



SPONSORSHIP PROSPECTUS

2026 - 2027
VERMONT AND
NEW HAMPSHIRE

40-Year Anniversary Edition



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CONTACT US

For sponsorship inquiries, please reach out to Colleen Dowling, Sr. Communications and Development Manager, at cdowling@bistatepca.org or 610-283-2175 (cell).



bistatepca.org



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[Bi-State Primary Care Association](https://www.linkedin.com/company/Bi-State Primary Care Association)

CELEBRATING 40+ YEARS AS VERMONT & NEW HAMPSHIRE'S PCA



Bi-State's Fiscal Year 2027 Board of Directors

Pictured L-R: Kayla Davis, Co-Executive Director, Battenkill Valley Health Center; Henry Och, President/CEO, Harbor Care; Michael Costa (Bi-State's Board Chair), CEO, Gifford Health Care; Andy Barter, CEO, Little Rivers Health Care; Tess Stack Kuenning, President/CEO, Bi-State Primary Care Association; Kris McCracken, President/CEO, Amoskeag Health; Greg White, Co-CEO, Lamprey Health Care; Ken Gordon, CEO, Coös County Family Health Services; Michael Gardner, CEO, Community Health; Robert MacLeod, CEO, Mid-State Health Center
Not Pictured: Christopher Towne, CEO, Northern Counties Health Care; Lauren Pearson, Executive Director, North Country Health Consortium

WITH GRATITUDE FROM OUR PRESIDENT & CEO



Dear Friends,

Bi-State Primary Care Association is proud to celebrate more than 40 years of strengthening communities and advancing health care across Vermont and New Hampshire.

This work is possible because of sponsors and partners like you. Your investment helps Community Health Centers deliver essential, integrated medical, dental, vision, pharmacy, and behavioral health services throughout our region.

We invite you to continue making an impact through our sponsorship program, which offers valuable opportunities to connect with health care leaders and decision-makers while supporting healthier communities.

Learn more at www.bistatepca.org/events-sponsorship.



Thank you for your generous support of Bi-State and our members — including Community Health Centers, Vermont's Free and Referral Clinics, Community Health Access Network, North Country Health Consortium, and Area Health Education Centers — and the residents of both states whom we proudly serve.

Sincerely,

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

Our Vision

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

Our Mission

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

About Us

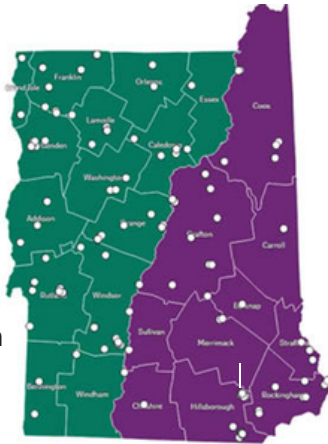
Bi-State was founded in 1986 by a small group of committed individuals with a shared goal to enhance access to primary care services across New Hampshire and Vermont. Our journey started with just one FQHC in each state, collectively serving 10,000 individuals. Today, we've grown to encompass 26 Community Health Centers and affiliated organizations, delivering a comprehensive range of medical, dental, mental health, and substance use disorder services to over 344,600 individuals, regardless of ability to pay, across 175 sites.



Our 26 Members serve in every corner of New Hampshire and Vermont, caring for over 340,000 patients each year.

