



---

# SPONSORSHIP PROSPECTUS

2024 - 2025

NEW HAMPSHIRE AND VERMONT

**BI-STATE PRIMARY CARE ASSOCIATION**



**SERVING VERMONT & NEW HAMPSHIRE**

*Improving Access to Primary Health Care Since 1986*

# CONTENTS

|    |   |       |
|----|---|-------|
| 03 | Introduction  | <hr/> |
| 04 | About Bi-State  | <hr/> |
| 05 | Primary Care Champion   | <hr/> |
| 06 | Primary Care Conference                                       | <hr/> |
| 07 | Bi-State Awards Ceremony                                      | <hr/> |
| 08 | Leadership Development Program                                | <hr/> |
| 09 | Clinical Quality Symposium                                    | <hr/> |
| 10 | Preparing the UDS Report Training                             | <hr/> |
| 11 | <u>Annual Impact Report &amp; National Health Center Week</u> |       |
| 12 | NH Legislative & Business Event                               | <hr/> |
| 13 | Newsletter, Website, and Primary Care Sourcebooks             | <hr/> |



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

Contact: Georgia Maheras, SVP of Policy and Strategy

Call: 802-220-0002 x 218

Email: [gmaheras@bistatepca.org](mailto:gmaheras@bistatepca.org)



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

L-R: Michael Costa, Northern Counties Health Care; Kayla Davis, Battenkill Valley Health Center; Henry Och, Harbor Care; Stuart May, Lamoille Health Partners; Robert MacLeod, Mid-State Health Center; Dan Bennett, Gifford Health Care; Ken Gordon, Coos County Family Health Services; Tess Stack Kuenning, B-State Primary Care Association; and Gregory White, Lamprey Health Care.

---



Greetings!

Thanks to the support of our generous sponsors and esteemed leaders such as yourself, we have achieved significant advancements in our mission to mitigate the geographic and economic challenges many individuals encounter when seeking access to primary medical, dental, and behavioral health care services in rural and underserved communities throughout New Hampshire and Vermont.

#### **Relationships matter!**

We extend our gratitude for the strategic alliances forged with business entities, nonprofit organizations, charitable foundations, and our state and national associations, all of which we have found are under the guidance of compassionate individuals.

#### **Your support makes a difference!**

Bi-State's Primary Care Champion benefits are tailored to support our esteemed business partners in achieving your objectives. These benefits aim to amplify the reach and frequency of your external communications. For detailed information, please refer to the subsequent pages.

To streamline the sponsorship process, we offer convenient online registration for most opportunities. Kindly visit our website at <https://bistatepca.org/events-sponsorship/> for further details.

We eagerly anticipate collaborating with you to enhance primary care accessibility for all. Thank you for your unwavering support of Bi-State Primary Care Association, the Community Health Centers, and the residents of New Hampshire and Vermont whom we proudly serve.

