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# SPONSORSHIP PROSPECTUS

2023 - 2024

NEW HAMPSHIRE AND VERMONT

BI-STATE PRIMARY CARE ASSOCIATION



SERVING VERMONT & NEW HAMPSHIRE

*Improving Access to Primary Health Care Since 1986*

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[www.bistatepca.org](http://www.bistatepca.org)

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## 2023 Bi-State Primary Care Association Board of Directors

**2023 Board of Directors** (L-R): Robert MacLeod, CEO, Mid-State Health Center, NH; Martha Halnon, CEO, Mountain Community Health, VT; Tess Stack Kuenning, President/CEO, Bi-State Primary Care Association; Dan Bennett, CEO, Gifford Health Care, VT; Kayla Davis, Co-CEO, Battenkill Valley Health Center, VT; Stuart May, CEO, Lamoille Health Partners, VT; Michael Costa, CEO, Northern Counties Health Care, VT.

**Board members not pictured:** Ken Gordon, CEO, Coös County Family Health Services, NH; Gregory White, Co-CEO, Lamprey Health Care, NH; Kathy Benoit, CEO, Northern Tier Center for Health, VT; Henry Och, CEO, Harbor Care, NH; Anna Thomas, Executive Director, Health Care for the Homeless Program, City of Manchester, NH.

### *Greetings!*

With the help of our generous sponsors, businesses, and leaders like you, we have been able to make great strides in our mission to help people overcome geographic and economic obstacles to health care. We are grateful for the strategic partnerships with business and nonprofit organizations, charitable foundations, and state and national associations that are led by caring individuals.

### *Relationships matter! Your support matters!*

To help our valued business partners meet their goals, we're launching a new Primary Care Champion sponsorship opportunity this year. Primary Care Champion benefits increase the reach and frequency of our partners year round. Please look in the pages ahead for more information.

For your convenience, we now offer online registration for most sponsorship opportunities. Please visit our website for more information: <https://bistatepca.org/events-sponsorship/>.

We look forward to working with you to continue to increase access to primary care for all. Thank you for your support of Bi-State Primary Care Association, Community Health Centers, and the people we serve.

Sincerely,

Tess Stack Kuenning, CNS, MS, RN  
President and Chief Executive Officer

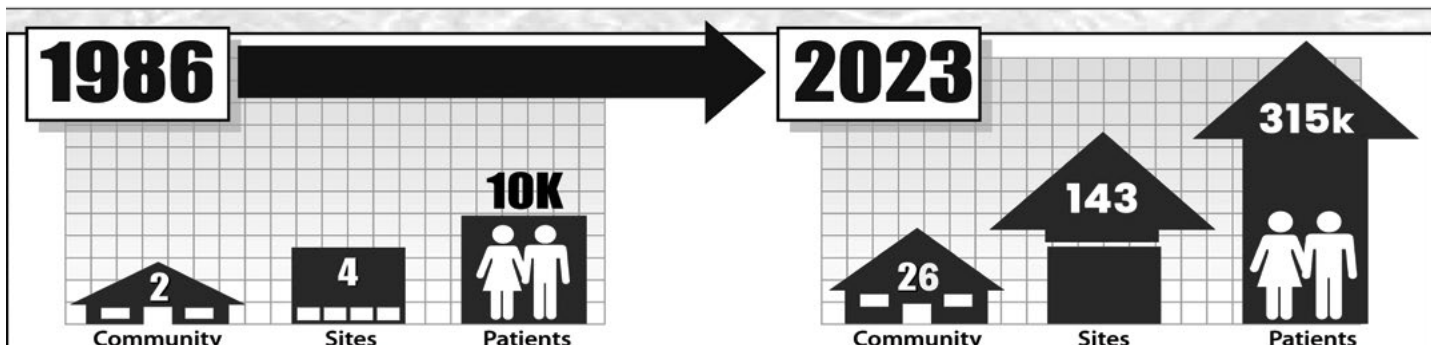
## Vision

Healthy individuals, families, and communities with equitable and quality health care for all.

## Mission

Advance access to comprehensive primary care services for all, with special emphasis on those most in need in Vermont and New Hampshire.

