



2025

ANNUAL CONFERENCE

LIVE FROM
Nashville, TN

APRIL 22-24, 2025 • THE RENAISSANCE NASHVILLE HOTEL

Sponsorship Prospectus

Join us at the Business Group on Health 2025 Annual Conference for thoughtful discussions and immersive experiences with the goal of advancing opportunities for improved employee health, well-being, and benefits transformation. Through collaborative learning experiences and unique networking opportunities attendees will explore the latest trends in health care cost and delivery, well-being, and workforce strategy.

Who will you reach?

The Business Group on Health Annual Conference is attended by the most innovative benefits and health care leaders and decision-makers representing employers managing health and well-being benefits, total rewards, clinical programs, strategy, and compliance.

The anticipated event attendance, based on the high demand for this event and venue capacity, is over 600 professionals. Due to the unique nature of each of our conferences and distinct location experience, we cannot guarantee the level of attendance or attendee mix for the conference.

Sponsor Eligibility:

2025 Annual Conference session and supporting sponsorship opportunities are offered exclusively to Business Group on Health member companies. Due to high demand, we reserve the right to limit supporting sponsorships to one per member company.

Contact Business Group on Health's Membership Department with questions about your company's membership status (membership@businessgrouphealth.org). To join Business Group on Health, please visit our webpage.





Supporting Sponsorship Levels:

2025 Annual Conference supporting sponsorships are grouped by sponsorship level:

<p>E</p> <p>EXCLUSIVE SPONSORS</p> <p>Priced at \$65,000 and above 2 opportunities</p> <p>Includes three (3) sponsor passes and two (2) employer client passes</p>	<p>P</p> <p>PREMIUM SPONSORS</p> <p>Priced at \$30,000 and above 15 opportunities</p> <p>Includes two (2) sponsor passes and two (2) employer client passes</p>	<p>C</p> <p>CORE SPONSORS</p> <p>Priced at \$10,000 and above 29 opportunities</p> <p>Includes one (1) sponsor pass and two (2) employer client passes</p>	<p>A</p> <p>ALLY SPONSORS</p> <p>Priced at \$5,000 10 opportunities</p> <p>Includes one (1) sponsor pass</p>
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Within these levels each sponsorship is categorized by:

INTERACTIVE - opportunities with a designated area during the sponsored event for one (1) representative of the sponsoring company to engage with attendees (limited to the duration of the sponsored activity).

BRANDING - opportunities that provide heightened sponsor recognition through branding only.

Sponsor Access Schedule:

Sponsor Pass access includes:

- April 22 Conference sessions beginning with Annual Conference Welcome Remarks at 3:30 pm
- April 22 Annual Conference Welcome Party
- April 23 and 24 All sessions and events

Does not include access to Employer-only portion of the 2025 Annual Conference:*

- April 21 pre-conference networking activities
- April 21 Best Employers Awards Celebration reception
- April 22 Sessions and meals prior to 3:30 pm

*Select sponsorships that take place during the Employer-only portion of the 2025 Annual Conference include access to certain sessions and activities specified below.

We recognize that some of the sponsors of the Business Group on Health 2025 Annual Conference may take the opportunity to host their clients at a private dinner or event. Please note, such events cannot be held during 2025 Annual Conference sessions or networking activities. Sponsor events should start after the conclusion of the

Networking Reception on April 23 and **only official sponsors of the 2025 Annual Conference can host or co-host a private event** in conjunction with the conference.

All Sponsor Benefits Include:

- Company listing in sponsor section of 2025 Annual Conference app with company description, logo, and contact information.
- Company logo on 2025 Annual Conference website and on slides during conference opening and closing remarks.
- Access to pre- and post-conference attendee lists for those that opt-in:
 - One (1) pre-conference registration list provided approximately two weeks prior to the start of the 2025 Annual Conference.
 - Sponsors are limited to sending one (1) pre-conference email to the registrants who opt-in to share their email address.
 - One (1) post-conference attendee list provided approximately one week after the 2025 Annual Conference.

Act now and become a 2025 Annual Conference Sponsor!

To secure your sponsorship, please contact: Emma Santulli at santulli@businessgrouphealth.org



E EXCLUSIVE SPONSORSHIPS

Welcome Party

SOLD

INTERACTIVE

Excludes employer-only portion of the conference.

Exclusive - \$100,000

Three (3) sponsor passes and two (2) employer client passes.

Premium: 3 opportunities available - \$40,000 each

Two (2) sponsor passes and two (2) employer client passes per sponsor.