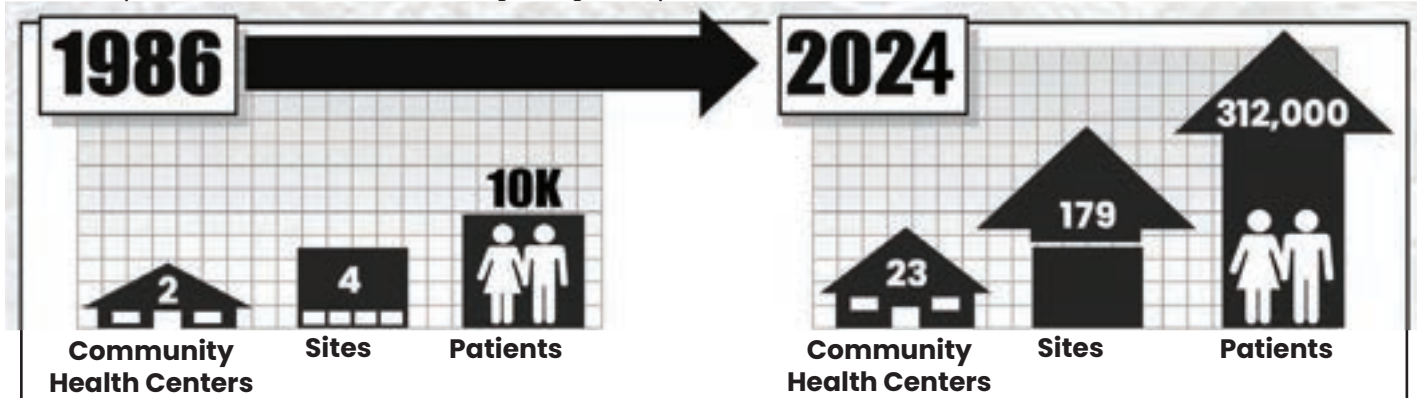
Sincerely,

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

## Mission

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

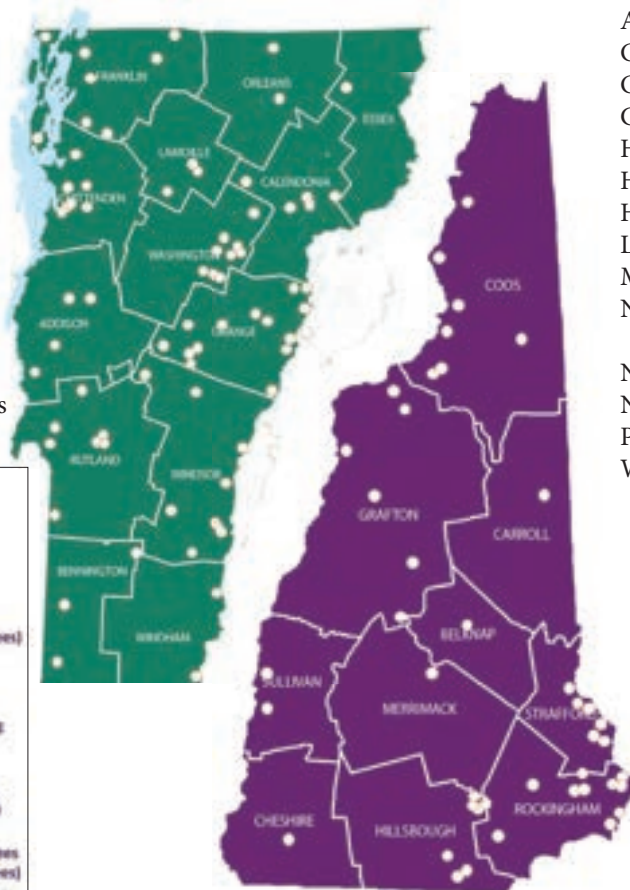
Bi-State Primary Care Association was founded in 1986 by a small group of committed individuals with a shared goal to enhance access to primary care services across New Hampshire and Vermont. Our journey started with just one Federally Qualified Health Center (FQHC) in each state, collectively serving 10,000 individuals. Today, we've grown to encompass 23 Community Health Centers and affiliated organizations. Together, we offer a comprehensive range of medical, dental and mental health, and substance use disorder services regardless of ability to pay, provider education, community initiatives, and Bi-State's nonprofit primary health care Recruitment Center services.



### 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

### Bi-State Member Locations



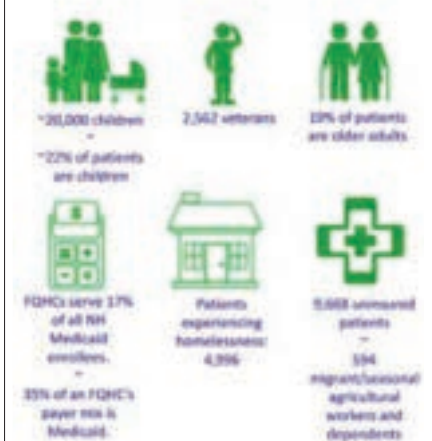
### New Hampshire Members

Ammonoosuc Community Health Services  
Amoskeag Health  
Community Health Access Network  
Coqs 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 FQHCs serve nearly 1 in 3 (30.7%) Vermonters, including:



New Hampshire FQHCs serve about 1 in 10 Granite Staters (10%), including:







## Primary Care Champion

Bi-State is the federally designated Primary Care Association for Community Health Centers in New Hampshire and Vermont. Our staff work with public health departments, emergency preparedness agencies, business and nonprofit leaders, charitable foundations, elected officials, and Members of Congress. We educate and advocate for the resources and policies necessary to support the critical role of the Community Health Centers to provide access to primary health care to underserved populations. Bi-State members include Federally Qualified Health Centers (FQHCs), Area Health Education Centers (AHECs), Vermont Free and Referral Clinics, Planned Parenthood of Northern New England, the Community Health Access Network, and the North Country Health Consortium.