Vermont Members

- Battenkill Valley Health Center
- Community Health Centers
- Community Health
- Gifford Health Care
- The Health Center
- 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
- 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 Health
- Harbor Care
- Health Care for the Homeless Program
- HealthFirst Family Care Center
- Lamprey Health Care
- Mid-State Health Center
- NH Area Health Education Center
- North Country Health Consortium
- North Star Health (Charlestown Health Center)
- Planned Parenthood of Northern New England
- White Mountain Community Health Center

VT's FQHCs serve 210,000+ patients, including:

- Nearly 1 in 3 of all Vermonters
- 36,500+ Children
- 49,700+ Medicare enrollees (42% of VT Medicare enrollees)
- 6,000 Veterans
- 3,600+ Homeless individuals (~100% of Vermonters experiencing homelessness)
- 23,300+ Uninsured patients (~100% of VT's uninsured population)
- 53,100+ Medicaid enrollees (~38% of VT Medicaid enrollees)

NH's FQHCs serve 95,000+ patients, including:

- 19,200+ Children (30% of NH FQHC patients are children)
- 20,000+ Older Adults (22% of NH FQHC patients are older adults)
- ~2,500 Veterans
- ~5,400 Homeless individuals
- 14,000+ Uninsured patients (1 in 4 of NH's uninsured population)
- 25,000+ Medicaid enrollees (1 in 7 of NH Medicaid enrollees)

PRIMARY CARE CHAMPION

Bi-State is the federally-designated Primary Care Association for Vermont and New Hampshire's Community Health Centers. We work with health care, public health, nonprofit, business, and government leaders to advance the resources and policies that strengthen access to high-quality, affordable primary care. Our members include Community Health Centers, Area Health Education Centers, Vermont Free and Referral Clinics, Planned Parenthood of Northern New England, Community Health Access Network, and North Country Health Consortium.



Sponsor Value: Primary Care Champions maintain a year-round presence with Bi-State's member network through premier event recognition, exhibitor benefits, speaking opportunities, targeted communications, strategic introductions, and promotional visibility. We are committed to building meaningful partnerships that support both your goals and healthier communities.

Annual Investment: \$35,000

- Complimentary Platinum sponsor benefits at three events of your choice (Primary Care Conference, Networking Reception, UDS Training, and Leadership Development Program)
- Opportunity to introduce yourself at a Bi-State Board Meeting
- Sponsor recognition in Bi-State's quarterly newsletter
- Spotlight on Sponsors feature on socials
- Sponsor credit in Annual Report

WEBSITE SPONSOR

Annual Investment: \$500

Bi-State's website enhances visibility, brand association, and community engagement. Direct audience connection boosts brand recognition and credibility.

- Sponsor logo and live link on home page for one year
- Spotlight on Sponsors feature on socials
- Sponsor credit in Annual Report

2026-2027 LEADERSHIP DEVELOPMENT PROGRAM

10 Sessions | September 2026 through May 2027

Bi-State's Leadership Development Program equips Community Health Center professionals with essential skills in leadership, quality improvement, advocacy, finance, and management through 10 interactive sessions. With more than 110 alumni, the program helps strengthen the health center workforce and improve care for more than 300,000 patients across Vermont and New Hampshire.

Sponsor Value: Invest in the next generation of health center leaders who are driving innovation, strengthening organizations, and improving health outcomes throughout the region.



★ *Empowering Change- Makers*

★ *Advancing Health*

★ *Creating Lasting Impact*

LDP Champion \$6,000

- Attendance at one session of your choice
- Sponsor logo on promo materials
- Sponsor acknowledged in opening & closing remarks of each session
- Sponsor may introduce company (5 minutes) at one session
- Spotlight on Sponsors feature on socials
- Sponsor-provided 60-second slideshow 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 Annual Report

LDP Partner \$3,500

- Attendance at one session of your choice
- Sponsor logo on promo materials
- Sponsor acknowledged in opening remarks of each session
- Spotlight on Sponsors feature on socials
- Sponsor brochure distributed at first in-person session (due 4 weeks in advance)
- Sponsor credit in Annual Report



Stand Out with these Exclusive Opportunities

★ LDP Scholarship Sponsor: \$3,000

- Covers registration fee for an individual to participate in the program
- Sponsors may cover the cost of multiple scholarships
- Listing on LDP page of Bi-State's website
- Logo included on agenda for each session
- Sponsor credit in Annual Report

★ LDP Nonprofit Sponsor: \$1,500

Limited to 501(c)(3) Charitable Organizations with Annual Operating Budget under \$5M.