Contribute to one of the most memorable nights of the conference by sponsoring the Welcome Party on Tuesday, April 22. Celebrate in true Nashville style at this Western themed party! Open to all registered attendees, the Welcome Party will be held at ACME Feed & Seed, a local honky-tonk on lower Broadway. The party will feature 3 floors with live music, local food and beverages, and amazing views from the private rooftop.

- One (1) dedicated space per sponsor, including an information table, which can be used for a sponsor activation during the party.
- Verbal acknowledgment of sponsor during Welcome Party opening remarks.
- Sponsor logo(s) included on branded décor used to amplify the event space and signage.

Networking Reception

SOLD

INTERACTIVE

Excludes employer-only portion of the conference.

Exclusive - \$65,000

Three (3) sponsor passes and two (2) employer client passes.

Premium: 2 opportunities available - \$35,000 each

Two (2) sponsor passes and two (2) employer client passes per sponsor.

End the second day of the Annual Conference on a high note by sponsoring the Networking Reception on April 23. This event will be held in the atrium-like Bridge Bar at the Nashville Renaissance Hotel with stunning views of the city's downtown area. Sponsors can add an additional activity or entertainment.

- One (1) dedicated space per sponsor, including an information table, which can be used for sponsor activation during the party.
- Verbal acknowledgment of sponsor during Networking Reception opening remarks.
- Company Sponsor logo included on branded décor used to amplify the event space and signage.

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P PREMIUM SPONSORSHIPS

Includes two (2) sponsor passes and two (2) employer client passes.

Business Group Best Employers Awards Celebration

\$45,000

SOLD

INTERACTIVE

Includes employer-only portion of the conference.*

Sponsor this unique reception for the Business Group on Health Best Employers Awards winners. Your company will be recognized as the exclusive Awards Celebration sponsor. The event will take place on Monday, April 21, and is open only to employer attendees, award recipients, and the Award Celebration sponsor, so don't miss out!

- One (1) dedicated space, including an information table, which can be used for a sponsor activation during the event.
- Verbal acknowledgment of sponsor during celebration opening remarks.
- The company logo included on branded décor used to amplify the event space and signage.

*Sponsor passes include access to the Awards Celebration on April 21 and Main Stage sessions and meals during the employer-only portion of the conference.

Welcome Sponsor

\$40,000

SOLD

INTERACTIVE

Includes employer-only portion of the conference.*

Be the Welcome Sponsor of the 2025 Annual Conference! The Welcome area is an engaging space located in the main hallway on the Lobby Level. Upon entering the space attendees will be able to take a commemorative photo and select a Nashville-themed welcome gift from our "Welcome Pop-Up Shop". The welcome area will open starting with the employer-only portion of the conference on April 21. Your company branding will also be included on the main escalator clings. The Business Group will be responsible for creating all design elements.

- Information table staffed with company representative located near the photo wall.
- Branded digital photo wall.
- Branded welcome gift.
- Branded main escalator clings.

*Sponsor passes include access to the Main Stage sessions and meals during the employer-only portion of the conference. Excludes access to the Awards Celebration on April 21.

Well-being Lounge

\$40,000

SOLD

INTERACTIVE

Excludes employer-only portion of the conference.

Sponsor the space for attendees to relax and recharge between sessions and provide a morning yoga session on April 23. Your company logo will be displayed on signage near the Well-being Lounge. Additional activities such as meditation, massages and branded decor must be pre-approved by Business Group on Health and will incur an additional cost.

- Information table staffed with company representative located outside the Well-being Lounge.
- Fully designed lounge with yoga instructor.
- Branded signage.

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**P PREMIUM SPONSORSHIPS** *Continued*

Includes two (2) sponsor passes and two (2) employer client passes.

April 22 Meal Sponsorship

\$30,000

SOLD**INTERACTIVE**

Includes employer-only portion of the conference.*

Sponsor nutritious and delicious meals and snacks on April 22, including the employer-only breakfast and lunch buffets. The sponsor company's name and logo will be used on signs identifying the sponsor in the meal and snack service areas.

- Information table staffed with company representative during Employer-only breakfast, lunch buffet and refreshment breaks on April 22.
- Branded menus and napkins.

* Sponsor passes include access to the Main Stage sessions and meals during the employer-only portion of the conference. Excludes access to the Awards Celebration on April 21.

April 23 Meal Sponsorship

\$30,000

SOLD**INTERACTIVE**

Excludes employer-only portion of the conference.

Sponsor healthy meals and snacks on April 23, including the breakfast buffet and an international "Food Hall" style lunch for all conference attendees. The sponsor company's name and logo will be used on signs identifying the sponsor in the meal and snack service areas.