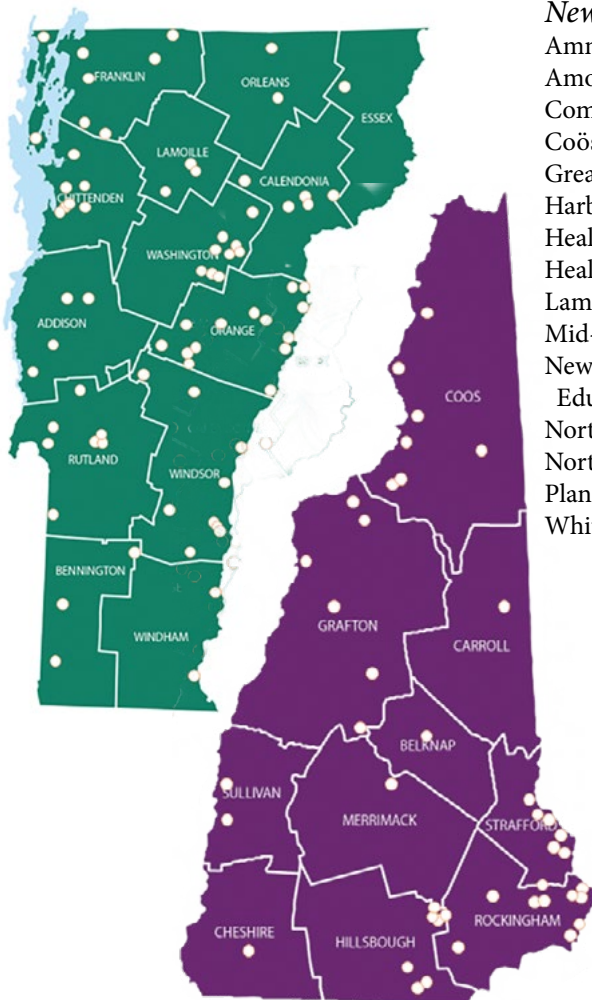
Bi-State Primary Care Association was established in 1986 by a small group of people dedicated to expanding access to primary care services throughout New Hampshire and Vermont. Our story began with one Federally Qualified Health Center (FQHC) in New Hampshire and one in Vermont providing primary care services to 10,000 people between them. Today, there are 26 health centers and supporting organizations providing medical, dental, behavioral, and mental health care, substance use disorder services, as well as educational and support services.



## Bi-State Members and Locations

### Vermont Members

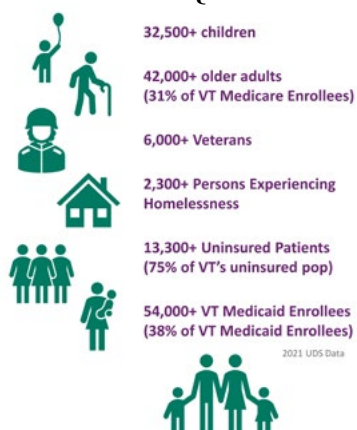
Battenkill Valley Health Center  
Community Health Centers  
Community Health  
Gifford Health Care  
Lamoille Health Partners  
Little Rivers Health Care  
Mountain Community Health  
North Star Health  
Northern Counties Health Care  
Northern Tier Center for Health  
Planned Parenthood of Northern New England  
The Health Center  
Vermont's Free & Referral Clinics



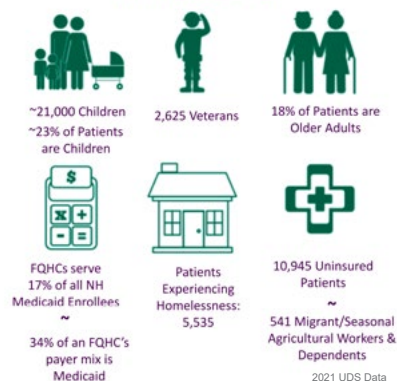
### New Hampshire Members

Ammonoosuc Community Health Services  
Amoskeag Health  
Community Health Access Network  
Coös County Family Health Services  
Greater Seacoast Community Health  
Harbor Care  
Health Care for the Homeless Program  
HealthFirst Family Care Center  
Lamprey Health Care  
Mid-State Health Center  
New Hampshire Area Health Education Center Program  
North Star Health  
North Country Health Consortium  
Planned Parenthood of Northern New England  
White Mountain Community Health Center

### Vermont's FQHCs Serve:



### New Hampshire FQHCs Serve:







## Primary Care Champion

*Sponsor Value:* Primary Care Champions maintain a year-round presence among Bi-State members from personal introductions to premium exhibitor benefits, information sharing, advertising, speaking opportunities, and social media promotion. Bi-State partners with Champions in a mutually supportive environment.

