



2026 PBGH Sponsorship Prospectus

About PBGH

The Purchaser Business Group on Health (PBGH) is the country's leading employer and purchaser-only coalition focused on incubating and scaling new, disruptive programs to improve health care affordability, quality, and equity.

40

employer and public
purchaser members

21

million covered
lives in U.S.

\$350B

in annual health
care spend

PBGH Member List

32BJ Heath Fund

Amazon

Apple

The Boeing Company

CalPERS

Caltech

Chevron Corporation

Cisco Systems

City and County of Denver

City of Colorado Springs

City of Kirkland

Costco

Covered California

Credit Human Federal

Credit Union

CSAA Insurance Group

eBay

GE Appliances

GEICO

Intel Corporation

JPMorgan Chase & Co.

King County, WA

Levi Strauss

Microsoft

Netflix

NextEra Energy

Pacific Gas & Electric
Company

Qualcomm, Inc.

Red Bull North America, Inc.

Rivian

Robert Half International

Salesforce

San Francisco Health
Service System

Stanford University

Tailored Brands, Inc

The State of Colorado

The Wonderful Company

University of California

Walmart

Washington Health
Benefit Exchange

Washington State Health
Care Authority

2026 Sponsorship Opportunities

PBGH Health Policy Summit (page 4)

Join employers, public purchasers, and policymakers in Washington D.C. to discuss how best to advance health care affordability and transparency in a tumultuous political environment brimming with both opportunities and threats. Stakeholders will discuss how policy and health care purchasing strategies intersect and inform one another, and how policies can be leveraged to reshape the future of health care for American businesses, workers, and patients.

PBGH Member Retreat (page 6)

Our most popular member-only event! During this two-day conference, benefits decision makers and executive leaders from PBGH employers and public purchasers gather in an intimate setting to discuss strategies for transforming health care for employees and their family members. In addition to educational sessions, the Member Retreat also includes ample time for social networking and opportunities to be inspired and recharge as benefits professionals.

PBGH Annual Summit (page 9)

Our largest multi-stakeholder event of the year, PBGH's Annual Summit brings together the country's top employer, public purchaser, and business leaders for a half-day conference featuring national keynote speakers and actionable panels to discuss ambitious goals centered on advancing quality, driving affordability, and fostering equity in health care. Through the annual award process and evening reception, PBGH also recognizes innovative employers and public purchasers that are reimagining the status quo to achieve their health care and benefits moonshots.

PBGH Innovation Series (page 13)

To highlight innovative solutions available to support organizational health care and well-being goals, PBGH is pleased to facilitate a virtual Innovation Series in Spring 2026. These webinars will feature employer and public purchaser case studies to demonstrate the business case; best practices for implementation, engagement, and sustainability; and positive results achieved for the organization and its plan members.

Custom Sponsorships

Don't see an opportunity that meets your organization's needs? Contact Lauren Remspecher at lremspecher@pbgh.org to discuss custom event and project-specific sponsorships.

Bundle and Save

Sponsor two or more events and receive a 10% discount off the lowest cost engagement. Sponsorships must be confirmed at least four weeks prior to event date.

Note: PBGH is an independent, nonpartisan organization with a 35-year track record of advancing the interests of health care purchasers. Sponsorship of PBGH does not influence speaker selection, content, topics of discussion, or programming. This policy enables PBGH to maintain our strong credibility, remain committed to our mission, and assure all our sponsors and attendees of the quality and objectivity of PBGH events.

Health Policy Summit Sponsor Tiers

Elite \$75,000	Platinum \$20,000	Bronze \$5,000
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Member Retreat Sponsor Tiers

Diamond \$20,000	Gold \$10,000	Bronze \$2,500
Platinum \$15,000	Silver \$5,000	

Annual Summit Sponsor Tiers

Elite \$100,000	Diamond \$30,000	Gold \$20,000
Moonshot \$50,000	Platinum \$25,000	Silver \$15,000
		Bronze \$10,000

Innovation Series Sponsor Tiers

All Tiers \$25,000

PBGH Health Policy Summit

When: March 2026

Location: Washington D.C.

Anticipated attendance:
100+ individuals

(Open to policymakers, employers,
and invited partners)

*Health care and vendor organizations
must be sponsors to attend*

Join employers, public purchasers, and policymakers in Washington D.C. to discuss how best to advance health care affordability and transparency in a tumultuous political environment brimming with both opportunities and threats. Stakeholders will discuss how policy and health care purchasing strategies intersect and inform one another, and how policies can be leveraged to reshape the future of health care for American businesses, workers, and patients.

