



Uniting to Transform Health in Texas

October 20-21, 2022, AT&T Hotel and Conference Center

A Collaboration Between

IT'S TIME TEXAS



THE UNIVERSITY of TEXAS SYSTEM
FOURTEEN INSTITUTIONS. UNLIMITED POSSIBILITIES.

It's Time Texas and The University of Texas System will host Texas' sixth annual premier population health conference, The Healthier Texas Summit, assembling more than 700 of the states most invested health champions to empower in-person, evidence based, cross-sector collaborations that elevate health equity as a shared value.

Sponsorship provides partners with unique opportunities to connect and engage with attendees while increasing their brand exposure, building their network of health champions and joining like-minded community leaders to accelerate the health movement in Texas and beyond! At It's Time Texas, we prioritize developing mutually beneficial relationships with partners. The following are a starting place for discussion, we welcome the opportunity to customize packages to meet your business goals and marketing needs.

Sponsorship Benefits	Presenting \$50k	Platinum \$25K	Gold \$15k	Silver \$10k	Bronze \$5k	Exhibitor \$1k
Co-Branding Opportunity						
Opening Session Branding						
Opportunity to Address the audience during opening session(2 minutes)						
One session curated by It's Time Texas focused on brand-specific achievements related to health and well-being						
Opening session acknowledgements						
Opening session video (:30 sec)						
Co-Branded step and repeat						
Choice of sponsored event/ exclusive opportunity	2	1				
Choice of sponsored area or item	1	1	1			
Recognition on hallway monitors						
Featured in sponsor slide-shows before each session						
Pre-event promotional branding						
Keynote meet & greet						
General session keynote/stage signage						
Included in vendor gamification						
Promotional item included in welcome bags						
Logo placement (program, conference website, general event signage)						
Program guide recognition						
Conference website branding						
Mobile App recognition						
Attending mailing/e-mail list						
Vendor table						
Conference Registrations	10	5	4	3	2	1
Targeted Marketing Add-ins	5	4	3	1		

Exclusive Opportunities (\$20K)

- » **Content Tracks** (Designed to give you optimal branding and access to your defined target market. Tracks include Business & HR Leaders, Educators, Public Servants, Faith-based Leaders, Healthcare, Community Organizations)
- » **Happy Hour** (2 available)

Sponsored Areas/Assets (\$5k)

- » Attendee lounge
 - » Powder room
 - » Coffee break»
 - » Snack break
 - » Charging stations
 - » Valet Parking sponsor
 - » Registration
 - » Information
 - » Conference Mobile App
 - » On-site social media coverage
 - » Sector Dinners*
- *activation costs required

Sponsored Items (\$1K)

Receive prominent branding and verbal recognition related to the sponsored items of your choice (activation costs may apply):

- » Welcome bags
- » Parking passes
- » Conference lanyards
- » Water

Targeted Marketing add-ons

- » Linked-In Live Interview (\$2,500)
- » Twitter Give-away (\$1,000)
- » Social media highlight specific to brand objectives (\$1,000)
- » Re-share of mutually-agreed upon, health related, social media content (\$1,000)

Sponsored Events (\$10K)

- » **Keynote sponsor** (2 available) Two of the most highly attended events! You'll have brand recognition on the large screens while being verbally thanked and have an opportunity to show a video before the opening keynote speaker begins!
- » **Evening event** (1 available) Interested in engaging with attendees informally after a packed day of sessions and speakers? The engagement committee is planning a fun filled atmosphere for attendees. The Evening Event sponsor will be verbally recognized, have an opportunity to say a few words, and interact with attendees in this unique space. Sign up early to help plan the event!
- » **VIP Happy Hour** (1 available) Looking to connect with our speakers, sponsors and key donors? You'll be able to address the crowd, place signage and even co-host the happy hour!
- » **VIP Dinner** (1 available) Looking to connect with certain speakers, sponsors and key donors? You'll be able to help define the invitation list, and determine the site of this off-site, pre-conference dinner for up to 20 conference VIPs! (activation costs apply)
- » **Individual Sessions** (Designed to give you optimal branding and access to your defined target market, provide a 30 second pre-session video, provide a speaker introduction, and receive optimal branding at the individual break-out session on your choice)
- » **Wellness activities** (Be the exclusive sponsor of one of the four wellness activities that attendees will surely remember long after their annual conference experience. Opportunity to design and conduct the wellness activity, provide a welcome and receive optimal branding throughout the session)
- » **Conference Challenge** (Serve as the exclusive sponsor of our conference challenge to encourage attendee engagement, collaboration and fun! Receive verbal, social and app recognition throughout the conference)

In-kind sponsorship opportunities

Items enhancing the attendee experience and or/otherwise reducing the budgeted costs of the Summit will be considered for in-kind sponsorship, with recognition and benefits offered at 50% of the fair market value of the donated item.

Sponsorship opportunities are limited and preference will be given by date of executed agreement. For more information, to customize your sponsorship package or to reserve your sponsorship today, contact:

Jamie Williams, Vice President of Development

jamie@itstimetexas.org | 214-679-9360