*Sponsor Value:* Primary Care Champions maintain a year-round presence among Bi-State member organizations including Platinum exhibitor benefits at all events, personal introductions, information sharing, presenting opportunities, promotion on Bi-State's FB page and staff contacts. Bi-State partners with Champions in a mutually supportive environment.

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

### Champion Benefits:

- Complimentary Platinum Sponsor Benefits at three events of your choice:
  - Primary Care Conference
  - Bi-State Awards Ceremony
  - Clinical Quality Symposium
  - Preparing the UDS Report
  - NH Legislative and Business Event
- Opportunity to introduce yourself at a Bi-State Board Meeting
- Direct notification of new and/or expanding Community Health Centers
- Sponsor recognition in Bi-State's quarterly Newsletter
- *Spotlight on Sponsors* feature quarterly on FB
- Sponsor credit in Bi-State's Annual Impact Report

# Primary Care Conference - May 21, 2025

8:30 am - 4:00 pm

Lake Morey Resort, Fairlee, Vermont

*Sponsor Value:* Bi-State's annual Primary Care Conference draws a diverse and influential audience of Community Health Center executives, including leaders in administration, medical, dental, mental health care, and substance use disorder, pharmacy, and technology. Sponsors benefit from high visibility with exhibit spaces and presentations located in the main conference area. Multiple dedicated breaks and open-seating at lunch maximize networking opportunities between sponsors and attendees, fostering meaningful connections and engagement.

## Platinum: \$7,500

- Attendance for three
- Exhibitor table, three attendees
- Sponsor acknowledged in Opening & Closing Remarks
- Sponsor logo prominently placed on signage
- Spotlight on Sponsors* feature on FB pre/post event
- Ad, logo, and video (15 sec) on break-time slideshow
- Full-page ad in event program
- Sponsor contact in pre/post event email to attendees
- Registered attendee list/email provided pre event
- Awards video sponsor credit on closing screen
- Sponsor logo on event registration site
- Sponsor credit in Bi-State's Annual Impact Report

## Gold: \$4,500

- Attendance for two
- Exhibitor table, two attendees
- Sponsor acknowledged in Closing Remarks
- Sponsor logo on signage
- Spotlight on Sponsors* feature on FB pre event
- Ad and logo on break-time slideshow
- Half-page ad in event program
- Sponsor contact in pre/post event email to attendees
- Registered attendee list/email provided pre event
- Sponsor logo on event registration site
- Sponsor credit in Bi-State's Annual Impact Report

## Silver: \$3,000

- Attendance for one
- Exhibitor table, two attendees
- Sponsor logo on signage
- Spotlight on Sponsors* feature on FB post event
- Ad and logo on break-time slideshow
- Third-page ad in event program
- Sponsor contact in pre/post event email to attendees
- Registered attendee list/email provided pre event
- Sponsor logo on event registration site
- Sponsor credit in Bi-State's Annual Impact Report

## Bronze: \$1,750

- Attendance for one
- Shared exhibitor table with one other sponsor
- Sponsor logo on signage
- Spotlight on Sponsors* group feature on FB post event
- Sponsor logo and ad on break-time slideshow
- Quarter-page ad in event program
- Registered attendee list/email provided pre event
- Sponsor logo on event registration website
- Sponsor credit in Bi-State's Annual Impact Report

## Nonprofit: \$1,000

Limited to 501(c)(3) Charitable Organizations with AOB under \$5M

- Attendance and lunch for one
- Shared exhibitor table with one other sponsor
- Sponsor logo on signage
- Spotlight on Sponsors* group feature on FB post event
- Sponsor logo and ad on break-time slideshow
- Quarter-page ad in event program
- Registered attendee list/email provided pre event
- Sponsor logo on event registration website
- Sponsor credit in Bi-State's Annual Impact Report

## 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
- *Spotlight on Sponsors* feature on Facebook pre/post event

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

- Serve as Master of Ceremonies for Raffle Drawing
- *Spotlight on Sponsors* feature on Facebook post-event



# Bi-State Awards Ceremony and Luncheon

2025 Primary Care Conference, Lake Morey Resort, Fairlee, Vermont  
May 21, 2025

*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 towards increasing access to primary care, especially for underserved populations. Awardees are nominated by their peers and selected by Bi-State's Board of Directors. Bi-State has presented 215 awards to-date.