- Information table staffed with company representative during meal times and refreshment breaks on April 23.
- Branded menus, napkins and to-go bowls and containers for lunch.

Headshot Nook

\$30,000

SOLD**INTERACTIVE**

Excludes employer-only portion of the conference.

Offer attendees an opportunity to update their professional headshot. Photographer service and retouching will be available. Your company logo will be displayed on signage near the Headshot Nook.

- Information table staffed with company representative located at the Headshot Nook.
- Headshot Nook with professional photographer and editor.
- Branded signage.

Charitable Activity

\$30,000

SOLD**INTERACTIVE**

Excludes employer-only portion of the conference.

Provide an interactive opportunity for attendees and support the local community as the Charitable Activity Sponsor. Your company logo will be featured on event signage and within the activity space. In addition, your company will be mentioned in material promoting the activity.

- Information table staffed with company representative during the Charitable Activity.
- The Business Group will provide staff to run the activity.
- Verbal acknowledgment of sponsor during opening remarks.
- Branded signage.

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**P PREMIUM SPONSORSHIPS** Continued

Includes two (2) sponsor passes and two (2) employer client passes.

Collaboration Zones

\$30,000

SOLD

INTERACTIVE

Excludes employer-only portion of the conference.

3 opportunities available

Help attendees Recharge, Learn or Work by sponsoring one of the three Collaboration Zones. Each Zone has a unique decor and floorplan and will feature a design reflective of its theme. One sponsor company representative can be present to meet with attendees. The sponsor can also add branded signage or activities to amplify the theme or decor. All sponsor-provided activities and signage must be pre-approved by Business Group on Health to ensure items will fit within the space. Secure this welcoming, unique space to engage with conference attendees.

- Dedicated space with activity that fits the theme.
- Branded Zone-specific items and signage.
- Information table staffed with company representative outside Zone.

Registration Sponsor

\$40,000

SOLD

BRANDING

Showcase your brand from the moment attendees register for the 2025 Annual Conference. Your company logo will be featured on the homepage of the conference registration website, in the confirmation emails, and one (1) Prepare-to-Participate email sent to all registrants prior to the conference. During the event, your logo will be featured in the design of the Conference Registration area, available starting April 21, and featured on badges and lanyards distributed to attendees.

- Co-branded Registration Desk.
- Attendee badges and lanyards with company logo.
- Logo featured on conference registration website.
- Logo displayed on individual attendee registration confirmation messages.
- Logo on one (1) "Prepare-to-Participate" pre-conference email from Business Group on Health sent to all registrants one week before the event.

Navigation Sponsor

\$30,000

SOLD

BRANDING

Guide conference attendees through the event with digital navigation signs; branded interactive, directional maps; digital session room signage, a directional floor guide; and branded floor decals.

- Logo included on Interactive Map.
- Branded Digital Session Room Signage and Static Digital ad during breaks.
- Branded Directional Path Decals.

Guest Room Package

\$30,000

SOLD

BRANDING

Sponsor the spaces attendees will call "home" for 3 days. Sponsorship includes a hotel room keycard customized with your logo and door hangers featuring your logo on the handle of each attendee's room. Your company logo will also be included in the design of clings placed on guest room elevators. The Business Group will be responsible for creating all design elements.

- Branded Guest Room key sleeves.
- Branded Guest Room door hangers.
- Branded Guest Room elevator clings with QR code.

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C CORE SPONSORSHIPS

Includes one (1) sponsor pass and two (2) employer client passes.

Employer Attendee Pre-conference Activity: Country Music Hall of Fame Tour

\$25,000

SOLD

INTERACTIVE

Includes employer-only portion of the conference.*

During this activity, attendees will explore the Country Music Hall of Fame in downtown Nashville, one of the world's largest museums dedicated to music. With artifacts, photographs, recorded sound and vintage video, the Hall of Fame reveals the origins, traditions, and honored architects of country music.

- Information table staffed with company representative during the Pre-conference Activity or at meeting site.
- Verbal acknowledgment of sponsorship during Pre-conference Activity opening remarks.

* Sponsor passes include access to the sponsored Pre-conference Activity on April 21 and Main Stage sessions and meals during employer-only portion of the conference. Excludes access to the Awards Celebration on April 21.

Employer Attendee Pre-conference Activity: Discover Downtown Scavenger Hunt

\$25,000

SOLD

INTERACTIVE

Includes employer-only portion of the conference.*

Attendees will experience many of the places and activities that Nashville is known for. This can include enjoying a cold beverage at a traditional honky-tonk on lower Broadway, creating their own Goo Goo Cluster candy bar, visiting the historic Ryman Auditorium, and much more.

