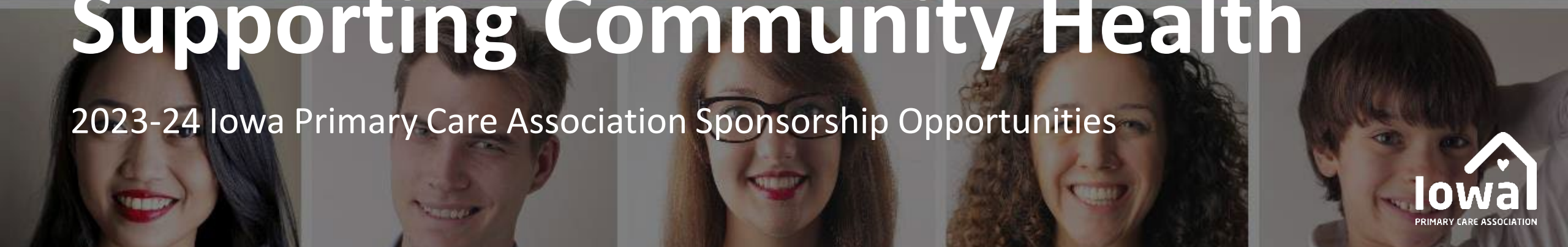


Supporting Community Health

2023-24 Iowa Primary Care Association Sponsorship Opportunities



About Us

The Iowa Primary Care Association (Iowa PCA) provides technical assistance and training to Iowa community health centers (CHCs) to support their ongoing commitment to provide quality, affordable primary and preventive healthcare to under-resourced populations in Iowa. Our member CHCs provide access to medical, dental, behavioral health, and pharmacy services, providing a health home to more than 250,000 individuals.



Vision, Mission, & Values

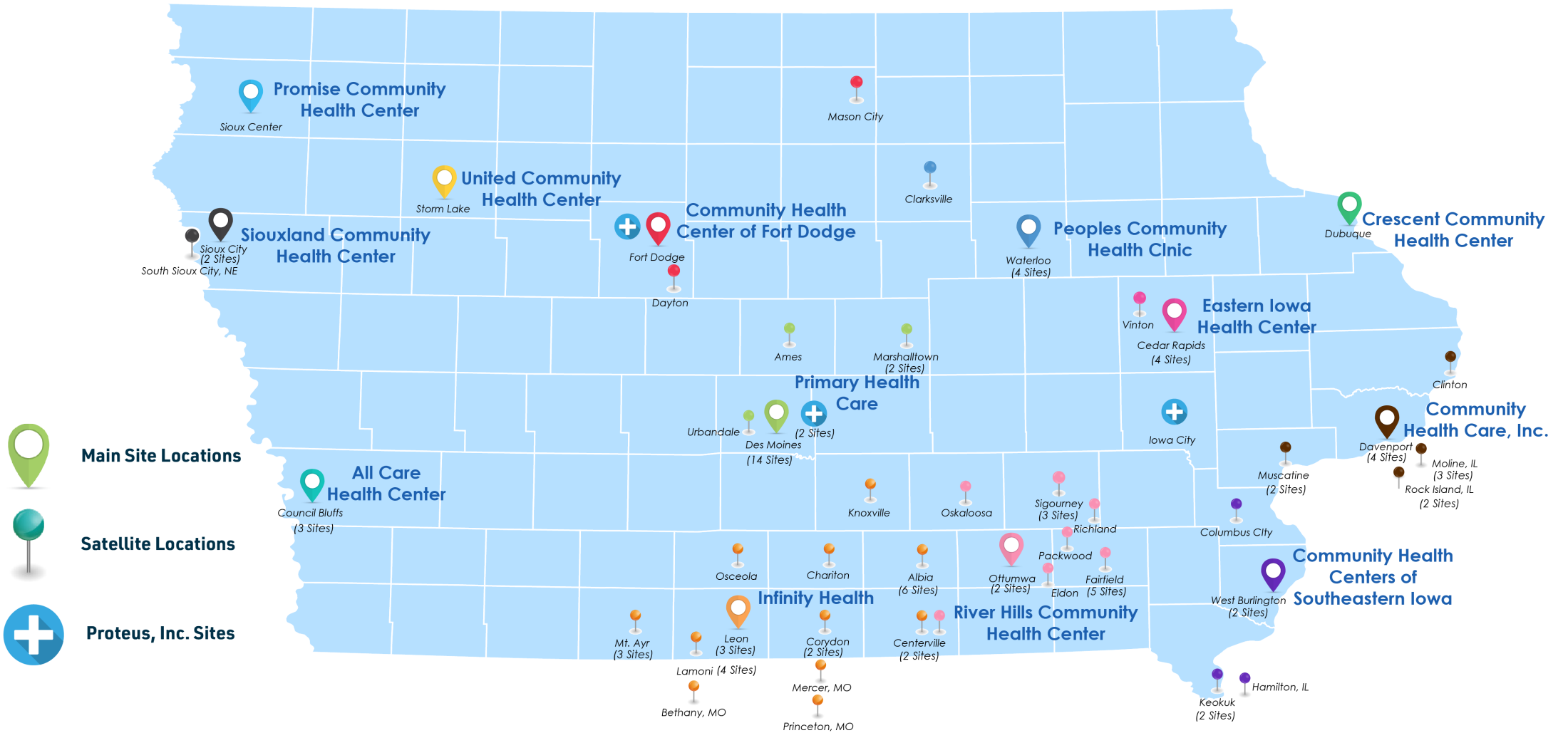
VISION: Health equity for all.

