



# 2024

4th Annual IPHA  
Community  
Health Worker  
Summit



*Bridging Health*

The Vital Role of Community Health Workers

August 21-23, 2024  
Springfield, Illinois

# Sponsorship Prospectus

# Executive Director

## Foreword

The Illinois Public Health Association (IPHA) is proud to host the 4th Annual IPHA CHW Summit from August 21-23, 2024 and invite partnership opportunities for this event.



Last year's IPHA CHW Summit brought together almost 250 community health workers (CHWs), employers, state agencies, and community-based organizations with a common goal to promote and empower the CHW workforce in Illinois. CHWs are a diverse and growing workforce with the capacity to address determinants of poor health among Illinois' most vulnerable populations. As trusted advocates and counselors embedded in their communities, CHWs facilitate culturally competent service delivery. Tapping into this workforce strengthens our community's public health response and addresses longstanding health inequities.

This year, in addition to the Summit itself, we will be offering pre-summit workshops to offer specialized training for CHWs. We could not make these sessions and trainings available to CHWs in Illinois without the generous support of organizations such as yours. That is why we are reaching out to you today. We are looking for sponsors to help us make the 4th Annual IPHA CHW Summit an even bigger success in 2024—and we have plenty of ways for you to be involved and to promote your organization with our Summit attendees.

We anticipate almost 300 attendees at the 2024 Summit. This is a prime opportunity to expand your organization's reach and engagement to the summit participants. The details of our Sponsorship packages are provided in this prospectus. Some of the most sought-after packages available include complimentary registration, exhibition booths, logo placement on Summit materials, ad placement in the Summit program guide, social media shoutouts, and more.

We hope we can count on your support to help us reach CHWs, employers, and healthcare organizations through the 4th Annual IPHA CHW Summit. This Summit provides an unprecedented opportunity to advance CHWs in our state and we would like you to be a part of that success. We look forward to discussing this exciting opportunity to support CHWs with you and your organization.

Sincerely,

*Tom Hughes*

Tom Hughes  
Executive Director, IPHA

# About Us

## Illinois Public Health Association

The Illinois Public Health Association is the oldest and largest public health association in the state of Illinois. As one of the largest affiliates of the American Public Health Association, IPHA is widely recognized as a leader in the field of public health advocacy, health education, and promotion.

IPHA implements public health programming for a variety of health conditions such as COVID-19, HIV/STIs, Alzheimer's disease, and more!

### *Mission*

IPHA will lead in the enhancement and support of the public health system and the practice of public health, focused on health equity and improved health throughout Illinois.

### *Vision*

Optimal health for all Illinoisans achieved through a robust public health system.

## Community Health Worker Capacity Building Center

As part of IPHA's commitment to CHW advancement in the state, IPHA has developed an internal team specializing in CHW related support, training, and education housed in the Community Health Worker Capacity Building Center. Our CHW Capacity Building Center has over 20 years experience as Community Health Workers and over 40 years experience as Public Health Educators.

### *Meet The Team*



**Tracey Smith, DNP, PHCNS-BC, MS**  
Director of Community Health



**Michelle Sanders, AS**  
Assistant Director of Community Health



**Stephanie Standish, RN BSN, MA**  
Contractual Nurse

For more information about the advancement of the Community Health Workforce, visit [www.helpguidethrive.org](http://www.helpguidethrive.org)

# Sponsorship Options & Inclusions

	PREMIERE	PLATINUM	GOLD	SILVER	BRONZE	CONTRIBUTING
<b>Summit Passes</b>						
Complimentary registrations	3	2	2	2	1	1
Exhibit booth space	✓	✓	✓	✓	✓	-
<b>Branding Opportunities</b>						
Logo on Summit promotional emails	✓	✓	✓	✓	✓	✓
Logo on Summit registration page	✓	✓	✓	✓	✓	✓
Logo in Summit Program Guide	✓	✓	✓	✓	✓	✓
Logo on all Summit apparel	✓	✓	✓	✓	✓	-
Logo on all Summit signage	✓	✓	-	-	-	-
Advertisement in Summit Program Guide	Full page	Full page	Full page	½ page	½ page	-
Social media shout-outs	4	3	2	1	-	-
<b>Investment</b>						
Total	\$20,000	10,000	\$5,000	\$3,000	\$1,500	\$500
Packages Offered	1	1	2	1	1	Unlimited
Packages Available	1	1	1	1	1	Unlimited

*Thank you to one of our already confirmed Gold Sponsors!*

# Other Packages

## Program Guide Advertising

\$300 (full page)

\$150 (half page)

Advertising in the Summit program guide is a great way to reach attendees and increase your brand's marketing outreach. The program guide contains the conference schedule, educational descriptions of sessions, and other important information.

## Exhibitor Package

\$400 (based on available space)

Sponsorship package includes:

- One complimentary registration
- Exhibit booth space

## Continuing Education

\$1,000 (unlimited)

Sponsorship package includes:

- One complimentary registration
- Logo on Summit promotional emails, registration page, & program guide
- Advertisement in summit program guide (1/4 page)

## Add-Ons

Prices vary (unlimited)

These are categories that can be added to an already selected sponsorship package.

Sponsorship package includes:

- Additional registration (50% off regular price)
- Additional branding opportunities






THANK  
YOU!

## Contact Us

We welcome the opportunity to discuss your ideas for sponsorship!  
Partial and co-sponsorships are available.

Arné Burns, Sponsorship Committee Support

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 (217)-522-5687