

HOT ISSUES IN HEALTH

SPONSORSHIP OPPORTUNITIES

Hot Issues in Health has been the premier forum for health policy, health advocacy, and health equity in Colorado for more than two decades.

Presented by the Colorado Health Institute (CHI), the Hot Issues in Health conference annually draws a broad range of attendees who gather to learn, discuss, debate, and collaborate around some of the most pressing health policy challenges we face in the coming year. New ideas and new connections flourish in meeting rooms, hallways, and networking breaks.

We're throwing open the doors for people who couldn't otherwise attend because of the cost, the location, or their comfort with the English language. In 2022, hundreds of people joined us online in an interactive format, giving them the

opportunity to ask questions on the main stage and interact with speakers during breaks. We offered live Spanish interpretation. And thanks to sponsor support, we offered all this to online participants for free.

All attendees are focused on the same goal: achieving health equity for all Coloradans through policy and strategic action. Sponsorship of this collaborative event tells this influential group that your organization is committed to health policy, health equity, and driving positive change in Colorado.



2022 Conference By the Numbers



204

In-Person
Registrants



237

Online
Registrants



300+

Livestream Views



11

Scholarship
Recipients



7

Guest Speakers



6

Hours of
Live Spanish
Interpretation

2023 HOT ISSUES IN HEALTH

This year's lineup will challenge attendees with big-picture explorations of how artificial intelligence will change our world while also delving into the local health policy issues that will define what we do in 2024 and beyond.



"We are at a pivotal moment in human history, in which control of our brains can be enhanced or lost. We need to define contours of cognitive liberty now or risk being too late to do so."

Nita Farahany, legal scholar and ethicist, Director of the Duke Initiative for Science and Society, Author of *The Battle for Your Brain: Defending Your Right to Think Freely in the Age of Neurotechnology*

Keynote speaker Nita Farahany leads audiences on an optimistic, but cautionary, tour through the future of artificial intelligence and neurotechnology. She explores the necessary regulations and shifts that must accompany this rapidly developing technology. Nita has brought her insights to stages from TED and the World Economic Forum to the Aspen Ideas Festival and beyond. She consistently shapes public discourse and policy on neuroscience, artificial intelligence, and societal impacts.

Following her talk, Nita will join a panel of Colorado technology and data leaders to discuss what this all means for health policy in Colorado.

Also on the agenda:

- **Sneak preview of findings from the 2023 Colorado Health Access Survey:** Be among the first to hear about the trends and insights uncovered by Colorado's premier source of information on health coverage, health access, and the factors that influence health.
- **CHI's signature legislative preview** will recap recent health policy developments and provide a preview of the year ahead. This conversation sets the stage for how we can work together toward better health in 2024.
- **A panel of state and local policymakers** will explore how the themes and issues that drive the state legislature will influence their work and priorities on behalf of Coloradans.
- **It's Not "Either Or."** Our engaging breakout sessions will empower and challenge attendees to bridge divides and discover common ground on critical and often-polarizing issues affecting health equity in Colorado.

2022 Attendee Demographics

Race/Ethnicity

- 5% Asian
- 3% Black
- 10% Hispanic/Latino
- 1% Native American/Alaska Native
- 18% Prefer Not to Answer
- 63% White

Industry/Sector

- 4% Education/Academia
- 13% Foundation Staff
- 4% Health Care Provider
- 13% Industry Representative
- 33% Nonprofit or Advocacy Organization
- 10% Other
- 19% State or Local Government Staff
- 4% Student

Key Reasons to Sponsor Hot Issues in Health

- ▶ Brand your organization as a leader and changemaker in Colorado's health, health policy, and health advocacy community.
- ▶ Demonstrate that your organization is engaged in leading-edge conversations about the issues and trends that will impact health policy in Colorado.
- ▶ Show that your organization cares about health equity and wants to drive action that leads to better health for all Coloradans.
- ▶ Place your people in the middle of the hottest health conversations in the state: At Hot Issues in Health, they will be networking and building positive connections with health leaders and decision-makers.
- ▶ Prepare your organization for the upcoming legislative session and network with the people driving health policy and health equity changes next year.
- ▶ Understand all sides of the toughest health issues affecting our state.
- ▶ Support an event that is continuing to innovate ways of increasing access and inclusivity.



What Attendees Say About Hot Issues in Health

“(Hot Issues) engages with the audience and asks meaningful questions and supports and encourages networking to bridge the gap in services and resources.” Hot Issues in Health Attendee

“I left the conference feeling thrilled for the future of Colorado.”
Hot Issues in Health Scholarship Recipient

“There is a true focus on providing informative and sometimes provocative content on pressing and emerging issues, which will almost assuredly affect our daily work.” Hot Issues in Health Attendee

“Truly one of the best conferences I have ever attended.”
Hot Issues in Health Sponsor

“It’s far more relevant, stimulating, and informative than some of the national conferences I’ve been to.” Hot Issues in Health Sponsor

Most online attendees (99%) and all in-person attendees (100%) who completed a survey about the 2022 conference said they were **“satisfied”** or **“very satisfied”** with the conference.