MISSION: Enhancing community health centers' capacity to care.

VALUES: Collaborative process with staff to develop the following six values.



Iowa's Community Health Centers



A photograph of a man and a young boy smiling and hugging. The man is on the left, wearing a brown t-shirt, and the boy is on the right, wearing a light-colored plaid shirt. The background is a simple indoor setting with a white wall and a door.

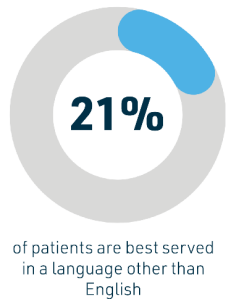
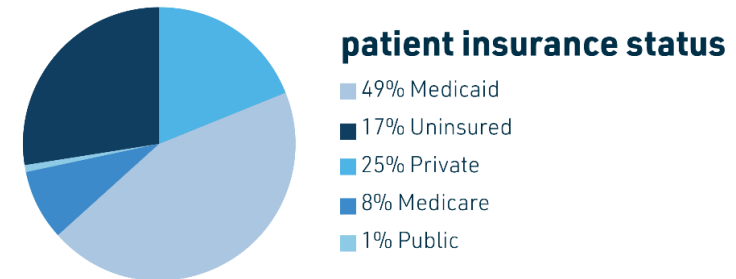
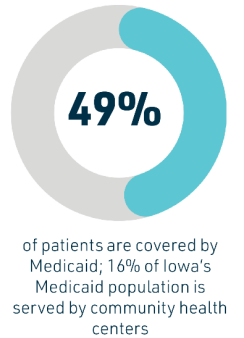
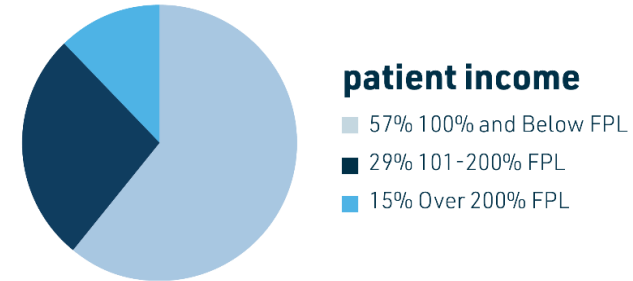
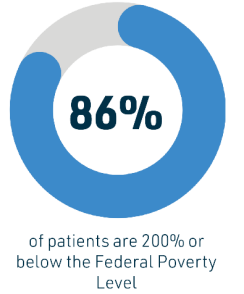