**Sponsor Value:** The Bi-State Awards Ceremony video premieres at the Primary Care Conference with distinguished awardees as our special guests. The video receives wide exposure on our website, social media channels, and is directly distributed to our extensive media list and contacts spanning health care, business, nonprofit, and professional associations, as well as government agencies, elected officials, and our Members of Congress.

## Bi-State Annual Awards Ceremony Video Sponsorship



### Platinum \$4,000

- Attendance for two at the Primary Care Conference
- Sponsor logo on Awardee signage
- Sponsor logo on the Awards video closing screen
- Spotlight on Sponsors feature on FB pre event
- Sponsor logo on FB promotion
- Sponsor credit in Bi-State's Annual Impact Report

### Gold: \$2,500

- Attendance for one at the Primary Care Conference
- Sponsor logo on Awardee signage
- Sponsor logo on Awards video closing screen
- Sponsor logo on FB promotion
- Sponsor credit in Bi-State's Annual Impact Report

## 2024 - 2025 Leadership Development Program

Bi-State's Leadership Development Program offers dynamic and interactive educational sessions to accelerate the career growth of Community Health Center professionals. Over the course of 10 sessions participants build knowledge and new skills in areas such as leadership, clinical quality, advocacy, finance, and management. Based on over 110 alumni testimonials, it is evident that investment in this program is successfully retaining staff and expanding the skills of the workforce that provides primary care services to the 312,000 individuals of all ages currently receiving health care at their local Community Health Center in Vermont and New Hampshire.

**Sponsor Value:** As a sponsor of the Leadership Development Program, your company products and services will be showcased to current and future decision-makers in Community Health Centers across New Hampshire and Vermont spanning roles in finance, administration, data management, quality control, pharmacy, and various health fields. Join us in making a significant impact on the health care community while gaining valuable exposure to an influential audience.



*Leadership Development Program - Class of 2022*

### LDP Champion \$25,000

- Attendance at one session of your choice in the series
- Sponsor logo on LDP promotional material
- Sponsor acknowledged in Opening & Closing Remarks each session
- Sponsor may introduce company (5 minutes) at one virtual or in-person session
- Sponsor logo prominently placed on signage at in-person sessions
- Spotlight on Sponsors* feature on FB quarterly during the series
- Sponsor-provided :60 slide show played during lunch at all in-person sessions
- Sponsor logo on each session agenda
- Sponsor brochure distributed at first in-person session (due 4-weeks in advance)
- Sponsor credit in Bi-State's Annual Impact Report

### LDP Partner \$15,000

- Attendance at one session of your choice in the series
- Sponsor logo on signage at all in-person sessions
- Sponsor acknowledged in Opening Remarks of each session
- Sponsor logo on all LDP promotional material
- Spotlight on Sponsors* feature on FB pre/post series
- Sponsor brochure distributed at first in-person session (due 4-weeks in advance)
- Sponsor credit in Bi-State's Annual Impact Report

### LDP Session Leader: \$3,500 per session

- Sponsor acknowledged in the Opening Remarks of sponsored session
- Spotlight on Sponsors* feature on FB post sponsored session
- Sponsor brochure distributed digitally and in print (due 4-weeks in advance)
- Sponsor credit in Bi-State's Annual Impact Report



# Clinical Quality Symposium - October 16, 2024

7:30 am - 4:00 pm

Lake Morey Resort, Fairlee, Vermont

The Symposium is designed for primary care clinicians, especially those in Community Health Centers. Explore key topics like food as medicine, poverty's impact on brain health, care coordination in hypertension, acute help for patients needing behavioral health supports, and technology for streamlining workflows. As valued sponsors, you are welcome to attend all educational sessions with the understanding that company and product promotion is not permitted within the Continuing Medical Education activity spaces.

**Sponsor Value:** Exhibitors will be prominently displayed in the Morey Room, ensuring high visibility during food and beverage breaks. There is open seating at lunch offering an excellent chance to connect with attendees.