- Information table staffed with company representative at meeting site.
- Verbal acknowledgment of sponsorship during Pre-conference Activity opening remarks.

* Sponsor passes include access to the sponsored Pre-conference Activity on April 21 and Main Stage sessions and meals during employer-only portion of the conference. Excludes access to the Awards Celebration on April 21.

Employer Attendee Pre-conference Activity: Mixology with the Twist-Mocktail and Cocktail Class

\$25,000

SOLD

INTERACTIVE

Includes employer-only portion of the conference.*

Attendees will enjoy a mocktail and cocktail making experience led by world-class bartenders in a fun and engaging environment. They will learn techniques, flavor combinations, and more with three unique, alcohol-optional drinks. There will be plenty opportunity for mingling while mixing!

- Information table staffed with company representative during the Pre-conference Activity or at meeting site.
- Verbal acknowledgment of sponsorship during Pre-conference Activity opening remarks.

* Sponsor passes include access to the sponsored Pre-conference Activity on April 21 and Main Stage sessions and meals during employer-only portion of the conference. Excludes access to the Awards Celebration on April 21.

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**C CORE SPONSORSHIPS** Continued

Includes one (1) sponsor pass and two (2) employer client passes.

April 24 Meal Sponsorship

\$22,000

SOLD

INTERACTIVE

Excludes employer-only portion of the conference.

Sponsor the buffet breakfast and a grab-and-go lunch. The sponsor company's name and logo will be used on signs identifying the sponsor in the meal areas and on the branded to-go lunch bags. This will be the last impression attendees receive before leaving the conference.

- Information table staffed with company representative during meal times and refreshment breaks on April 24.
- Branded menus, napkins and to-go lunch bags.

Sponsor Kiosks

\$20,000

SOLD

INTERACTIVE

Excludes employer-only portion of the conference.

12 opportunities available

Secure a dedicated space with a sponsor kiosk in the conference lobby area near the Grand Ballroom. Showcase your programs and meet with attendees during breaks throughout the conference.

- Fully designed branded kiosk with power on the Lobby Level.
- Sponsor Pass to staff the kiosk throughout the Conference, starting on April 22 at 3:30 pm.

Standing Tables and Charging Stations

\$18,000

SOLD

BRANDING

Standing Tables: Spread brand awareness in session rooms throughout the conference by providing standing tables in the back of each room. Tables will feature sponsor company logo.

Charging Stations: Universal quick charging stations, with your logo, will be located throughout the conference venue, ensuring attendees keep their devices charged and ready to go.

- Branded standing tables in session rooms.
- Branded highboy tables throughout the conference space.
- Four (4) branded charging tables throughout the conference space.

Coffee Bar Corner

\$18,000

SOLD

BRANDING

The fully staffed coffee bar features a beverage counter on the lobby level located in a prime location with seating for peer-to-peer conversations. Attendees can order specialty coffee and tea April 22-24 before entering the rest of the conference center. Your company logo will be included on the branded signage and décor. In addition, your company name will be featured in the name of a specialty drink on the menu, and on the coffee sleeves provided to attendees.

- Barista staffed coffee bar with seating in prime location (Lobby Level).
- Branded signage, coffee sleeves and coffee menu.
- Featured signature drink.

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**C CORE SPONSORSHIPS** Continued

Includes one (1) sponsor pass and two (2) employer client passes.

Coffee Cart

\$15,000

SOLD

BRANDING

A specialty coffee cart will be situated on the meeting level near the breakout session rooms April 22-24. The signage in the coffee cart area will feature your company logo. One of the specialty drinks on the beverage menu will be named after your company and your logo will be displayed on coffee sleeves provided to customers.

- Fully staffed Coffee Cart on Meeting Level.
- Branded signage, coffee sleeves and coffee menu.
- Featured signature drink.

Container Bar- Specialty Beverages

\$15,000

SOLD

BRANDING

The Container Bar is a colorful, industrial bar centrally located off the main escalators on the meeting level of the conference space. Specialty cold beverages will be available to attendees April 22-24 as they move through the event. As the Container Bar beverage sponsor, your logo will be included on branded signage near the area and your company name will be featured in the name of one of the specialty drinks.

- Branded signage, cups and beverage menu.
- Featured signature drink.

Wireless Internet Sponsorship

\$15,000

SOLD

BRANDING

The sponsor company's name will be used to create the Wi-Fi password and your logo will appear on the login page. In addition, your company will be recognized on all event signage and informational material about conference Wi-Fi services.

- Branded Wi-Fi password.
- Re-direct link to sponsor company website.