Benefits Included in All Tiers of Sponsorship

- Company description, contact information, and logo included in attendee packets.
- Company logo included on event webpage.
- Company logo on event marketing emails.
- Company logo on sponsorship signage near registration desk at event.
- Company logo displayed on presentation screen opening and closing remarks.
- Company logo displayed on presentation screen during networking breaks.
- List of attendee names and organizations.**
- Preferred notification for future PBGH sponsorship opportunities.

**Sponsors are not permitted to make unsolicited outreach to attendees (unless a relationship is already established with an organization). Sponsors not in compliance or garnering specific complaints from PBGH members will not be invited to return for future events.

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- Company logo displayed on presentation screen opening and closing remarks.
- Company logo displayed on presentation screen during networking breaks.
- List of attendee names and organizations.**
- Preferred notification for future PBGH sponsorship opportunities

Elite (\$75,000)

- Exclusive sponsorship opportunity!
- Six sponsor tickets to PBGH Health Policy Summit.
- Six employer guest tickets to PBGH Health Policy Summit.
- Invitation to dinner with PBGH members and event speakers evening prior to event.
- Company logo displayed on signage at dinner.
- QR code linking to company website on activity signage.
- Sponsored activity listed on event agenda.
- One social media post on PBGH LinkedIn account acknowledging sponsorship.
- See additional sponsorship marketing benefits outlined in shaded column to left.

Platinum (\$20,000)

- Two sponsor tickets to PBGH Health Policy Summit.
- Two employer guest tickets to PBGH Health Policy Summit Reception.
- Choose One: Breakfast Sponsor, Box Lunch Sponsor, Networking Break Sponsor, **or** Beverage Station Sponsor .
- Company logo displayed on signage during breakfast, networking break, or near boxed lunch or beverage station.
- QR code linking to company website on activity signage.
- Sponsored activity listed on event agenda.
- One social media post on PBGH LinkedIn account acknowledging sponsorship.
- See additional sponsorship marketing benefits outlined in shaded column to left.

Bronze (\$5,000)

- One sponsor ticket to PBGH Health Policy Summit.
- One employer guest ticket to PBGH Health Policy Summit.
- See additional sponsorship marketing benefits outlined in shaded column to left.

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PBGH Member Retreat

When: June 2026

Location: California

Anticipated attendance:
60+ PBGH employer and
public purchaser members

(Please note: sponsors are not
permitted to attend this event)

Our most popular member-only event! During this two-day conference, benefits decision makers and executive leaders from PBGH employers and public purchasers gather in an intimate setting to discuss strategies for transforming health care for employees and their family members. In addition to educational sessions, the Member Retreat also includes ample time for social networking and opportunities to be inspired and recharge as benefits professionals.

Benefits Included in All Tiers of Sponsorship

- Post-event summary with discussion takeaways.
- Company description, contact information, and logo included in attendee packets.
- Company logo included on event webpage.
- Company logo on event marketing emails.
- Company logo on sponsorship signage near registration desk at event.
- Company logo displayed on presentation screen opening and closing remarks.
- Company logo displayed on presentation screen during networking breaks.
- List of attendee names and organizations.**
- Preferred notification for future PBGH sponsorship opportunities.

***Sponsors are not permitted to make unsolicited outreach to attendees (unless a relationship is already established with an organization). Sponsors not in compliance or garnering specific complaints from PBGH members will not be invited to return for future events.*

Bundle and Save

Sponsor two or more events and receive a 10% discount off the lowest cost engagement. Sponsorships must be confirmed at least four weeks prior to event date.

Benefits Included in All Tiers of Sponsorship

- Post-event summary with discussion takeaways.
- Company description, contact information, and logo included in attendee packets.
- Company logo included on event webpage.
- Company logo on event marketing emails.
- Company logo on sponsorship signage near registration desk at event.
- Company logo displayed on presentation screen opening and closing remarks.
- Company logo displayed on presentation screen during networking breaks.
- List of attendee names and organizations.**
- Preferred notification for future PBGH sponsorship opportunities.