Bi-State represents Community Health Centers at the state and national level by advocating for the resources and policies necessary to support their work. Bi-State members include federally qualified health centers (FQHCs), area health education centers (AHECs), Vermont Free and Referral Clinics, Planned Parenthood, the Community Health Access Network, and the North Country Health Consortium.

**Annual Investment: \$35,000**

### Champion Benefits:

- Opportunity to introduce yourself at a Bi-State Board Meeting
- Direct notification of new and/or expanding Community Health Centers
- Quarterly *Spotlight on Sponsors* feature on Social Media Channels
- Complimentary Platinum Sponsor Benefits at three events of your choice:
  - Primary Care Conference
  - NH Legislative and Business Event
  - Preparing the UDS Report
  - Bi-State Awards Ceremony

# Primary Care Conference - May 21, 2024

## Lake Morey Resort, Fairlee, Vermont

**Sponsor Value:** Largest annual event, exhibitor tables in main conference room, sponsors dine with attendees

### Platinum: \$7,500

- Exhibitor table in prime location
- Attendance and lunch for three
- Sponsor thanked in Opening and Closing remarks
- Logo at the top on conference signage
- Ad, logo, and video on breaktime slideshow
- Featured in *Spotlight on Sponsors* pre- and post-event
- Registered attendee list/email provided pre-event
- Full-page ad in conference program
- Top credit in Bi-State's Annual Impact Report
- Sponsor contact in pre-/post-event email to attendees
- Awards video sponsor credit on closing screen

### Gold: \$4,500

- Exhibitor table among first five
- Attendance and lunch for two
- Sponsor thanked in Closing Remarks
- Logo at the top on conference signage
- Ad and logo on breaktime slideshow
- Featured in *Spotlight on Sponsors* pre-event
- Registered attendee list provided pre-event
- One-half page ad in conference program
- Sponsor credit in Annual Impact Report

### Silver: \$3,000

- Exhibitor table
- Attendance and lunch for one
- Logo placed on conference signage
- Ad on breaktime slideshow
- Featured in *Spotlight on Sponsors* post-event
- One-third page ad in conference program
- Sponsor credit in Annual Impact Report

### Bronze: \$1,750

- Shared Exhibitor table
- Attendance and lunch for one
- Logo placed on conference signage
- Featured in group *Spotlight on Sponsors* post-event
- One-quarter page ad in program
- Sponsor credit in Annual Impact Report

**Nonprofit: \$1,000** Limited to 501(c)(3)  
Charitable Organizations with AOB under \$5M

- Shared Exhibitor table
- Attendance and lunch for one
- Logo placed on conference signage
- Featured in group *Spotlight on Sponsors* post-event
- One-quarter page ad in program
- Sponsor credit in Annual Impact Report



Mid-morning break to visit Sponsors in Conference Room



Sponsors and attendees dine together at Awards Ceremony Luncheon

## Stand Out with these Exclusive Sponsorship Opportunities

(Available to pre-registered exhibitors - table not included)

### ★ Keynote Speaker Introduction - \$3,000

- Introduce Primary Care Conference Keynote Speaker
- Featured in pre- and post-event in *Spotlight on Sponsors*

### ★ Raffle Master of Ceremonies - \$2,000

- Introduce and serve as Master of Ceremonies for the Raffle drawing after closing remarks.
- Featured in pre-event *Spotlight on Sponsors*



Sponsors and attendees have time to interact throughout the day.