- Sponsor acknowledged in opening remarks of first program session
- Sponsor logo on promo materials
- Sponsor credit in Annual Report

LDP Session Leader: \$2,000

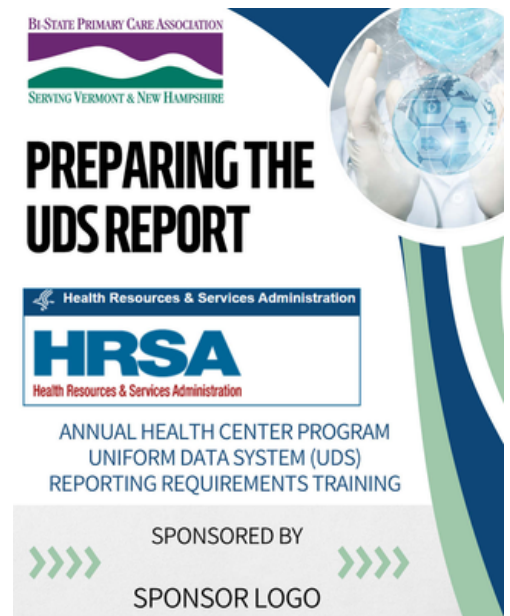
- Sponsor acknowledged in opening remarks of sponsored session(s)
- Spotlight on Sponsors feature on socials
- Sponsor brochure distributed digitally and in print (due 4 weeks in advance)
- Sponsor credit in Annual Report

PREPARING THE UDS REPORT

October 27 & 28, 2026

The Uniform Data System (UDS) is the federal reporting framework used to measure health center performance, including patient demographics, service utilization, quality outcomes, and financial data. UDS reporting helps health centers track performance, improve quality, address disparities, and meet federal requirements.

Sponsor Value: Reach key Community Health Center leaders and staff during this interactive two-day virtual training, including clinical, financial, quality, data, billing, and operations professionals from Federally Qualified Health Centers across Vermont and New Hampshire.



Platinum \$2,000

- Attendance for three
- Sponsor acknowledged in opening & closing remarks
- Sponsor invited to greet attendees on opening day (60 seconds)
- Spotlight on Sponsors feature on socials
- Sponsor ad in waiting room slideshow each day
- Attendee database provided pre-event
- Sponsor logo on event registration website
- Sponsor credit in Annual Report

Gold: \$1,000

- Attendance for two
- Sponsor acknowledged in opening & closing remarks
- Spotlight on Sponsors feature on socials
- Sponsor ad in waiting room slideshow each day
- Attendee database provided pre-event
- Sponsor logo on event registration website
- Sponsor credit in Annual Report

Silver: \$500

- Attendance for one
- Sponsor acknowledged in opening remarks
- Spotlight on Sponsors feature on socials
- Sponsor ad in waiting room slideshow each day
- Sponsor logo on event registration website
- Sponsor credit in Annual Report

PRIMARY CARE CONFERENCE RECEPTION

May 17, 2026 | 4:30 - 6:30 pm

Lake Morey Resort | Fairlee, VT | Waterlot Room

We are pleased to introduce this new sponsor opportunity! This high-energy evening offers standout networking opportunities and strong brand visibility as attendees connect over food, drink, and shared mission. Sponsors are welcome to provide branded items for added exposure. Spaces are limited!

Sponsor Value: As sponsor of the Primary Care Conference Reception, your company will be front-and-center during a lively happy hour.



