our business sponsors to participate in the fun.

Questions? Contact Jaime Gonzalez: jaime.gonzalez@healthplanalliance.org.