Diamond (~~\$20,000~~) SOLD OUT

- Exclusive sponsorship opportunity!
- Sponsored networking reception for PBGH members on day one of the retreat.
- Company recognition during networking reception opening remarks.
- Company logo displayed on signage during networking reception.
- Company logo displayed on table tents during networking reception.
- Company logo displayed on presentation screen during networking reception.
- QR code linking to company website on activity signage or slide.
- Sponsored activity listed on event agenda.
- One social media post on PBGH LinkedIn account acknowledging sponsorship.
- Opportunity to include branded giveaway item or handout in attendee welcome bag.*
- See additional sponsorship marketing benefits outlined in shaded column to left.

Platinum (\$15,000)

- Choose One: Sunrise Yoga Session Sponsor, Seaside Stroll Sponsor, Member Luncheon Sponsor, Networking Break Sponsor, Beverage Station Sponsor, **or** Member Breakfast Sponsor.
- Company recognition during sponsored activity opening remarks or transitions.
- Company logo displayed on signage or presentation screen during sponsored activity.
- QR code linking to company website on activity signage or slide.
- Sponsored activity listed on event agenda.
- One social media post on PBGH LinkedIn account acknowledging sponsorship.
- Opportunity to include branded giveaway item or handout in attendee welcome bag.*
- See additional sponsorship marketing benefits outlined in shaded column to left.

**Branded items must be designed, paid for, and shipped to the event venue by sponsoring company. PBGH must provide written approval of all branded items prior to ordering.*

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Bundle and Save

Sponsor two or more events and receive a 10% discount off the lowest cost engagement. Sponsorships must be confirmed at least four weeks prior to event date.

Benefits Included in All Tiers of Sponsorship

- Post-event summary with discussion takeaways.
- Company description, contact information, and logo included in attendee packets.
- Company logo included on event webpage.
- Company logo on event marketing emails.
- Company logo on sponsorship signage near registration desk at event.
- Company logo displayed on presentation screen opening and closing remarks.
- Company logo displayed on presentation screen during networking breaks.
- List of attendee names and organizations.**
- Preferred notification for future PBGH sponsorship opportunities.

Gold (\$10,000)

- Choose One: Welcome Bag Sponsor, Lanyard Sponsor, **or** Wifi Sponsor.
- Company logo featured prominently on item of choice or wifi signage, included at registration or attendee tables.*
- See additional sponsorship marketing benefits outlined in shaded column to left.

Silver (\$5,000)

- Choose One: Water Bottle Sponsor, Hand Sanitizer Sponsor, Notepad Sponsor, Pen Sponsor, **or** Mint Sponsor.
- Company logo featured prominently on item of choice, included at attendee tables.*
- See additional sponsorship marketing benefits outlined in shaded column to left.

Bronze (\$2,500)

- Opportunity to include branded giveaway item or handout in attendee welcome bag.*
- See additional sponsorship marketing benefits outlined in shaded column to left.

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PBGH Annual Summit

When: December 2026

Location: TBD

Anticipated attendance:
150+ individuals

(Open to PBGH members
and invited partners)

*Health care and vendor organizations
must be sponsors to attend*

Our largest multi-stakeholder event of the year, PBGH's Annual Summit brings together the country's top employer, public purchaser, and business leaders for a half-day conference featuring national keynote speakers and actionable panels to discuss ambitious goals centered on advancing quality, driving affordability, and fostering equity in health care. Through the annual award process and evening reception, PBGH also recognizes innovative employers and public purchasers that are reimagining the status quo to achieve their health care and benefits moonshots.

Benefits Included in All Tiers of Sponsorship

- Company description, contact information, and logo included in attendee packets.
- Company logo included on event webpage.
- Company logo on event marketing emails.
- Company logo on sponsorship signage near registration desk at event.
- Company logo displayed on presentation screen opening and closing remarks.
- Company logo displayed on presentation screen during networking breaks.
- List of attendee names and organizations.**
- Preferred notification for future PBGH sponsorship opportunities.

**Sponsors are not permitted to make unsolicited outreach to attendees (unless a relationship is already established with an organization). Sponsors not in compliance or garnering specific complaints from PBGH members will not be invited to return for future events.

Bundle and Save

Sponsor two or more events and receive a 10% discount off the lowest cost engagement. Sponsorships must be confirmed at least four weeks prior to event date.

Benefits Included in All Tiers of Sponsorship

- Company description, contact information, and logo included in attendee packets.
- Company logo included on event webpage.
- Company logo on event marketing emails.
- Company logo on sponsorship signage near registration desk at event.
- Company logo displayed on presentation screen opening and closing remarks.
- Company logo displayed on presentation screen during networking breaks.
- List of attendee names and organizations.**
- Preferred notification for future PBGH sponsorship opportunities.