 View archived video and presentations from the 2022 Hot Issues in Health conference at colo.health/HOT22

Health Equity Champion: \$30,000

This lead sponsorship specifically funds accessibility components of the conference, including online streaming and other enhancements to support engagement with attendees who cannot attend in person, closed captioning, and live Spanish interpretation for both in-person and online attendees. Sponsorship also enables us to offer online attendance for free, eliminating cost as a barrier for virtual attendees.

Sponsorship Benefits:

- Opportunity to provide welcome remarks at the opening of the conference
- Equity conversation (Q&A style) with virtual attendees and a CHI moderator during a break between live sessions
- Reserved lunch table and networking opportunity with select conference speakers and CHI's CEO
- Opportunity to share a short video about your organization with online attendees
- Option to display/distribute promotional materials at the conference check-in table
- Your organization's logo prominently featured on Spanish language materials
- Your organization's logo included on the online archived video
- Your organization's logo included on the livestream at prominent moments during conference programming
- Your organization's logo on signage featured in the conference space
- Your organization's logo prominently featured on digital signage between conference sessions
- Your organization name or logo included in all conference materials, including social media and website
- Your organization's name or logo included in all pre- and post-event press releases and emails
- Recognition in the opening remarks
- Five conference registrations
- Full-page ad in the conference program



Keynote Sponsor: \$25,000

Sponsorship Benefits:

- Opportunity to introduce a keynote speaker or presentation
- Reserved lunch table and networking opportunity with select conference speakers and CHI's CEO
- Opportunity to share a short video about your organization with online attendees
- Option to display/distribute promotional materials at the conference check-in table
- Your organization's logo on signage featured in the conference space
- Your organization's logo prominently featured on digital signage between conference sessions
- Your organization name or logo included in all conference materials, including social media and website
- Your organization's name or logo included in all pre- and post-event press releases and emails
- Recognition in the opening remarks
- Four conference registrations
- Three-quarter page ad in the conference program

Reception Sponsor: \$20,000

Sponsorship Benefits:

- Opportunity to address attendees before the conference reception
- Your organization's logo on signage prominently featured in the reception space
- Option to display/distribute promotional materials at the conference check-in table
- Your organization name or logo included in all conference materials, including social media and website
- Your organization's name or logo included in all pre- and post-event press releases and emails
- Recognition in the opening remarks
- Three conference registrations
- Half-page ad in the conference program

Lunch Sponsor: \$15,000

Sponsorship Benefits:

- Your organization's logo on signage featured in the lunch space
- Your organization's logo prominently featured on digital signage between conference sessions
- Your organization name or logo included in all conference materials, including social media and website
- Your organization's name included in all pre-event and post-event press releases and emails
- Recognition in the opening remarks
- Two conference registrations
- Half-page ad in the conference program

Breakfast Sponsor: \$10,000

Sponsorship Benefits:

- Recognition in the conference opening remarks
- Your organization's logo on signage featured in the breakfast space
- Your organization's logo featured on digital signage between conference sessions
- Your organization's name included in all conference materials, including social media and website
- Your organization's name in the pre- and post-event press releases
- One conference registration
- Quarter-page ad in the conference program

Hot Issues Scholarship Sponsor: \$5,000

This sponsorship covers the cost of scholarships for attendees from diverse backgrounds or from nonprofit organizations with limited budgets who otherwise may not be able to attend due to financial constraints. Sponsorship covers 10 scholarships and the cost of outreach to organizations serving diverse populations and communities of color.

Sponsorship Benefits:

- Recognition in conference opening remarks
- Your organization's name included in all conference materials, including social media and website
- Your organization's logo featured on digital signage between conference sessions
- One conference registration
- Reserved lunch table with scholarship attendees
- Your organization's logo displayed on scholarship application materials

Other Sponsorship Opportunities

- Our team is happy to customize a sponsorship package to meet your organization's needs and goals.

For more information, contact Kristi Arellano, Managing Director of Marketing and Communications, arellanok@coloradohealthinstitute.org, 720.382.7080



Hot Issues in Health 2023 Sponsorship Levels

Sponsor Benefits	Health Equity Champion \$30,000	Keynote Sponsor \$25,000	Reception Sponsor \$20,000	Lunch Sponsor \$15,000	Breakfast Sponsor \$10,000	Scholarship Sponsor \$5,000
Speaking Opportunity	Provide welcome	Introduce speaker	Before reception			
Equity Q&A	●					
Prominence on Spanish materials	●					
Logo on video archive	●					
Logo on livestream	●	●				
Lunch with CEO/Speakers	●	●				
Online video opportunity	●	●				
Recognition in opening remarks	●	●	●	●	●	●
Organizational logo featured in conference space	●	●	Reception Space	Lunch Space	Breakfast Space	
Organizational logo featured on digital display	●	●	●	●	●	●
Name/logo included in event emails	●	●	●	●	Name only	Name only
Name/logo included on all conference materials	●	●	●	●	●	
Conference registrations	5	4	3	2	1	1
Ad featured in conference program	Full page	¾ page	½ page	½ page	¼ page	
Opportunity to distribute materials at check-in table	●	●	●			
Logo included on scholarship application materials						●
Lunch with scholarship recipients						●

The Colorado Health Institute invites you to join in supporting Hot Issues in Health. Secure your sponsorship now.

Contact Kristi Arellano

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