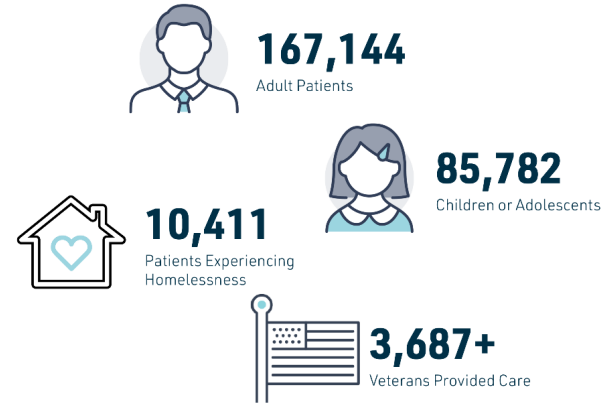
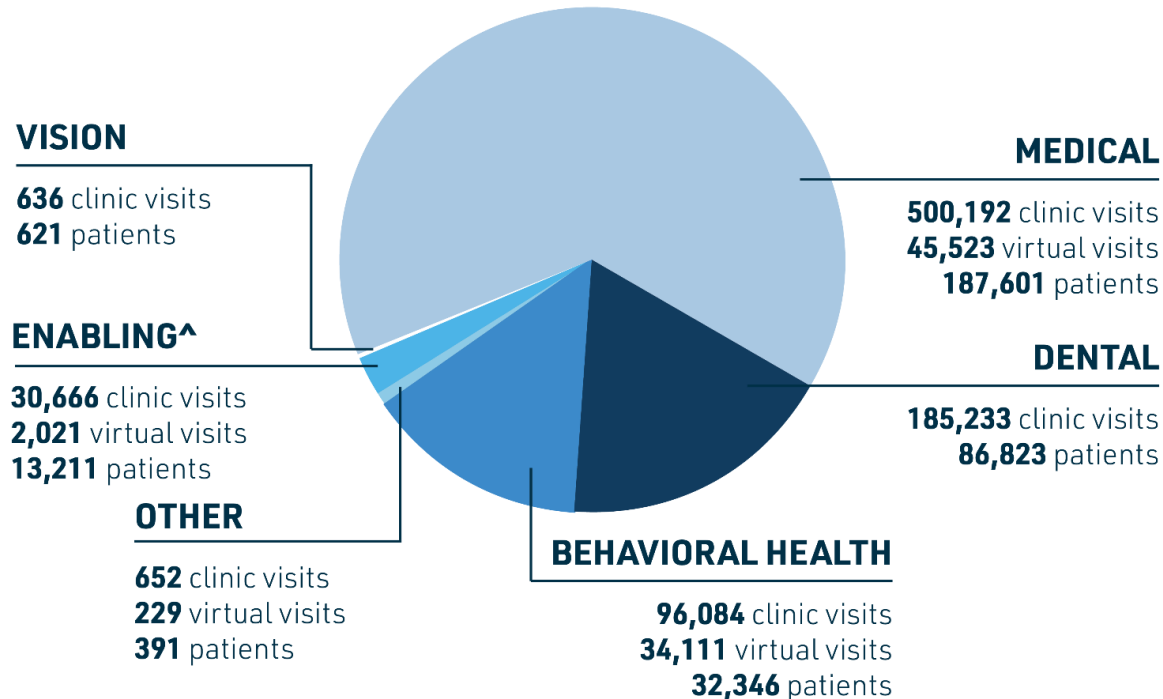
**Annual Sponsorships Help
Support Our Statewide Impact**

Our Reach & Impact

813,454
TOTAL CLINICAL VISITS

81,893
TOTAL VIRTUAL VISITS

252,926
TOTAL PATIENTS*



* Patients can receive multiple services – 2021 UDS Data

Annual Sponsorship Benefits

- Increase your organization's name and brand recognition
- Increase your reach and exposure to new CHC customers
- Reconnect and engage with existing customers throughout the year
- Market your organization inexpensively
- Support the important work of CHCs – position yourself as an industry leader and advocate for health centers