Elite (\$100,000)

- Exclusive sponsorship opportunity!
- Six sponsor tickets to PBGH Annual Summit and Moonshot Awards Reception.
- Six employer guest tickets to PBGH Annual Summit and Moonshot Awards Reception.
- Invitation to a social activity with PBGH staff and employer and purchaser members evening prior to Annual Summit.
- One meeting with PBGH staff to discuss social activity logistics.
- Private networking space at social activity venue.
- Transportation to and from social activity venue.
- Company logo displayed on signage at social activity.
- Company acknowledgment on social activity registration page.
- QR code linking to company website on activity signage or slide.
- Sponsored activity listed on event agenda.
- One social media post on PBGH LinkedIn account acknowledging sponsorship.
- Opportunity to include branded giveaway item or handout in attendee welcome bag.*
- See additional sponsorship marketing benefits outlined in shaded column to left.

Moonshot (\$50,000)

- Four sponsor tickets to PBGH Annual Summit and Moonshot Awards Reception.
- Four employer guest tickets to PBGH Annual Summit and Moonshot Awards Reception.
- Company recognition during Moonshot Awards announcement opening remarks.
- Company logo displayed on presentation screen during Moonshot Awards announcement.
- Company acknowledgment in annual PBGH Moonshot Awards summary report (distributed publicly via website, email, and social media).
- QR code linking to company website on activity signage or slide.
- Sponsored activity listed on event agenda.
- One social media post on PBGH LinkedIn account acknowledging sponsorship.
- Opportunity to include branded giveaway item or handout in attendee welcome bag.*
- See additional sponsorship marketing benefits outlined in shaded column to left.

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Bundle and Save

Sponsor two or more events and receive a 10% discount off the lowest cost engagement. Sponsorships must be confirmed at least four weeks prior to event date.

Benefits Included in All Tiers of Sponsorship

- Company description, contact information, and logo included in attendee packets.
- Company logo included on event webpage.
- Company logo on event marketing emails.
- Company logo on sponsorship signage near registration desk at event.
- Company logo displayed on presentation screen opening and closing remarks.
- Company logo displayed on presentation screen during networking breaks.
- List of attendee names and organizations.**
- Preferred notification for future PBGH sponsorship opportunities.

Diamond (\$30,000)

- Two sponsor tickets to PBGH Annual Summit and Moonshot Awards Reception.
- Two employer guest tickets to PBGH Annual Summit and Moonshot Awards Reception.
- Sponsored high-top cocktail table at Moonshot Awards Reception.
- Company logo displayed on signage at Moonshot Awards Reception.
- QR code linking to company website on activity signage or slide.
- Sponsored activity listed on event agenda.
- One social media post on PBGH LinkedIn account acknowledging sponsorship.
- Opportunity to include branded giveaway item or handout in attendee welcome bag.*
- See additional sponsorship marketing benefits outlined in shaded column to left.

Platinum (\$25,000)

- Two sponsor tickets to PBGH Annual Summit and Moonshot Awards Reception.
- Two employer guest tickets to PBGH Annual Summit and Moonshot Awards Reception.
- Choose One: Breakfast Sponsor, Luncheon Sponsor, Networking Break Sponsor, **or** Beverage Station Sponsor.
- Company logo displayed on signage during breakfast, luncheon, networking break, or near beverage station.
- QR code linking to company website on activity signage.
- Sponsored activity listed on event agenda.
- Opportunity to include branded giveaway item or handout in attendee welcome bag.*
- One social media post on PBGH LinkedIn account acknowledging sponsorship.
- See additional sponsorship marketing benefits outlined in shaded column to left.

**Branded items must be designed, paid for, and shipped to the event venue by sponsoring company. PBGH must provide written approval of all branded items prior to ordering.*

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Bundle and Save

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Benefits Included in All Tiers of Sponsorship

- Company description, contact information, and logo included in attendee packets.
- Company logo included on event webpage.
- Company logo on event marketing emails.
- Company logo on sponsorship signage near registration desk at event.
- Company logo displayed on presentation screen opening and closing remarks.
- Company logo displayed on presentation screen during networking breaks.
- List of attendee names and organizations.**
- Preferred notification for future PBGH sponsorship opportunities.

