



EVENT SPONSORSHIP PROPOSAL



HCAM'S 20TH ANNIVERSARY CELEBRATION



MISSION

We are making Maryland healthier by connecting residents to insurance and care, educating the community about healthier living, and advocating a more equitable health care system.

ABOUT THE EVENT

HCAM Past, Present & Future

Join HealthCare Access Maryland for a cocktail-style reception as we celebrate 20 years of service to the people and families of this wonderful city.

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR \$10,000

- Exclusive event naming rights
- Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails, social media posts and posters
- Sponsor listing on all at-event signage
- Complete branding of (1) lounge area
- Sponsor recognition and link from the event page on HealthCare Access Maryland's web site
- 10 tickets to the event
- Opportunity to provide marketing materials and giveaways for attendee gift bags
- Company name mentioned in all media advertising: print and online
- Full-spread sponsor advertisement in event program
- Opportunity to speak during the program
- Sponsor table at the event and the opportunity to display any products, services or company marketing materials

SPONSORSHIP OPPORTUNITIES cont.

GOLD SPONSOR \$5,000

- Sponsor recognition on all event-related marketing & promotional collateral: invitations, e-mails, social media posts and posters
- Sponsor listing on all at-event signage
- Sponsor recognition and link from the event page on HealthCare Access Maryland's web site
- 5 tickets to the event
- Opportunity to provide marketing materials and giveaways for attendee gift bags
- Company name mentioned in all media advertising: print and online
- One-page sponsor advertisement in event program
- Opportunity to speak to attendees

SILVER SPONSOR \$2,500

- Sponsor recognition on all event-related marketing & promotional collateral: invitations, e-mails, social media posts and posters.
- Sponsor listing on select at-event signage and in the event program
- Sponsor recognition and link from the event page on HealthCare Access Maryland's web site
- 4 tickets to the event
- Half-page sponsor advertisement in event program
- Opportunity to provide marketing materials and giveaways for attendee gift bags

BRONZE SPONSOR \$1,000

- Sponsor recognition on all event-related marketing & promotional collateral: invitations, flyers, e-mails, social media posts and posters.
- Sponsor listing on select at-event signage
- Sponsor recognition and link from the event page on HealthCare Access Maryland's web site
- 2 tickets to the event
- Quarter-page sponsor advertisement in event program



SPONSORSHIP OPPORTUNITIES *cont.*

LOUNGE SPONSOR \$2,000

- Complete branding of (1) lounge area
- Opportunity to provide marketing materials and giveaways for attendee gift bags
- Quarter-page sponsor advertisement in event program
- Sponsor recognition and link from the event page on HealthCare Access Maryland's web site

PHOTOBOOTH SPONSOR \$1500

- Sponsor branding on all photobooth printouts, social media posts, etc.
- Opportunity to provide marketing materials and giveaways for attendee gift bags
- Quarter-page sponsor advertisement in event program
- Sponsor recognition and link from the event page on HealthCare Access Maryland's web site

GIFT BAG SPONSOR

- Opportunity to provide marketing materials and/or giveaways for attendee gift bags (400)

