2027 PBGH Sponsorship Prospectus

Purchaser Business Group on Health

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 healthcare affordability, quality and equity.

44
employer and public purchaser members

21
million covered lives in U.S.

$350B
spent on healthcare annually

A Trusted Environment for Meaningful Engagement

PBGH sponsorship offers visibility, credibility, and insight through purchaser-focused programming that prioritizes learning, collaboration, and healthcare transformation over traditional sales activity.

- Reach a concentrated audience of employer and public purchaser decision-makers
- Demonstrate commitment to practical, purchaser-led healthcare improvement
- Gain insight into emerging priorities, implementation challenges, and market needs
- Build credibility through educational support and mission-aligned engagement
- Develop relationships across in-person, virtual, national, and regional programs

Who You Will Reach

Typical event participants include senior leaders and executives in benefits, total rewards, human resources, healthcare strategy, and clinical innovation. Priority topics include affordability, advanced primary care, behavioral health, cancer care, maternity care, pharmacy management and PBM accountability, data transparency, and workforce well-being.

To view the full PBGH member list, please visit our website.

2027 Sponsorship Opportunities

NEW: PBGH Annual Supporter (page 6)

This limited partnership opportunity is intended for organizations that share PBGH's commitment to advancing high-value healthcare and that are seeking sustained engagement with one of the nation's most influential employer and public purchaser coalitions throughout the year. Your organization will receive prominent recognition across three premier PBGH conferences, invitations to strategic networking opportunities, access to aggregate purchaser insights, and dedicated support from the PBGH team.

PBGH Health Policy Summit (page 8)

Join leading employers, public purchasers, policymakers, and healthcare stakeholders in Washington, D.C. for the 2027 PBGH Policy Summit, an exclusive forum focused on advancing pragmatic policy solutions that improve healthcare affordability, quality, transparency, and accountability. Through candid discussions, expert speakers and attendees will share insights into the federal policy landscape, emerging legislative and regulatory developments, and the critical intersection of public policy and employer-sponsored insurance in shaping a more effective and sustainable healthcare system.

PBGH Member Retreat (page 10)

This immersive, member-only retreat is designed to foster meaningful connections, candid dialogue, and collaborative problem-solving among employer and public purchaser leaders. This exclusive event provides a unique opportunity for benefits leaders to step away from day-to-day responsibilities and engage in thought-provoking conversations on the most pressing healthcare and workforce challenges facing purchasers today. Through interactive sessions, peer-to-peer learning, and strategic discussions, attendees will explore emerging trends, share innovative approaches, and help shape PBGH's priorities for the year ahead.

PBGH Regional Roundtables (page 14)

PBGH's Regional Roundtables bring employer and public purchaser leaders together for peer-driven conversations on the healthcare challenges and opportunities shaping their local markets. Held annually in California and Washington, these intimate gatherings create a trusted forum for benefits leaders to exchange insights and learn from one another's experiences. Attendees discuss practical strategies, build valuable relationships, and identify opportunities to drive better health outcomes, greater affordability, and stronger healthcare value through regional collaboration.

PBGH Annual Summit (page 15)

Join the nation's top employer, public purchaser, and healthcare leaders at PBGH's premier Annual Summit. This event features forward-thinking executives, industry innovators, and influential stakeholders to explore transformative strategies for improving healthcare affordability, quality, transparency, and outcomes. Through compelling keynote presentations, actionable panel conversations, and meaningful networking opportunities, attendees will gain real-world insights, discover emerging solutions, and connect with peers who are catalyzing change in healthcare purchasing and delivery.

PBGH Innovation Series (page 19)

PBGH's Innovation Series features a dynamic lineup of virtual webinars showcasing employer and public purchaser case studies on emerging healthcare solutions. Attendees will learn how leading organizations are evaluating, deploying, and sustaining innovative programs and vendor partnerships, while gaining practical insights into employee engagement, measurable outcomes, and the business case for investment. Presentation proposals will be reviewed by PBGH members and selected based on alignment with key priorities and topic areas of interest.



