The St. Louis Area Business Health Coalition (BHC) is a nonprofit organization representing nearly 70 leading employers, which provide health benefits to thousands of lives in Missouri and millions nationally. For 40 years, the BHC has worked to achieve its mission of supporting employer efforts to improve the well-being of their employees and enhance the quality and overall value of their investments in health benefits. To accomplish these aims, the BHC centers its work on providing pertinent research, resources, and educational opportunities to help employers understand best practices for the strategic design (and informed use) of benefits to facilitate high-quality, affordable health care. To learn more, please visit www.stlbhc.org or follow the BHC on Twitter and LinkedIn.
Member Organizations

To view a current listing of all BHC member organizations, please visit www.stlblc.org/page/Members.
Sponsorship Benefits
$2,500 per Episode

- One 20-25 minute interview with expert speaker, preferably clinical or executive leader and/or employer client
- Topic and questions to be outlined in collaboration with BHC team and based on employer member interests
- Episode uploaded to top podcast streaming services: Amazon Music, Anchor, Apple, Audible, Google, Overcast, Pocket Casts, RadioPublic, Spotify, and YouTube.
- Homepage banner on BHC website featuring podcast episode title and speaker and organization name
- Unique episode landing page on BHC website with podcast link and description, speaker bio, and organization logo and website
- Episode feature in email blast and monthly member newsletter, reaching an audience of 6,000+ professional contacts
- Social media post highlighting episode speaker and audio preview on BHC LinkedIn and Twitter accounts, with 1,800+ followers
- Reach and listener analytics provided three months following episode launch (additional time periods available upon request)
Community Forum

Attended by over 300 professionals each year, the BHC Community Forum closely examines new trends and developments affecting the health care market and organizational well-being. The agendas for each Community Forum are driven by BHC member interest and have covered past topics such as insurance exchanges, transparency tools, and opportunities for advancing the treatment of obesity, diabetes, cancer, and mental health.

**Date:** June 17, 2022  
**Time:** 7:30 AM to 12:00 PM (CT)  
**Location:** Sheraton Westport Chalet  
191 Westport Plaza Drive, St. Louis, MO 63146

Annual Meeting

Each fall, this conference convenes thought leaders from regional businesses, health systems, health plans, and community organizations to hear nationally-recognized, high-quality speakers and local case studies. With over 400 registrants annually, the Annual Meeting has become a top forum for discussing past progress and future tasks on the path to higher value health care.

**Date:** November 18, 2022  
**Time:** 7:30 AM to 12:00 PM (CT)  
**Location:** The Ritz-Carlton St. Louis  
100 Carondelet Plaza, St. Louis, MO 63105
**Attendee Profile**

### Attendance by Industry

- **30%** Employers
- **15%** Pharmacy Representatives
- **13%** Health Care & Wellness Vendors
- **11%** Community Organizations
- **11%** Benefits Consultants
- **9%** Health Care Providers & Hospitals
- **7%** Health Plan Representatives
- **4%** Other (Academic, Government, etc.)

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**Who You Might Find at a BHC Conference**

- Chief Executive Officer
- Chief Medical Officer
- Chief Financial Officer
- Chief Strategy Officer
- Executive Director
- VP of Human Resources
- Human Resources Director
- Benefits Director
- Vice President of Total Rewards
- Wellness Manager

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**Testimonials**

- "I appreciate the assembly of experts & efficient delivery of information."
- "Each speaker presented information that offered a new perspective."
- "These speakers inspired me! I am so grateful for what the BHC does."
- "I liked that the conference offered both a global and local reach."
- "Great perspective from both academia and private industry."
# Sponsorship Opportunities