Gold (\$20,000)

- Two sponsor tickets to PBGH Annual Summit and Moonshot Awards Reception.
- Two employer guest tickets to PBGH Annual Summit and Moonshot Awards Reception.
- Choose One: Welcome Bag Sponsor, Lanyard Sponsor, or Wifi Sponsor.
- Company logo featured prominently on item of choice or wifi signage, included at registration or attendee tables.*
- See additional sponsorship marketing benefits outlined in shaded column to left.

Silver (\$15,000)

- Two sponsor tickets to PBGH Annual Summit and Moonshot Awards Reception.
- Two employer guest tickets to PBGH Annual Summit and Moonshot Awards Reception.
- Choose One: Water Bottle Sponsor, Hand Sanitizer Sponsor, Notepad Sponsor, Pen Sponsor, **or** Mint Sponsor.
- Company logo featured prominently on item of choice, included at attendee tables.*
- See additional sponsorship marketing benefits outlined in shaded column to left.

Bronze (\$10,000)

- One sponsor ticket to PBGH Annual Summit and Moonshot Awards Reception.
- One employer guest ticket to PBGH Annual Summit and Moonshot Awards Reception.
- Opportunity to include branded giveaway item or handout in attendee welcome bag.*
- See additional sponsorship marketing benefits outlined in shaded column to left.

**Branded items must be designed, paid for, and shipped to the event venue by sponsoring company. PBGH must provide written approval of all branded items prior to ordering.*

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PBGH Innovation Series

Bundle and Save

Sponsor two or more events and receive a 10% discount off the lowest cost engagement. Sponsorships must be confirmed at least four weeks prior to event date.

To highlight innovative solutions available to support organizational health care and well-being goals, PBGH is pleased to facilitate a virtual Innovation Series in Spring 2026. These webinars will feature employer and public purchaser case studies to demonstrate the business case; best practices for implementation, engagement, and sustainability; and positive results achieved for the organization and its plan members.

Innovation Series Sponsor (\$25,000)

- 60-minute case study webinar featuring an employer or public purchaser client speaker (preference given to [PBGH member organizations](#)).
- Opening remarks provided by one speaker from your organization (non-sales presentation).
- Discussion questions or live polling facilitated with PBGH members related to event topic (aggregate, blinded results will be shared with the sponsoring organization).
- Recognition in webinar description as sponsor.
- Two sponsor attendees permitted at the webinar.
- Registration link provided to sponsor for client invitations (non-PBGH employers and public purchasers can participate if approved).
- Webinar invitation distributed via email to PBGH's database of employer and public purchaser contacts (328 PBGH member contacts and 555 prospect contacts).
- Webinar description, recording, and slides will be posted to PBGH Member Portal following event.
- Webinar summary and recording link will be distributed via email through PBGH Member Newsletter (open rate 70% and click rate 50%).
- Sponsor can provide handout for inclusion in follow-up PBGH Member Newsletter and on PBGH Member Portal.
- Attendee list will be provided, including name and organization.*
- PBGH will connect inquiring employers or public purchasers with the sponsor team for follow up after the event.

**Sponsors are not permitted to make unsolicited outreach to attendees (unless a relationship is already established with an organization). Sponsors not in compliance or garnering specific complaints from PBGH members or attendees will not be invited to return for future events.*

PBGH Sponsorship Agreement

Please submit completed form with a copy of your company's logo to lremspecher@pbgh.org.

PBGH Health Policy Summit

Elite (\$75,000)

Platinum (\$20,000)

Bronze (\$5,000)

PBGH Member Retreat

Diamond (\$20,000)

Gold (\$10,000)—
Specify selection below

Bronze (\$2,500)

Platinum (\$15,000)—
Specify selection below

Silver (\$5,000)—
Specify selection below

PBGH Annual Summit

Elite (\$100,000)

Platinum (\$25,000)—
Specify selection below

Silver (\$15,000)—
Specify selection below

Moonshot (\$50,000)

Gold (\$20,000)—
Specify selection below

Bronze (\$10,000)—
Specify selection below

Diamond (\$30,000)

PBGH Innovation Series

Innovation Series Sponsor (\$25,000)—***PBGH Approval of Topic/Speaker Required***

If applicable for your tier, please indicate specific sponsorship selection below:

Signature

Date

Name

Organization

By signing this agreement, your organization is committing to sponsor at the selected tier(s) above for the 2026 calendar year. Payment for all sponsorships is due 30 days after receipt of invoice.