Conference App

\$15,000

SOLD

BRANDING

Achieve continuous brand exposure with the conference app: the one-stop shop for event information. The app will feature event program details, including the attendee list, speaker bios, session slides, and sponsor information. The sponsor will be included in three (3) branded push notifications to attendees regarding networking events and sessions. Your logo will be featured in the design of the app's menu screen.

- App Branding; landing page and main screen sticky banner advertisement.
- Three (3) personalized push notifications.

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**C** CORE SPONSORSHIPS *Continued*

Includes one (1) sponsor pass and two (2) employer client passes.

Room Drop**\$10,000****SOLD****BRANDING**

3 opportunities available:
Monday, April 21, Tuesday,
April 22, Wednesday, April 23

Sponsors will provide one (1) room drop gift between 5:00 p.m. - 7:00 p.m. on April 21, April 22, or April 23 to conference attendees staying at the Renaissance Nashville Hotel. Your company will provide a pre-assembled item for in-room delivery, including any specialty packaging. All room drop gifts must be pre-approved by the Business Group. All costs associated with development of room drop items (including design, product orders, and delivery) are the sole responsibility of the sponsor. Sponsorship fee covers hotel room drop charges.

- Ability to send branded specialty room drop gifts to conference attendees.
- Sponsorship fees cover hotel room drop charges.

Parents' Room**\$10,000****SOLD****BRANDING**

To ensure that parents attending the conference are accommodated, Business Group on Health will create a dedicated room with comfortable seating and a refrigerator for nursing parents. The Parents' Room will be available April 22-24. Signage outside the room will feature your company name, logo and QR code, as well as a sponsor-branded "occupied" or "room in use" door hanger.

- Branded Parents' Room with refrigerator.
- Branded door hanger and pillows. Sponsor can provide additional decor.
- One highboy table for materials and branded signage with QR code.

A ALLY SPONSORSHIPS

Includes one (1) sponsor pass

Annual Conference Ally**\$5,000****BRANDING**

10 opportunities available

Looking for an entry-level sponsorship opportunity for the Annual Conference? Become an Annual Conference Ally and your company will receive recognition on the 2025 Annual Conference website and signage.

- Sponsor logo on website, conference signage and recognition in conference opening/closing remarks.

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Supporting Sponsorship Guide

SPONSORSHIP LEVELS:

- E EXCLUSIVE
- P PREMIUM
- C CORE
- A ALLY

Sponsor Item	Price	# of Opportunities	Sponsorship Level	Attendee Engagement	Employer-only Portion Access	# of Sponsor Passes
Welcome Party	\$40,000-\$100,000	1-Exclusive 3-Premium	E P	INTERACTIVE	No	3-Exclusive 2-Premium
Networking Reception	\$35,000-\$65,000	1-Exclusive 2-Premium	E P	INTERACTIVE	No	3-Exclusive 2-Premium
Awards Celebration Reception	\$45,000	1	P	INTERACTIVE	Yes	2
Welcome Sponsor	\$40,000	1	P	INTERACTIVE	Yes	2
April 22 Meals	\$30,000	1	P	INTERACTIVE	Yes	2
April 23 Meals	\$30,000	1	P	INTERACTIVE	No	2
April 24 Meals	\$22,000	1	C	INTERACTIVE	No	1
Headshot Nook	\$30,000	1	P	INTERACTIVE	No	2
Well-being Lounge	\$40,000	1	P	INTERACTIVE	No	2
Charitable Activity	\$30,000	1	P	INTERACTIVE	No	2
Collaboration Zones	\$30,000	3	P	INTERACTIVE	No	2
Registration Sponsorship	\$40,000	1	P	BRANDING	No	2
Navigation Sponsorship	\$30,000	1	P	BRANDING	No	2
Guestroom Sponsor	\$30,000	1	P	BRANDING	No	2
Pre-conference Activities	\$25,000	3	C	INTERACTIVE	Yes	1
Sponsor Kiosks	\$20,000	12	C	INTERACTIVE	No	1
Standing Tables & Charging Tables	\$18,000	1	C	BRANDING	No	1
Coffee Bar	\$18,000	1	C	BRANDING	No	1
Coffee Cart	\$15,000	1	C	BRANDING	No	1
Specialty Beverage Container Bar	\$15,000	1	C	BRANDING	No	1
Conference App	\$15,000	1	C	BRANDING	No	1
Wireless Internet	\$15,000	1	C	BRANDING	No	1
Room Drop	\$10,000	3	C	BRANDING	No	1
Parent's Room	\$10,000	1	C	BRANDING	No	1
Ally Sponsor	\$5,000	10	A	BRANDING	No	1

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