# Bi-State Awards Ceremony and Luncheon

May 21, 2024

Lake Morey Resort, Fairlee, Vermont

*Recognition of Outstanding Contributions towards Expanding Access to Primary Care for All*



Established in 1986, the Bi-State Awards are presented to individuals who have made outstanding contributions toward increasing access to primary care, especially for underserved populations. Awardees are nominated by their peers and selected by Bi-State's Board of Directors.

**Sponsor Value:** The Bi-State Awards Ceremony video debuts at the Primary Care Conference; all awardees are invited to attend as our guests. The Awards video is posted on Bi-State's website and widely promoted to traditional and social media and directly to Bi-State's extensive email network including members, business leaders, nonprofits and professional associations, elected officials in New Hampshire and Vermont, and our Members of Congress.

## Bi-State Annual Awards Ceremony Video



<https://bistatepca.org/videos/>

### Platinum \$4,000

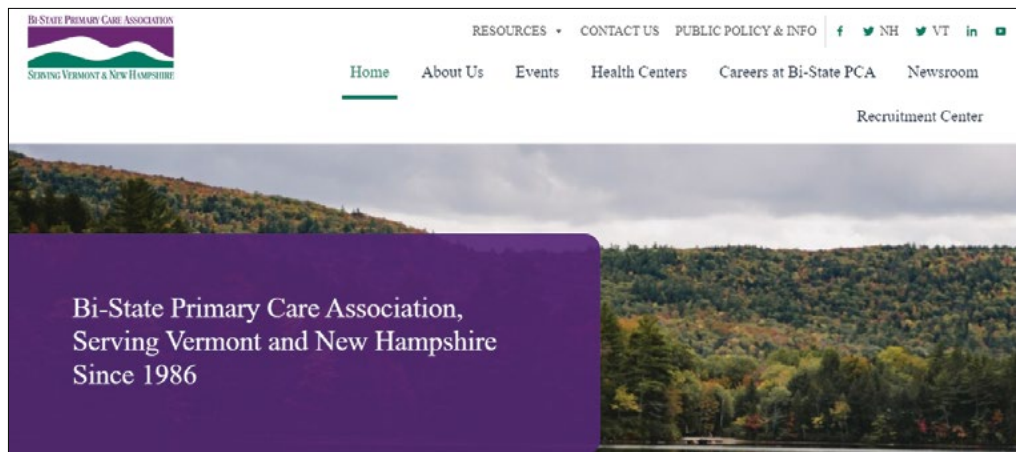
- Featured in *Spotlight on Sponsors* pre- and post-event
- Sponsor verbally thanked in the video
- Sponsor logo on video opening and closing screens
- Sponsor logo on social media promotion
- Sponsor logo on signage at conference
- Sponsor credit in Annual Impact Report

### Gold: \$2,500

- Featured in *Spotlight on Sponsors* post-event
- Sponsor logo on Awards closing screen
- Sponsor logo on Awards promotion
- Sponsor logo on Awards signage at conference
- Sponsor credit in Annual Impact Report



## Bi-State PCA Website Sponsor - Annual & Exclusive (Sold out for FY24)



**Sponsor Value:** Bi-State Primary Care Association ([www.bistatepca.org](http://www.bistatepca.org)) is the federally-designated primary care association for New Hampshire and Vermont. The website is a resource for Community Health Centers, state and federal officials, health care providers, business leaders, nonprofit agencies, and the public.

### Website Sponsor: \$1,500

- Sponsor acknowledgement and live link on Bi-State's website for one year
- Featured in *Spotlight on Sponsors* upon publication
- Sponsor credit in the Annual Impact Report

## Primary Care Sourcebook Sponsor - Annual & Exclusive

Bi-State's New Hampshire and Vermont Primary Care Sourcebooks include health policy information and in-depth data on Community Health Centers including a list of primary care services available, patient demographics, public health quality measures, the health care workforce and the economic impact in New Hampshire and Vermont.



**Sponsor Value:** Posted on Bi-State's website, the annual Primary Care Sourcebooks are promoted and shared with the public, state and federal policymakers, charitable foundations, the business and nonprofit community, educational institutions, health care providers and associations, and available to all online.