## Benefits

<table>
<thead>
<tr>
<th>Complimentary Event Registrations</th>
<th>Presenting Sponsor* $10,000</th>
<th>Supporting Sponsor $5,000</th>
<th>Friend Sponsor $3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value-add educational and networking opportunity for team members, as well as prospective and current clients.</td>
<td>10 total</td>
<td>4 total</td>
<td>2 total</td>
</tr>
<tr>
<td>On-Demand Recording</td>
<td>Access to event materials and on-demand presentation recordings on the BHC website after the conference.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Pre-Event Marketing</td>
<td>Logo included on email, website, social media, and print collateral for the event, reaching BHC’s network of 6,000+ business contacts.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Day-Of Event Marketing</td>
<td>Acknowledgment from the podium and logo included on event slides (during program introduction, break(s), and conclusion).</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Event Booklet</td>
<td>Logo, organization description, website, and account representative contact information included in event booklet distributed to all attendees.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Registration List</td>
<td>Names, titles, and organizations for all registrants provided one week prior to the event and one week following.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Curated Networking List</td>
<td>Contact information provided for event attendees indicating interest in connecting with your organization on post-conference evaluation.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor Profile</td>
<td>Logo, organization description, and website link included on event landing page on BHC website.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Event Commercials</td>
<td>Marketing slide shown on rotation starting 30 minutes prior to the event kick-off and during agenda break(s).</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>In-Person Exhibit Hall</td>
<td>Table display in prime networking location and opportunity to distribute branded giveaway items to attendees.</td>
<td>Two 6-foot tables and chairs</td>
<td>One 6-foot table and chairs</td>
</tr>
<tr>
<td>Attendee Questions</td>
<td>Receive a copy of aggregate results collected from any attendee questions during live event polling or the post-conference evaluation.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social Media Shout-Out</td>
<td>Featured social media post on BHC’s Twitter and LinkedIn pages, with a collective following of over 1,600 professionals. Post to include up to 280 characters of text and a graphic or video of your choice.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Speaker Introduction</td>
<td>Opportunity to introduce keynote speaker or panel during the live event.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Speaker Dinner</td>
<td>Invitation to exclusive networking event with speakers and BHC employer leadership the evening prior to the conference.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Industry Exclusivity</td>
<td>No other organization of the same industry category will be allowed to participate at the Presenting Sponsorship level.</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

*Presenting sponsorships only available for Annual Meeting

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**If a blended event is required due to COVID-19 safety protocols, Presenting and Supporting Sponsors will also receive the following benefits.**

### Virtual Exhibit Hall
Custom virtual “booth” to include your organization’s logo, description, representative photo and contact information, embedded video, marketing collateral, and raffle prize entry form. Visitor engagement analytics provided following the event.

### Giveaways
Small, branded giveaway item provided by your organization to be included in gift box mailed to virtual conference attendees.
## Sponsorship Enhancements

### Luncheon - $10,000
Connect with BHC employer members by hosting a luncheon following the conclusion of the event from 12:00 PM to 1:00 PM. Sponsorship includes signage with logo at luncheon room entrance and on each table, as well as luncheon attendance for 2 team members.

### Welcome Bags - $5,000
Welcome attendees with a branded tote bag to be distributed at the registration table(s). Design must be pre-approved by BHC staff and tote bags delivered to BHC office 4 weeks prior to event date.

### Lanyards - $5,000
Stay visible during attendee networking and introductions with branded lanyards to be distributed at the registration table(s). Design must be pre-approved by BHC staff and lanyards delivered to BHC office 4 weeks prior to event date.

### Wifi - $5,000
Keep attendees connected by sponsoring wifi for the event space. Sponsorship includes logo on wifi signage on registration tables, in exhibitor and event rooms, and on an introductory slide.

### Food and Beverage Stations - $5,000
Enjoy enhanced brand exposure by sponsoring healthy food and beverage stations for the breakfast and break period at the event. Sponsorship includes signage with logo on food and beverage tables.

## Thank You To Our Past Sponsors

- 98point6
- Abbott Laboratories
- Abbvie
- Accolade
- Aetna
- Alight Solutions
- American Heart Association
- Anthem
- AstraZeneca
- benefitexpress
- Benefit Informatics
- Best Doctors
- Boehringer Ingelheim
- Buck
- Castlight
- Cerner Corporation
- Compass
- ComPsych
- CVS Health
- Delta Dental
- Eisai
- Embold Health
- Express Scripts, Inc.
- Fusion Health
- Gateway Region YMCA
- Genentech
- HabitNu
- Health Advocate Solutions
- Healthcare Bluebook
- Healthways, Inc.
- Hello Heart
- Included Health
- Interactive Health
- Keenan Pharmacy Services
- Kroger Prescription Plans
- LabCorp
- Merck
- MO DHSS
- MOCAN
- Navitus
- Novo Nordisk
- Omada Health
- Onduo
- One Drop
- OptumRx
- Paladina Health
- PAS
- Pfizer, Inc.
- Premise Health
- QuadMed
- Quantum Health
- Quest Diagnostics
- Quit Genius
- RedBrick Health
- Restat
- Roche Diagnostics
- SLU Cancer Center
- Sanofi
- Signature Medical Group
- STL Sports Commission
- TrestleTree
- UnitedHealthcare
- Vida Health
- Virta Health
- Vivus
- WellDoc
- WellSpark
- Wondr Health
Ready to confirm your sponsorship?

Contact Lauren Remspecher at iremspecher@stlbhc.org or 314-721-7800.

@stlbhc

St. Louis Area Business Health Coalition

www.stlbhc.org