## Platinum: \$7,500

- Attendance for three
- Exhibitor table, three attendees
- Sponsor acknowledged in Opening & Closing Remarks
- Sponsor logo prominently placed on signage
- Spotlight on Sponsors* feature on FB pre/post event
- Full-page ad in conference program
- Sponsor contact in pre/post email to attendees
- Registered attendee list/email provided pre event
- Sponsor logo on event registration website
- Sponsor credit in Bi-State's Annual Impact Report

## Gold: \$4,500

- Attendance for two
- Exhibitor table, two attendees
- Sponsor acknowledged in Closing Remarks
- Sponsor logo placed on signage
- Spotlight on Sponsors* feature on FB pre event
- Half-page ad in conference program
- Sponsor contact in post event email to attendees
- Registered attendee list/email provided pre event
- Sponsor logo on event registration website
- Sponsor credit in Bi-State's Annual Impact Report

## Silver: \$3,000

- Attendance for one
- Exhibitor table, one attendee
- Sponsor logo placed on signage
- Spotlight on Sponsors* group feature on FB post event
- Third-page ad in conference program
- Sponsor contact in post event email to attendees
- Registered attendee list/email provided pre event
- Sponsor logo on event registration website
- Sponsor credit in Bi-State's Annual Impact Report

## Bronze: \$2,000

- Attendance for one
- Shared Exhibitor table, one attendee (2 per table)
- Sponsor logo placed on signage
- Spotlight on Sponsors* group feature on FB post event
- Quarter page ad in conference program
- Registered attendee list/email provided pre event
- Sponsor logo on event registration website
- Sponsor credit in Bi-State's Annual Impact Report

## Nonprofit: \$1,200

*Limited to 501(c)(3) Charitable Organizations with AOB under \$5M*

- Attendance for one
- Shared Exhibitor table, one attendee (2 per table)
- Sponsor logo placed on signage
- Spotlight on Sponsors* group feature on FB post event
- Quarter page ad in conference program
- Registered attendee list/email provided pre event
- Sponsor logo on event registration website
- Sponsor credit in Bi-State's Annual Impact Report



# Preparing the UDS Report - Virtual Training Series

November 5 & 6, 2024

## *Annual Training for Federally Qualified Community Health Centers*

The Uniform Data System (UDS) is an annual reporting system that gathers standardized information on health center performance including patient demographics, staffing, utilization, diagnoses, quality of care, health outcomes, and finances as required to meet the U.S. Department of Health and Human Services reporting requirements. The report is used to evaluate and enhance health center performance, ensure legislative compliance, track trends, address disparities, improve quality, and reduce health care costs.

**Sponsor Value:** This live interactive virtual six-hour training held over two days is usually attended by all Vermont and New Hampshire Federally Qualified Health Centers and may include chief financial and medical officers, billing supervisors, clinical directors, controllers, systems managers, health quality directors, medical coders, and informatics specialists.



### Platinum \$2,000

- Attendance for three
- Sponsor acknowledged during Opening & Closing Remarks
- Sponsor invited to greet attendees on opening day (60 seconds)
- Spotlight on Sponsors* feature on FB pre and post event
- Sponsor ad and 30-second video on waiting room slideshow each day
- Registered attendee database provided pre event
- Sponsor logo on event registration website
- Sponsor credit in Bi-State's Annual Impact Report

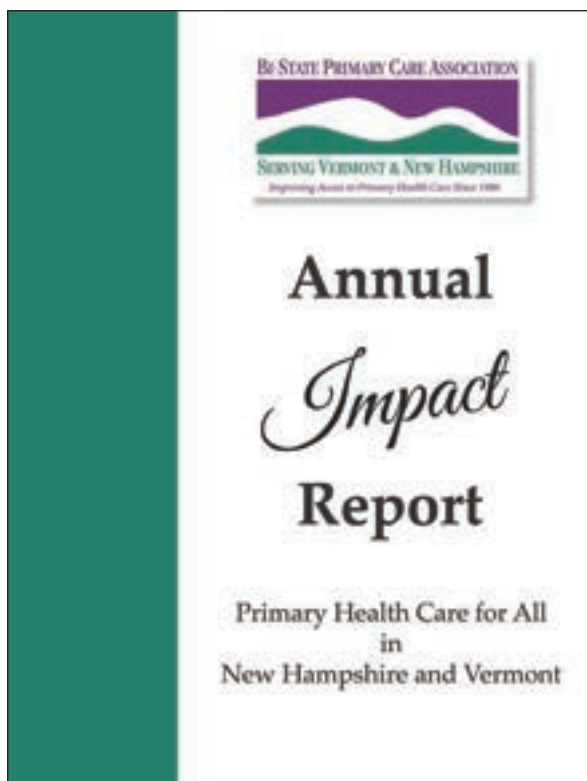
### Gold: \$1,500

- Attendance for two
- Sponsor acknowledged during Opening Remarks
- Spotlight on Sponsors* feature on FB pre event
- Sponsor ad on waiting room slideshow
- Registered attendee database provided post event
- Sponsor logo on event registration website
- Sponsor credit in Bi-State's Annual Impact Report

