Dear [insert name],

Thank you for agreeing to become an Alliance Events Sponsor.

This letter confirms the sponsorship arrangements, which are set out below.

1. You are sponsoring the event, _____________ , on (insert date) at the _____________ level.

2. You will pay the sponsorship amount of $------ to The Alliance within 30 days of the date of invoice.

3. Sponsor rights and obligations are spelled out in Appendix A, the Alliance Sponsorship Packages Description. The Alliance sponsorship policy is available on request.

4. You will provide any event information or materials specified by your sponsorship package to Tierney Anderson at The Alliance by the deadlines provided below:
   a. List deadline
   b. List deadline, etc.

5. You have designated a representative to handle arrangements on your behalf, as indicated here:
   a. Name: ____________________________ Telephone: ____________________________ Email: ____________________________

Please confirm your acceptance of these terms by signing this letter and returning it to me. After it has been signed by The Alliance, a confirmation copy will be sent to you.

Please note: Signing this letter indicates that you will be bound by sponsorship terms and The Alliance Sponsorship Policy.

Best,

Tierney Anderson
Senior Marketing & Events Specialist
tanderson@the-alliance.org, 800.223.4139 x6642

Signed on behalf of:
THE ALLIANCE

Signed on behalf of Sponsoring Company:

Signature of authorized agent: ____________________________

Date: ____________________________

Signature of authorized agent: ____________________________

Date: ____________________________

______ (Initial here)
I have read The Alliance sponsorship policy and agree to its terms.
THE ALLIANCE SPONSORSHIP POLICY

The Alliance is pleased to work with event sponsors to support its mission of helping employers work together to move health care forward by controlling costs, improving quality and engaging individuals in their health.

What is event sponsorship?

Sponsorship is a mutually beneficial exchange arranged in advance and linked to an Alliance event or activity. An Alliance event sponsorship gives a company the opportunity to promote its name, image, product and services in specific circumstances and locations.

Sponsorship benefits are limited to only those items described by a specific sponsorship package. Sponsors should not expect any additional benefits or any type of preferred relationship as a result of sponsoring an Alliance event. The Alliance does not endorse, directly or by implication, any products, services or ideas promoted by sponsors.

The Alliance retains full control over any sponsored program, including all operational matters.

Who Can Sponsor:

Companies that are likely to benefit from sponsoring an Alliance event are:

- A preferred partner or a leader in meeting the needs of Alliance members; however, some specific types of businesses are barred from sponsorship.
- Engaged in a business that is linked to self-funding, employer-sponsored health benefits or a related service.
- Willing to invest in marketing their business to reach our target audience of self-funded employers and their business partners.
- Willing to respect guidelines that forbid promotion of competing health plans or services in connection with an Alliance event.

Alliance preferred partners get first right of refusal for sponsorships. If desired, preferred partners may pay an additional fee of 5 percent of the package price to be an event’s exclusive sponsor in their product category.

Third-party administrator (TPA) firms may sponsor events, but are forbidden from using a sponsorship opportunity to promote any health plan or service that directly competes with The Alliance.

Who Cannot Sponsor:

The Alliance will not accept sponsorships from:

- Health plans
- Insurance carriers, except stop-loss carriers
- Companies that compete for core services offered by The Alliance
- Health benefits brokers, consultants and agencies, who are excluded to avoid the appearance of favoring an individual or group.
- Companies whose corporate sponsorship would reflect in a negative manner on The Alliance, does not align with its mission statement, or is not in the best interest of the
health and safety of the organization, which will be determined at the discretion of The Alliance.

**Sponsorship Packages**

Current sponsorship opportunities are spelled out in The Alliance Sponsorship Packages. Sponsorship opportunities are updated quarterly; to request a copy of current packages please email Tierney Anderson at tanderson@the-alliance.org. All sponsors who wish to reserve a particular event are required to sign a Letter of Agreement and provide payment as specified by the terms of the Letter of Agreement.

**Event Cancellation**

If events are canceled due to weather or other developments, including low participation, sponsors will receive a full refund. If an in-person event is canceled but a webinar is held, then the amount of sponsorship will decrease to the webinar level and any difference will be refunded to the sponsor.

**Contact**

For more information about sponsorship opportunities or to arrange a sponsorship package, contact Tierney Anderson, Marketing and Events Specialist, 608.210.6642, tanderson@the-alliance.org.

*Updated: 3.3.17*
# THE ALLIANCE EVENT SPONSORSHIP PROGRAM

## Become an Alliance Sponsor

<table>
<thead>
<tr>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Webinar</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15,000</td>
<td>$10,000</td>
<td>$8,500</td>
<td>$3,500 - $4,500</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Webinar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>2</td>
<td>3</td>
<td>6</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Exhibit Space (6 ft. table)</td>
<td>6 events</td>
<td>3 events</td>
<td>May include either an Annual Meeting or Annual Seminar.</td>
<td>2 events</td>
<td>Exclusive to both the Annual Meeting and Annual Seminar events.</td>
</tr>
<tr>
<td>24” x 48” custom printed sign with logo</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Opportunity to greet guests at the event entrance as they arrive</td>
<td></td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition as sponsor in all scripted remarks</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Logo recognition on the PowerPoint during breaks</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Logo on the events webpage</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Logo on event materials in the folders</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Logo on all attendee name badges</td>
<td></td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to include one-page promotional item in the event folders or at the attendee tables</td>
<td></td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media post highlighting your organization’s sponsorship</td>
<td>4x year</td>
<td>2x year</td>
<td>2x year</td>
<td>1x year</td>
<td>1x year</td>
</tr>
<tr>
<td>Acknowledgment in The Alliance Annual Report (produced in October)</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Special sponsor ribbon for attending company members</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Sponsorship acknowledgment on post-event survey to all participants with logo</td>
<td>4</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two-minute introduction</td>
<td></td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on invite and reminder emails</td>
<td></td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email to members annually promoting your organization</td>
<td>4</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on webinar registration page and webinar home page</td>
<td>4</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option to send our recording of webinars or videos to non-attendees</td>
<td></td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option to create a webinar presentation to present to our membership</td>
<td></td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

May include either an Annual Meeting or Annual Seminar.

Exclusive to both the Annual Meeting and Annual Seminar events.