### Vermont Sponsor: \$1,500

- Featured in *Spotlight on Sponsors* upon publication
- Sponsor logo on inside front cover
- Sponsor credit in Annual Impact Report

### New Hampshire Sponsor: \$1,500

- Featured in *Spotlight on Sponsors* upon publication
- Sponsor logo on inside front cover
- Sponsor credit in Annual Impact Report



# NH Legislative & Business Event - February 2024

*Annual Meeting of Community Health Centers, Elected Officials, Employers, and Charitable Organizations*



*The New Hampshire Legislative and Business Breakfast*

**Sponsor Value:** Opportunity to meet New Hampshire Community Health Center executives, New Hampshire elected officials, business owners, leaders of nonprofit and professional associations, and Bi-State's Board of Directors.

## Platinum \$6,500

- Featured in *Spotlight on Sponsors* pre- and post-event
- Sponsor floor banner near Speaker podium
- Registered attendee database provided pre-event
- Verbal recognition during Opening/Closing Remarks
- Sponsor logo on Bi-State's social media promotion
- Sponsor logo/link on event registration page
- Sponsor logo on signage at the event
- Sponsor credit in Annual Impact Report
- Attendance and breakfast for four

## Silver: \$3,000

- Featured in *Spotlight on Sponsors* post-event
- Sponsor floor banner placed for max. exposure
- Sponsor logo/link on event registration page
- Sponsor credit in Annual Impact Report
- Attendance and breakfast for two

## Bronze: \$1,500

- Featured in *Spotlight on Sponsors* post-event
- Sponsor logo/link on event registration page
- Sponsor credit in Annual Impact Report
- Attendance and breakfast for one

## Nonprofit: \$750

- Featured in *Spotlight on Sponsors* post-event
- Sponsor logo/link on event registration page
- Sponsor credit in Annual Impact Report
- Reserved seating and breakfast for one
- Attendance and breakfast for one

## Gold: \$4,500

- Featured in *Spotlight on Sponsors* pre-event
- Sponsor floor banner placed for max. exposure
- Registered attendee database provided pre-event
- Sponsor logo/link on event registration page
- Sponsor logo on signage at the event
- Sponsor credit in Annual Impact Report
- Reserved seating and breakfast for three

## NH Legislative & Business Video

**Sponsor Value:** The video debuts at the event to an audience interested in primary care access for the state's workforce. It is promoted on social media and available on Bi-State's website.



## Platinum \$4,000

- Featured in *Spotlight on Sponsors* pre- and post-event
- Sponsor verbally thanked in the video
- Sponsor logo on video opening and closing screens
- Sponsor logo on social media promotion
- Sponsor logo on signage at the Legislative Breakfast
- Sponsor credit in Annual Impact Report

## Gold: \$2,500

- Featured in *Spotlight on Sponsors* post-event
- Sponsor logo on video closing screen
- Sponsor logo on social media promotion
- Sponsor logo on signage at the event
- Sponsor credit in Annual Impact Report

# Preparing the UDS Report Virtual Training Series November 28 & 29, 2023

## *Annual Training for Community Health Centers*

The Uniform Data System is a standardized annual report that provides information to the U.S. Health Resources and Services Administration.



**Sponsor Value:** Bi-State's FQHCs are required to submit the UDS report to the U.S. Health Resources and Services Administration Bureau of Primary Health Care annually. FQHCs are required to provide accurate data on patient profiles, clinical services and quality of care indicators, operational and financial tables, and more. The UDS training is attended by: chief medical and financial officers, billing supervisors, clinical directors, controllers, systems managers, health quality directors, medical coders, and informatics specialists.

### Platinum \$2,000

- Featured in *Spotlight on Sponsors* pre-and post-event
- Sponsor thanked during Opening and Closing Remarks
- Sponsor invited to greet attendees on opening day (30-seconds)
- Sponsor logo on event registration website
- Sponsor ad on waiting room slideshow
- Registered attendee database provided pre-event
- Sponsor may submit 15-second video for waiting room slideshow
- Sponsor credit in Annual Impact Report
- Attendance for three

### Gold: \$1,500

- Featured in *Spotlight on Sponsors* post-event
- Sponsor thanked during Closing Remarks
- Sponsor logo on event registration website
- Sponsor ad on waiting room slideshow
- Registered attendee database provided post-event
- Sponsor credit in Annual Impact Report
- Attendance for two

### Silver: \$750

- Featured in group *Spotlight on Sponsors* post-event
- Sponsor logo on event registration website
- Sponsor ad on waiting room slideshow
- Sponsor credit in Annual Impact Report
- Attendance for one

# Annual Impact Report



Bi-State's Annual Impact Report to our members, funders, partners, and elected officials includes projects, achievements, advocacy, training, and new programs and projects to ensure equal access to primary health care for all.

