



# 2026 PBGH Sponsorship Prospectus

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## 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.

**41**

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 Kirkland

Costco

Covered California

Credit Human Federal Credit  
Union

CSAA Insurance Group

eBay, Inc.

GE Appliances

GEICO

Intel Corporation

JPMorgan Chase & Co.

King County, WA

Levi Strauss

Linde

Microsoft

Netflix

NextEra Energy

Pacific Gas & Electric  
Company

Qualcomm, Inc.

Red Bull North America, Inc.

Rivian

Robert Half International

Salesforce

Sempra

Stanford University

Tailored Brands, Inc

Teachers Health Trust

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. 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](mailto: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

<b>Elite</b> \$75,000	<b>Platinum</b> \$20,000	<b>Bronze</b> \$5,000
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### Member Retreat Sponsor Tiers

<b>Diamond</b> \$20,000	<b>Gold</b> \$10,000	<b>Bronze</b> \$2,500
<b>Platinum</b> \$15,000	<b>Silver</b> \$5,000	

### Annual Summit Sponsor Tiers

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

### Innovation Series Sponsor Tiers

<b>All Tiers</b> \$25,000
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# PBGH Health Policy Summit

**When:** March 10, 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. 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.*

### 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 (\$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) **LIMITED REMAINING**

- 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.

*\*\*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.*

# PBGH Member Retreat

**When:** June 9-11, 2026

**Location:** Carlsbad, CA

**Anticipated attendance:**  
60+ PBGH employer and  
public purchaser members

*(Please note: sponsors do not receive  
tickets to 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.*

*\*\*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.*

### 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) **LIMITED REMAINING**

- 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.

*\*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.*

*\*\*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 Annual Summit

**When:** December 10, 2026

**Location:** Nashville, TN

**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) LIMITED REMAINING

- 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.

*\*\*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.

## 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) LIMITED REMAINING

- 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.*

*\*\*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.

### Gold (\$20,000) LIMITED REMAINING

- 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) SOLD OUT

- 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) LIMITED REMAINING

- 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.*

*\*\*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.*

# 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)~~ **SOLD OUT**

- 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](mailto: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.*