2027 Sponsorship Opportunities At-A-Glance

Don't see an opportunity that meets your organization's needs? Contact Kayley Delashmit at kdelashmit@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 healthcare 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.

Annual Supporter

All Tiers
$150,000

Health Policy Summit

Gold	Silver	Bronze
$20,000	$15,000	$10,000

Member Retreat

Platinum	Gold	Silver	Bronze
$20,000	$15,000	$10,000	$5,000

Annual Summit

Platinum	Gold	Silver	Bronze
$50,000	$30,000	$20,000	$15,000

Regional Roundtables

All Tiers
$20,000

Innovation Series

All Tiers
$30,000

NEW: Annual Supporter

This limited partnership opportunity is intended for organizations that share PBGH's commitment to advancing high-value healthcare and that are seeking sustained engagement with one of the nation's most influential employer and public purchaser coalitions throughout the year. Your organization will receive prominent recognition across three premier PBGH conferences, invitations to strategic networking opportunities, access to aggregate purchaser insights, and dedicated support from the PBGH team.

Sponsorship Benefits ($150,000)

- One annual meeting with designated PBGH leadership to discuss emerging employer and public purchaser priorities and market trends.
- One sponsored benchmarking survey on a mutually agreed healthcare topic, with aggregate and blinded findings shared in a summary report.
- Opportunity to provide one educational resource, case study, white paper, or research summary for distribution, subject to PBGH review and editorial standards.
- Invitation to dinner or networking reception with PBGH members and event speakers the evening prior to the PBGH Health Policy Summit (March) and Annual Summit (December).

Sponsorship benefits continued on next page.

**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.

- Four sponsor tickets to PBGH Health Policy Summit (March) and Annual Summit (December).
- Four employer guest tickets to PBGH Health Policy Summit (March) and Annual Summit (December).
- Choice of sponsored activity at the PBGH Member Retreat.
- Opportunity to include branded giveaway item or handout in attendee welcome bags at PBGH Health Policy Summit, Member Retreat, and Annual Summit.*
- Company description, contact information, and logo included in attendee packets.
- Company logo included on event webpages.
- Company logo on event marketing emails.
- Company logo on sponsorship signage near registration desk at events.
- Company logo displayed on presentation screen during opening and closing remarks.
- Company logo displayed on presentation screen during networking breaks.
- Company logo displayed on signage at dinner or networking receptions.
- QR code linking to company website on activity signage.
- Sponsored activities listed on event agenda.
- One social media post on PBGH LinkedIn account acknowledging sponsorship.
- List of attendee names and organizations for PBGH Health Policy Summit, Member Retreat, and Annual Summit.**
- Preferred notification for future PBGH sponsorship opportunities.

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 Health Policy Summit

When: March 9, 2027

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 leading employers, public purchasers, policymakers, and healthcare stakeholders in Washington, D.C. for the 2027 PBGH Policy Summit, an exclusive forum focused on advancing pragmatic policy solutions that improve healthcare affordability, quality, transparency, and accountability. Through candid discussions, expert speakers and attendees will share insights into the federal policy landscape, emerging legislative and regulatory developments, and the critical intersection of public policy and employer-sponsored insurance in shaping a more effective and sustainable healthcare system.

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 during 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 during 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)—Four Available

- Two sponsor tickets to PBGH Health Policy Summit.
- Two employer guest tickets to PBGH Health Policy Summit.
- **Choose One:** Breakfast Sponsor Luncheon 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 marketing benefits outlined in "Sponsorship Benefits" section above.

