

# SPONSOR PROSPECTUS



June 17-21, 2019

**SOUTHCENTRAL FOUNDATION'S 9th ANNUAL  
NUKA SYSTEM OF CARE CONFERENCE**

Anchorage, Alaska

Associate your brand with the only health care organization to be a **two-time recipient of the Malcolm Baldrige National Quality Award**

This might be where you'll find your top-tier target audience. A **2011 and 2017 recipient of the Malcolm Baldrige National Quality Award**, Southcentral Foundation's Nuka System of Care is a proven example for organizations seeking to move from volume- to value-based care. What innovative service, product, or system can you provide to support that effort?



# 2018 Nuka Conference ATTENDEES

attendees from all around the world participated

**115** PRE-CONFERENCE  
**164** GENERAL CONFERENCE

## attendance by health care ORGANIZATION TYPE



## attendance by PROFESSION



Health care professionals have come from 42 states and 14 countries to attend Southcentral Foundation's Nuka System of Care conferences over the past nine years, and now you have the opportunity to enjoy the benefits of sponsorship for this esteemed event, which will likely draw 200 professionals to Anchorage, Alaska, June 17-21, 2019.

## A SINGULAR OPPORTUNITY!

Southcentral Foundation is welcoming corporations, associations, and organizations interested in sponsoring this well-established event in exchange for exposure to health care decision makers interested in whole system transformation. Participants in the past have included: executive leadership; directors and managers; direct patient care providers and specialists; board members and owners; analysts, researchers, educators and fellows.

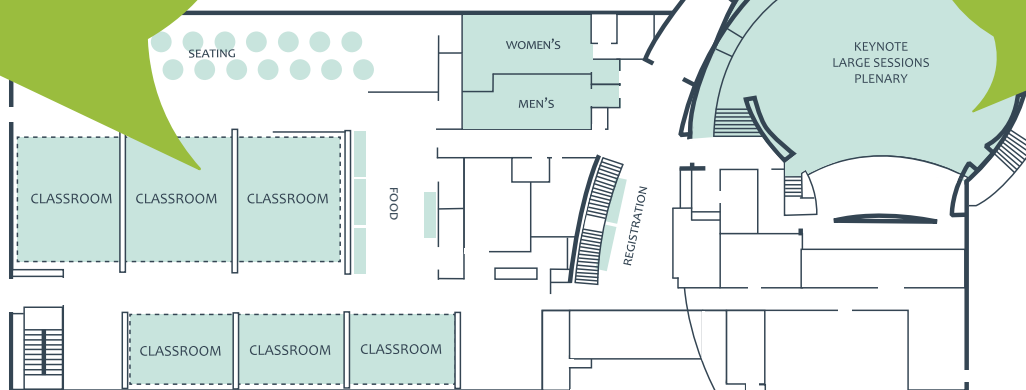
## IS THIS WHERE YOU NEED TO BE?

Thoughtful leaders in the rapidly changing health care industry will attend the 9th Annual Nuka System of Care Conference to identify proven solutions, best practices, and tools that will address challenging organizational issues. They will come to develop a vision for the future of health care, learn new skills applicable even beyond health care, and network with people who can offer any or all of the above.

***Can you offer them one of those tools, solutions, approaches, or skills? Is this your customer base – or should it be?*** If so, find details below to launch your relationship with one of the most respected whole transformation systems in health care.

BREAKFAST SPONSOR  
WILL PRESENT AND  
HOST ATTENDEES  
IN A PRIVATE  
MEETING ROOM

ALL SPONSORS  
ARE THANKED  
FROM PODIUM



## NUKA LEARNING & WELLNESS CENTER

# SPONSORSHIP OPPORTUNITIES

## MAJOR SPONSORSHIPS

- Our Denali Sponsor will be personally recognized at the opening plenary, have a full-page ad in the program, and receive three full registrations for the general conference (June 20-21) and the Networking and Cultural Reception on June 20.
- Our Iliamna Sponsor is invited to submit a half-page ad for the program and send two representatives to attend the general conference (June 20-21) and Networking and Cultural Reception on June 20.
- Our “Breakfast Sponsorship” puts your rep in a room with a screen and projector and a small audience who have chosen to have breakfast as your guests on either June 20 or June 21.

Sponsor Benefits	Denali Sponsor \$10,000	Iliamna Sponsor \$5,000	Katmai Sponsor \$2,500	Flattop Sponsor \$1,500
Logo on Banner	X	X	X	X
Thanked from Podium	Stand and take a bow	X	X	X
Ad in program	Full page	Half page	¼ page	⅛ page
General Conference Registrations	3	2	1	50% discount (1)
Networking and Cultural Reception Additional Tickets	3	2	1	1
Insert in Conference Bag	X	X	X	
Logo on SCF web site	X	X		

## BREAKFAST SPONSORSHIPS (2 available) \$3,000

Host a 45-minute special breakfast presentation featuring your products or services. Welcome guests to a separate meeting room where you may have an exhibit table and do a 20-minute presentation followed by Q&A and networking with attendees. It's your audience! Guests will visit the buffet and bring their breakfast in. Event will be listed on the conference schedule, on signage throughout the venue, and online. (There will be no pre-registration for this event, so we cannot guarantee number of participants. We will promote the event as we are able.)

## LOGO SPONSORSHIPS (1 of each available) Artwork must be submitted before May 15.

Benefits	Bag Sponsor	W. Bottle Sponsor	Lanyard Sponsor
	\$1500	\$1200	\$1200
Logo placement	on conference bag	on water bottle	on lanyard
Program	Thanked	Thanked	Thanked
General Conference Registration	50% discount (1)	25% discount (1)	25% discount (1)
Networking and Cultural Reception Additional Tickets	1	1	1

## ADVERTISE IN OUR IMPRESSIVE PRINTED PROGRAM

Your ad will not be lost in a sea of words and pages. We limit our program to minimal messaging and will do our best to place your ad in an advantageous location. Artwork must be submitted before May 15.

- Full page - 7.5" X 10" vertical - \$1000
- Half page - 7.5" X 4.75" horizontal - \$500
- Quarter page - 3.5" X 4.75" vertical \$250
- Eighth page - 3.5" X 2.15" horizontal \$125

For more information or answers to all your questions about sponsoring, contact Lynn Gerlach, Marketing and Communication Consultant, at 425-241-8055 or [Lynn@TamarackCommunication.com](mailto:Lynn@TamarackCommunication.com).

To learn more about the Nuka System of Care, visit [www.SCFNuka.com](http://www.SCFNuka.com).



THE DEADLINE  
FOR SPONSORSHIP IS  
MAY 15, 2019

**TO DISCUSS YOUR NUKA MARKETING OPPORTUNITIES, CONTACT:**

Lynn Gerlach | 425-241-8055 | [Lynn@TamarackCommunication.com](mailto:Lynn@TamarackCommunication.com)