The Annual Sponsorship benefits period runs from July 1, 2023 – June 30, 2024



Expanded Community Health Center Reach

Iowa's community health centers employ nearly 2,000 individuals, a majority of whom would be reached through sponsor communications. Audiences that can be reached by annual sponsorships include a variety of staff including:

- CEOs
- CFOs
- COOs/Operations Directors
- Senior Leadership
- Medical, Dental, and Behavioral Health Providers
- Clinic Managers
- Oral Health Staff
- Behavioral Health Staff
- HR Directors
- Quality Directors
- Front Desk Staff
- And more!

Iowa Community Health Conference

Conference Dates: TBD, Fall 2023

Location: Iowa Events Center, Des Moines, IA

More Information:

iowacommunityhealthconference.org





Let's Work Together!

Conference & Exhibiting	Exclusive \$20,000	Premier \$15,000	Elite \$10,000	Champion \$5,000	Partner \$2,500 <i>(New for 2023**)</i>	Friend \$1,500
Complimentary Attendance	10	7	5	3	3	2
Conference Recognition	Title Sponsor + Exhibit Space	Promotional Item Sponsor + Exhibit Space	Choice of 1* + Exhibit Space	Breakout Sponsor + Exhibit Space	Scholarship for student attendee + Exhibit Space	Exhibit Space Only
Recognition in Print & Digital Conference Materials	✓	✓	✓	✓	✓	✓
Company Link and Logo on Conference Website	✓	✓	✓	✓	✓	✓
Conference App Banner Ad	✓	✓	✓	✓	✓	✓
Remarks During Keynote/Plenary Session	✓	✓	✓			

***Elite Sponsor Options:** Break Sponsor, Breakfast Sponsor, Lunch Sponsor

**** Partner Sponsors:** part of your sponsorship support will provide scholarships to students wanting to attend the conference.

Annual Sponsorships

Sponsorship Recognition	Exclusive \$20,000	Premier \$15,000	Elite \$10,000	Champion \$5,000	Partner \$2,500	Friend \$1,500
One Blog Feature	✓	✓	✓	✓	✓	
Company Logo in Weekly Email Update to CHCs	✓	✓	✓	✓	✓	✓
Company Logo and Link on Iowa PCA Website	✓	✓	✓	✓	✓	✓
Annual Report Recognition	✓	✓	✓	✓	✓	✓



Annual Sponsorships

Membership Marketing	Exclusive \$20,000	Premier \$15,000	Elite \$10,000	Champion \$5,000	Partner \$2,500	Friend \$1,500
Sponsored Content Feature in Weekly Update to CHC Members	4x Per Year	3x Per Year	2x Per Year	1x Per Year		
Special Recognition During National Health Center Week	✓	✓	✓	✓	✓	✓
Electronic Conference Attendee List	✓	✓	✓	✓	✓	✓

Add-Ons

New for 2023, sponsors have additional opportunities to add on items to your support level.

	Awards Reception \$7,000	Charging Station \$1,500	Nametags \$1,000	Branded Pen \$500	Pamphlets \$500
Details	Awards reception host – includes food, drinks, entertainment for all attendees	Host a custom branded electronics charging station	Logo will be included on conference nametags. Approximately 350-400 nametags per conference.	Branded pens will be included in all attendee’s swag bags	Three sponsors will have the opportunity to include pamphlet or flyer in each attendee’s bag.
# of add-ons	One (1)	One (1)	One (1)	One (1)	Three (3)

Interested in becoming a sponsor?

Our goal for our annual sponsorships is to find ways that best meet your marketing needs and connect you with our member CHCs.

If you have any questions or want to propose additional ways to engage our members, please don't hesitate to reach out to Maggie Koenig at mkoenig@iowapca.org.