Silver ($15,000)—Ten Available

- Two sponsor tickets to PBGH Health Policy Summit.
- Two employer guest tickets to PBGH Health Policy Summit.
- **Choose One:** Welcome Bag Sponsor, Lanyard Sponsor, Water Bottle Sponsor, Hand Sanitizer Sponsor, Notepad Sponsor, Pen Sponsor, Mint Sponsor, AV Sponsor, Photography Sponsor, or Wifi Sponsor
- Company logo featured prominently on item of choice, included at registration or attendee tables.*
- See additional marketing benefits outlined in "Sponsorship Benefits" section above.

Bronze ($10,000)—Ten Available

- Two sponsor tickets to PBGH Health Policy Summit.
- Two employer guest tickets to PBGH Health Policy Summit.
- See additional marketing benefits outlined in "Sponsorship Benefits" section above.



***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: May 12-14, 2027

Location: Carlsbad, California

Anticipated attendance: 65+ PBGH employer and public purchaser members

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

This immersive, member-only retreat is designed to foster meaningful connections, candid dialogue, and collaborative problem-solving among employer and public purchaser leaders. This exclusive event provides a unique opportunity for benefits leaders to step away from day-to-day responsibilities and engage in thought-provoking conversations on the most pressing healthcare and workforce challenges facing purchasers today. Through interactive sessions, peer-to-peer learning, and strategic discussions, attendees will explore emerging trends, share innovative approaches, and help shape PBGH's priorities for the year ahead.

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 during 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 during 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.

Platinum ($20,000)—One Available

- 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.
- 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 marketing benefits outlined in “Sponsorship Benefits” section above.



**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 during 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 ($15,000)—Six Available

- **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 marketing benefits outlined in “Sponsorship Benefits” section above.



**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 during 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.

Silver ($10,000)—Ten Available

- **Choose One:** Welcome Bag Sponsor, Lanyard Sponsor, Water Bottle Sponsor, Hand Sanitizer Sponsor, Notepad Sponsor, Pen Sponsor, Mint Sponsor, AV Sponsor, Photography Sponsor, or Wifi Sponsor
- Company logo featured prominently on item of choice, included at registration or attendee tables.*
- See additional marketing benefits outlined in "Sponsorship Benefits" section above.

Bronze ($5,000)—Ten Available

- Opportunity to include branded giveaway item or handout in attendee welcome bag.*
- See additional marketing benefits outlined in "Sponsorship Benefits" section above.



**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.*

Regional Roundtables

When:
Late Summer or Fall 2027

Location: California and Washington State

Anticipated attendance:
15+ PBGH employer and public purchaser members

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

PBGH's Regional Roundtables bring employer and public purchaser leaders together for candid, peer-driven conversations on the healthcare challenges and opportunities shaping their local markets. Held annually in California and Washington, these intimate gatherings create a trusted forum for benefits leaders to exchange insights and learn from one another's experiences. Attendees discuss practical strategies, build valuable relationships, and identify opportunities to drive better health outcomes, greater affordability, and stronger healthcare value through regional collaboration.

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.

Sponsorship Benefits ($20,000)— One Available Per Region

- **Choose One:** California Regional Roundtable or Washington State Regional Roundtable
- Company description, contact information, and logo included in attendee packets.
- Company logo included on event webpage.
- Company logo on event marketing emails.
- Company logo displayed on presentation screen during opening and closing remarks.
- Company logo displayed on presentation screen during networking breaks.
- QR code linking to company website on event signage.
- One social media post on PBGH LinkedIn account acknowledging sponsorship.
- 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.*

PBGH Annual Summit

When: December 2027

Location: TBD

Anticipated attendance: 150+ individuals

(Open to PBGH members and invited partners)

Health care and vendor organizations must be sponsors to attend

Join the nation's top employer, public purchaser, and healthcare leaders at PBGH's premier Annual Summit. This event features forward-thinking executives, industry innovators, and influential stakeholders to explore transformative strategies for improving healthcare affordability, quality, transparency, and outcomes. Through compelling keynote presentations, actionable panel conversations, and meaningful networking opportunities, attendees will gain real-world insights, discover emerging solutions, and connect with peers who are catalyzing change in healthcare purchasing and delivery.