**Sponsor Value:** Annual Impact Report is widely distributed, featured on our website, and kept in an online library.

The Annual Impact Report is distributed to:

- New Hampshire and Vermont Legislators
- Elected State Officials
- Business Leaders
- Nonprofit Organizations
- Members of Congress
- Governors and Legislative Committees
- State Health Department officials, and partners

**Platinum \$1,500**

- Featured in *Spotlight on Sponsors* upon publication
- Sponsor logo placed on the inside front cover of the Annual Impact Report and listed on the back cover.

## National Health Center Week

August 3 - 11, 2024

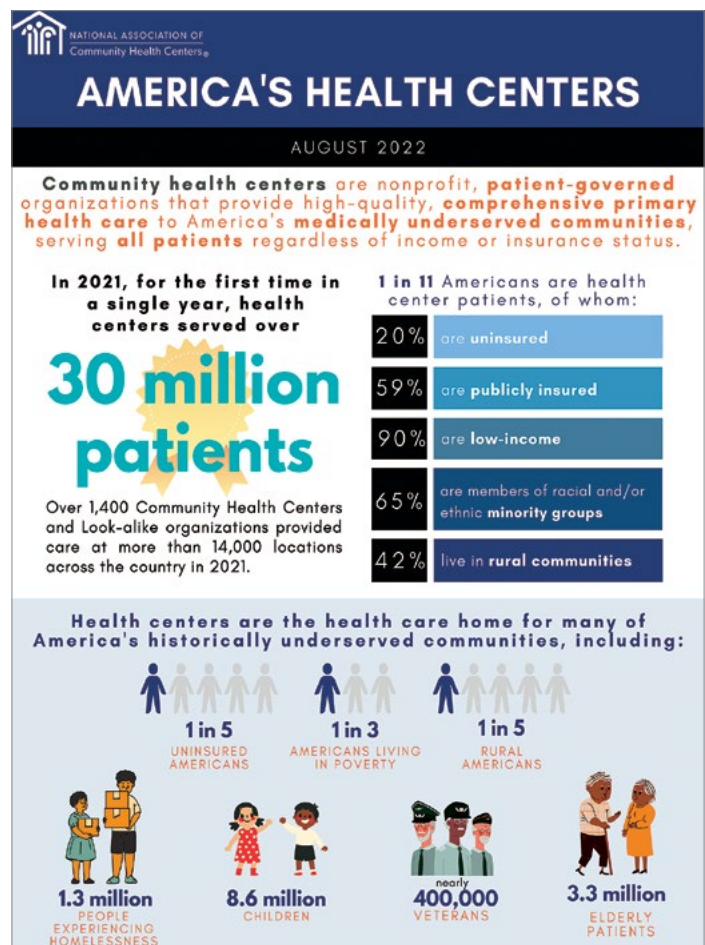
National Health Center Week raises awareness about the 1400 Community Health Centers nationwide and the 30+ million people who depend on their local health center for primary medical, dental, behavioral, mental health, and substance use disorder care.

**Sponsor Value:** National and statewide media coverage of National Health Center Week is celebrated by Community Health Centers and Primary Care Associations in every state and U.S. Territory.

Sponsors are acknowledged on all promotion on Bi-State's website, social media, and in press releases. Sponsors are welcome to attend public events.

**Platinum \$1,500**

- Featured in *Spotlight on Sponsors* pre- and post-event
- Sponsor logo on all social media promotion the week prior to and during National Health Center Week
- Sponsor invited to all public events







BI-STATE PRIMARY CARE ASSOCIATION  
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61 Elm Street, Montpelier, Vermont 05602  
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