Platinum Sponsor: \$6,000

- Brief welcome speech during Happy Hour
- Attendance at the Reception for three
- Exhibitor 8 ft. table
- Sponsor logo on signage; Spotlight on Sponsors feature on socials
- Ad & logo on slideshow; Full-page ad in Primary Care Conference program
- Attendee lists provided pre-event for the Reception and Primary Care Conference
- Sponsor logo on event registration website
- Sponsor credit in Annual Report

Gold Sponsor: \$4,000

- Sponsor acknowledged in opening remarks
- Attendance at the Reception for two
- Exhibitor 8 ft. table
- Sponsor logo on signage; Spotlight on Sponsors feature on socials
- Ad & logo on slideshow; Half-page ad in Primary Care Conference program
- Attendee lists provided pre-event for the Reception and Primary Care Conference
- Sponsor logo on event registration website
- Sponsor credit in Annual Report

Bronze Sponsor: \$2,500

- Attendance at the Reception for one
- Shared Exhibitor 8 ft. table w/ other sponsor
- Sponsor logo on signage; Spotlight on Sponsors feature on socials
- Ad and logo on slideshow; Quarter-page ad in Primary Care Conference program
- Attendee lists provided pre-event for the Reception and Primary Care Conference
- Sponsor logo on event registration website
- Sponsor credit in Annual Report

PRIMARY CARE CONFERENCE

May 18, 2027 | 7:30 am - 4:30 pm | Lake Morey Resort

Bi-State's annual Primary Care Conference connects sponsors with Community Health Center leaders and decision-makers from across Vermont and New Hampshire through high-visibility exhibitor and networking opportunities.

Platinum: \$7,500

- Attendance and lunch for three
- Exhibitor 8 ft. table
- Sponsor acknowledged in opening and closing remarks
- Logo on signage and registration site
- Spotlight on Sponsors feature on socials
- Ad and logo in slideshow
- Full-page ad (8.5x11) in program
- Attendee list provided pre-event
- Awards video credit on closing screen
- Sponsor credit in Annual Report

Gold: \$5,000

- Attendance and lunch for two
- Exhibitor 8 ft. table
- Sponsor acknowledged in opening remarks
- Logo on signage and registration site
- Spotlight on Sponsors feature on socials
- Ad and logo in slideshow
- Half-page ad (8.5x5.5) in program
- Attendee list provided pre-event
- Sponsor credit in Annual Report

Silver: \$3,500

- Attendance and lunch for two
- Exhibitor 8 ft. table
- Logo on signage and registration site
- Spotlight on Sponsors feature on socials
- Ad and logo in slideshow
- Third-page ad (8.5x3.5) in program
- Attendee list provided pre-event
- Sponsor credit in Annual Report

Bronze: \$2,500

- Attendance and lunch for one
- Shared Exhibitor 8 ft. table w/ sponsor
- Logo on signage and registration site
- Spotlight on Sponsors feature on socials
- Ad and logo in slideshow
- Quarter-page ad (4.25x5.5) in program
- Attendee list provided pre-event
- Sponsor credit in Annual Report



Stand Out with these Exclusive Opportunities

(Table not included)

★ Walk & Talk Sponsor Meet-Up - \$3,500

- Sponsor morning walk with attendees (7:30-8:00 am)

★ Keynote Speaker Introduction - \$3,000

- Introduce Keynote Speaker

★ Awards Ceremony Video - \$2,500

- Sponsor the Awards Video & Introduce Awardees During Ceremony

Nonprofit: \$1,000

Limited to 501(c)(3) Charitable Orgs. w/ AOB under \$5M

- Attendance and lunch for one
- Shared Exhibitor 8 ft. table w/ sponsor
- Logo on signage and registration
- Spotlight on Sponsors feature on socials
- Quarter-page (4.25x5.5) ad in program
- Attendee list provided pre-event
- Sponsor credit in Annual Report

Government Partner: \$1,000

Available to state and federal agencies

- Receives same benefits as Nonprofit



Thank you for supporting Bi-State Primary Care Association's 2026 and 2027 events.

Your investment and participation support access to quality primary care.



BI-STATE PRIMARY CARE ASSOCIATION

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