### Silver: \$750

- Attendance for one
- Sponsor acknowledged during Opening Remarks
- Spotlight on Sponsors* group feature on FB post event
- Sponsor ad on waiting room slideshow
- Sponsor logo on event registration website
- Sponsor credit in Bi-State's Annual Impact Report

# Annual Impact Report - October 2024



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

*Sponsor Value:* Bi-State's Annual Impact Report highlights organizational initiatives, accomplishments, advocacy, training, and programs, ensuring access to primary health care for all in our community. Bi-State's Annual Impact Report is widely distributed, featured and available on our website.

## Platinum \$1,500

- Sponsor logo placed on the inside front cover
- Spotlight on Sponsors FB feature upon publication
- Sponsor credit in Bi-State's Annual Impact Report

## National Health Center Week

August 4 - 10, 2024

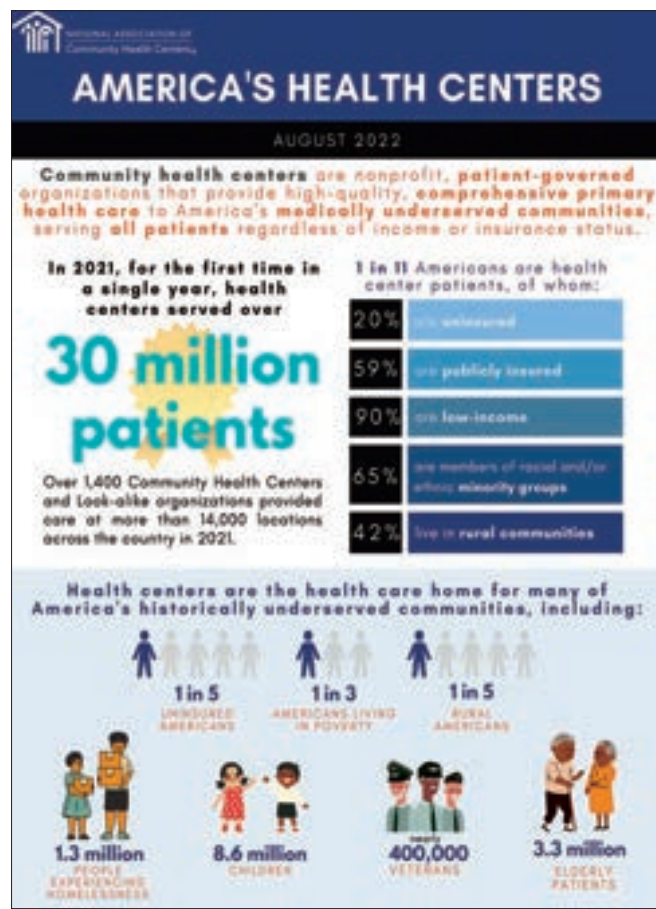
National Health Center Week raises awareness about the 1400 Community Health Centers nationwide and the 30+ million people who depend on their local health center for primary medical, dental, behavioral, mental health, and substance use disorder care.

*Sponsor Value:* National, state, and local media coverage of National Health Center Week, a week-long event celebrated by Community Health Centers and Primary Care Associations located in every state and U.S. Territory.

Sponsors are acknowledged in promotion of National Health Center Week in New Hampshire and Vermont on Bi-State's website, social media, and press releases. Sponsors are welcome to attend all health center public events.

## Platinum \$1,500

- Sponsor notified and welcome to attend all public events
- Sponsor logo on FB promotion of NHCW
- *Spotlight on Sponsors* feature 3x during the week
- Sponsor credit in Bi-State's Annual Impact Report





# NH Legislative & Business Event - March 20, 2025, 4-6pm

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



## *The New Hampshire Legislative and Business Event*

**Sponsor Value:** The Legislative and Business Event offers a chance to engage with key stakeholders and decision-makers in the health care sector focusing on primary care access and workforce issues. It enables connections with influential leaders and government officials, fostering collaboration and demonstrating thought leadership. Overall, sponsorship provides a unique opportunity to address critical health care challenges throughout the state.