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 during 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 during 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.

Platinum ($50,000)—Three Available

- 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 acknowledgment in annual PBGH Moonshot Awards summary report (distributed publicly via website, email, and social media).
- 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 marketing benefits outlined in “Sponsorship Benefits” section above.



***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 during 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 ($30,000)—Five Available

- 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, ~~Beverage Station Sponsor~~, or Employer Workshop 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 marketing benefits outlined in “Sponsorship Benefits” section above.



**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 during 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.

Silver ($20,000)—Ten Available

- 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, ~~Water Bottle Sponsor~~, Hand Sanitizer Sponsor, Notepad Sponsor, Pen Sponsor, Mint Sponsor, AV Sponsor, Photography Sponsor, or Wifi Sponsor
- Company logo featured prominently on item of choice, included at registration or attendee tables.*
- See additional marketing benefits outlined in "Sponsorship Benefits" section above.

Bronze ($15,000)—Ten Available

- Two sponsor tickets to PBGH Annual Summit and Moonshot Awards Reception.
- Two employer guest tickets to PBGH Annual Summit and Moonshot Awards Reception.
- Opportunity to include branded giveaway item or handout in attendee welcome bag.*
- See additional marketing benefits outlined in "Sponsorship Benefits" section above.



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

To submit a presentation proposal for the Innovation Series, please click here. Selected organizations will be notified in early 2027. Payment is due prior to webinar date.

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.

PBGH's Innovation Series features a dynamic lineup of virtual webinars showcasing employer and public purchaser case studies on emerging healthcare solutions. Attendees will learn how leading organizations are evaluating, deploying, and sustaining innovative programs and vendor partnerships, while gaining practical insights into employee engagement, measurable outcomes, and the business case for investment. Presentation proposals will be reviewed by PBGH members and selected based on alignment with key priorities and topic areas of interest.

Innovation Series Case Study Sponsor ($30,000)

- 60-minute case study webinar featuring an employer or public purchaser client speaker (preference given to PBGH member organizations).
- Opening remarks provided by one clinical or executive leader from your organization (non-sales presentation).
- Up to two live attendee polls on a mutually agreed healthcare topic, with aggregate and blinded findings shared in summary report.
- Four sponsor registrations for webinar (including sponsor speaker)
- Unique registration link provided to sponsor for client invitations (non-PBGH employers and public purchasers can participate if approved).
- Recognition in webinar description as sponsor.
- Webinar invitation distributed via email to PBGH's database of employer and public purchaser contacts.
- One social media post on PBGH LinkedIn account acknowledging sponsorship.
- 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 and upcoming event emails.
- Sponsor can provide handout for inclusion 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.*

2027 PBGH Sponsorship Agreement

Please submit completed form with a copy of your company's logo to Kayley Delashmit at kdelashmit@pbgh.org.

Company Name

Contact

Email Address Phone Number

Sponsor Details

PBGH Annual Supporter

- Annual Supporter Sponsor ($150,000)

PBGH Health Policy Summit

- Gold ($20,000) *Specify selection below*
- Silver ($15,000) *Specify selection below*
- Bronze ($10,000)

PBGH Member Retreat

- Platinum ($20,000)
- Gold ($15,000) *Specify selection below*
- Silver ($10,000) *Specify selection below*
- Bronze ($5,000)

PBGH Roundtables Sponsor

- Roundtables Sponsor ($20,000)

PBGH Annual Summit

- Platinum ($50,000)
- Gold ($30,000) *Specify selection below*
- Silver ($20,000) *Specify selection below*
- Bronze ($15,000)

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

Signature Date

By signing this agreement, your organization is committing to sponsor at the selected tier(s) above for the 2027 calendar year. Payment for all sponsorships is due 30 days after receipt of invoice.

PBGH Purchaser Business Group on Health