



**TEXAS PRIMARY CARE  
CONSORTIUM  
SUMMIT  
2020**

**Texas Primary Care Consortium Virtual Series:  
Sustaining Primary Care Transformation  
Through a Pandemic and Beyond**

**Oct 29 | Nov 5 | Nov 12 | Nov 19**

**SPONSOR OPPORTUNITIES**

**THE SUMMIT OBJECTIVES**

**EDUCATE**

We will expand our knowledge base by sharing best practices, lessons learned, and replicable tools – both from the stage and with one another.

**ACTIVATE**

We will foster opportunities conducive to cultivating and strengthening lasting partnerships, advancing collaboration between non-traditional partners for shared and sustainable impact.

**TRANSFORM**

We provide a platform for dialogue and action to generate a true shift in the healthcare system.



# Sustaining Primary Care Transformation Through a Pandemic and Beyond

A virtual convening for people who want to improve health and healthcare in Texas

The Texas Primary Care Consortium is a statewide collaborative initiative with a mission to advance accessible, continuous, and coordinated person-centered care for all Texans.

In support of this mission, the TPCC Annual Summit brings together participants from broad and diverse backgrounds, including providers, hospital systems, payors, government, policymakers, academia, students, community-based organizations, and business leaders.

While there is no “one-size-fits-all” answer for the complex problems of our healthcare system, the summit provides a platform to identify, examine, and pursue shared solutions to common issues experienced across sectors. Each participant becomes a shared owner of the collective impact made on the journey toward transforming the primary care landscape.

The emergence of COVID-19 has further exposed these system-wide issues and compounded existing health inequities, bringing a new sense of urgency and value to the efforts of the Texas Primary Care Consortium and Annual Summit. Though we can't convene in person for the 2020 Summit, we can still achieve our goals by utilizing modern technology to create a virtual convening space.

For additional information, please visit: [www.TXPrimaryCareConsortium.org](http://www.TXPrimaryCareConsortium.org) or contact Stephanie Ondrias: [sondrias@texashealthinstitute.org](mailto:sondrias@texashealthinstitute.org).

**Join us in our efforts to advance accessible, continuous, and coordinated person-centered care for all Texans**

**Below are some key benefits sponsors will receive utilizing our virtual platform:**

**1**

### **Exposure**

- Customizable profiles and virtual booths with capabilities for video, live streaming, and photos
- Banners with your logo on event home page, agenda page, and on profiles
- Post-event report with number of views, clicks, and leads collected
- Average of over 90% download rate among attendees

**2**

### **Engagement & Lead Generation**

- Chat directly with attendees who engage with your profile
- Offer promotions or deals and immediately receive information about attendees who engage
- Create conversation topics to naturally engage attendees
- Create virtual meetups and video chats, with a built-in meeting scheduler
- Insight into attendees' backgrounds and interests with the use of smart profiles



# SUMMIT

## Sponsorship Packages

SIGNATURE SPONSOR  
\$20,000

PLATINUM SPONSOR  
\$15,000

GOLD SPONSOR  
\$10,000

SILVER SPONSOR  
\$5,000

### Benefit Options for Sponsors and Exhibitors

Complimentary Conference Registrations

10

7

5

3

Banner Ad: Home Page  
(Conference Virtual Portal)



Banner Ad: Agenda Page  
(Conference Virtual Portal)



Banner Ad: Profile Page  
(Conference Virtual Portal)



Push Notifications  
(Conference Virtual Portal)

4

2

Conference Communication Recognition



Push Notifications (#)

4

2

Social Media Posts



Logo recognition  
(Conference website)



Name and weblink  
(Conference website)



Live Showcase, Video hyperlinks, and Handout upload  
(Conference Virtual Portal)



Name, logo, website link, and description  
(Conference Virtual Portal)



# COMMITMENT FORM

## PLEASE SELECT YOUR LEVEL OF COMMITMENT

Signature Sponsor \$20,000

Platinum Sponsor \$15,000

Gold Sponsor \$10,000

Silver Sponsor \$5,000

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

## PAYMENT INFORMATION

Select One:

Send Invoice     Check Enclosed     Credit Card

### Credit Card Information:

Visa     MasterCard     American Express

Amount to be charged: \$ \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ / \_\_\_\_\_



## TEXAS PRIMARY CARE CONSORTIUM

A collaboration between Texas Medical Home Initiative and Texas Health Institute

### SPONSOR AGREEMENT

**Payment:** Under the terms of this agreement, the sponsor agrees to pay the total commitment amount upon application submission or within 30 days of receipt of an invoice. It is understood that failure by the sponsor to remit balance due by said date shall incur a \$100 late balance fee. Cancellations will not be permitted with this time.

I am an authorized representative of the company named above with full power and authority to sign this form and make this commitment. I understand this application becomes a contract when signed. I have read and agree to abide by all policies as outlined above in the Sponsor Agreement.

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Name (Please print)

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Title (Please print)

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Authorized Signature

---

Date

**Please complete ALL appropriate sections of this commitment form and return with payment**

**to Texas Health Institute:**

Attn: Stephanie Ondrias  
Texas Health Institute  
9111 Jollyville Rd. Suite 280  
Austin, Texas 78759

For additional information, please visit:

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

or contact Stephanie Ondrias: [sondrias@texashealthinstitute.org](mailto:sondrias@texashealthinstitute.org)



#PrimaryCareIsPrimary