### Platinum \$6,500

- Attendance for four
- Sponsor floor banner placed alongside podium
- Sponsor acknowledged during Opening Remarks
- Sponsor logo prominently placed on signage
- Spotlight on Sponsors* feature on FB pre/post event
- Sponsor logo in event program
- Registered attendee/email list provided pre event
- Sponsor logo on event registration website
- Sponsor credit in Bi-State's Annual Impact Report
- Ad and logo on break time slideshow

### Gold: \$4,500

- Attendance for three
- Sponsor floor banner placed in meeting room
- Sponsor logo on signage
- Spotlight on Sponsors* group feature on FB pre event
- Sponsor logo in event program
- Registered attendee database provided post event
- Sponsor logo on event registration website
- Sponsor credit in Bi-State's Annual Impact Report
- Ad and logo on break time slideshow

### Silver: \$3,000

- Attendance for two
- Sponsor floor banner placed in meeting room
- Sponsor logo on signage
- Sponsor logo in the event program
- Spotlight on Sponsors* group feature on FB pre event
- Sponsor logo on event registration website
- Sponsor credit in Bi-State's Annual Impact Report
- Ad and logo on break time slideshow

### Bronze: \$1,500

- Attendance for one
- Sponsor floor banner placed in meeting room
- Sponsor logo on signage
- Sponsor logo in the event program
- Spotlight on Sponsors* group feature on FB pre event
- Sponsor logo on event registration website
- Sponsor credit in Bi-State's Annual Impact Report
- Ad and logo on break time slideshow

### Nonprofit: \$750

- Attendance for one
- Sponsor floor banner placed in meeting room
- Sponsor logo on event registration website
- Sponsor logo in the event program
- Spotlight on Sponsors* group feature on FB pre event
- Sponsor credit in Bi-State's Annual Impact Report
- Ad and logo on break time slideshow





# Bi-State's Newsletter - Primary Care Sourcebooks -Website

## Newsletter Sponsor: \$750

Bi-State's Newsletter is issued four times a year in March, June, September, and December with an aim to provide significant value to members, health care stakeholders, partners, sponsors, and a wider audience. Through an exclusive sponsorship opportunity for each edition, sponsors may submit a brief (3-4 sentence) promotional message to appear alongside their logo. This customized benefit elevates our partners' value proposition by increasing visibility and engagement within our esteemed community.

**Sponsor Value:** Bi-State Primary Care Association is the primary authority on essential primary health services in New Hampshire and Vermont with a wide scope of affiliations. As the federally designated Primary Care Association for both states, Bi-State collaborates with various stakeholders, including Members of Congress, state government, elected officials, businesses, and nonprofit organizations, emergency preparedness agencies, and as a member of the NH Health Care Coalition. Bi-State advocates for unrestricted access to crucial medical, dental, and behavioral health care for individuals, families, with an emphasis on ensuring sufficient health care workforce in New Hampshire and Vermont.

## Bi-State Website Sponsor - Annual

### Website Sponsor: \$1,500 - Opportunity reopens in July 2024

**Sponsor Value:** Bi-State's website enhances visibility, brand association, and community engagement. Direct audience connection boosts brand recognition and credibility. Prominent logo display and corporate social responsibility foster positive relationships, making it a strategic investment in marketing, branding, and community support.

- Sponsor logo, and live link on home page for one year
- Spotlight on Sponsors* feature on FB upon sponsorship confirmation
- Sponsor credit in Bi-State's 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 economic impact in New Hampshire and Vermont.



**Sponsor Value:** Bi-State's Primary Care Sourcebooks serve as a comprehensive resource of information on New Hampshire and Vermont Community Health Centers, including site addresses and contacts, patient demographics, primary care services offered and patient utilization, and additional information useful to state and federal policymakers, elected officials, the business and nonprofit community, educational institutions, health care providers, charitable foundations, and the public.

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

- Sponsor logo on inside front cover
- Spotlight on Sponsors* feature on FB upon publication
- Sponsor credit in Bi-State's Annual Impact Report

### Vermont Sponsor: \$1,500

- Sponsor logo on inside front cover
- Spotlight on Sponsors* feature on FB upon publication
- Sponsor credit in Bi-State's Annual Impact Report



BI-STATE PRIMARY CARE ASSOCIATION  
525 Clinton Street, Bow, New Hampshire 03304  
603-228-2830  
61 Elm Street, Montpelier, Vermont 05602  
802-229-0002