

2014 We Can Do Better Conference Sponsorship



Bringing people together
to improve health care and health

Beyond Health Care: Community, Action, Health, and Equity

Do you ever wish the health transformation debate was actually about health? That it was going to positively impact you, and the people you care most about? Our annual conference does just that, bringing the focus back to what is most important – improving our health, better experiences when we get care, and doing it at a cost we can afford.

We will examine what a good health care system should deliver, a “map” to determine if the path we’re on is moving us towards a better health care system, one that includes affordable and available care, but has a broader goal of improving health.

We Can Do Better is not your typical non-profit, and each year we host a not-so-typical conference as illustrated by a comment from a 2013 conference participant, **“I usually leave this sort of thing feeling pretty depressed about the hopelessness of it all. On the drive home from this conference, I was full of ideas of things that I could do. That sounds kind of trite when I say it, but I am looking at some things in a whole new way. Now all I need is to take that from thought into action...”**

Our vision - that only by working together can we create a system for all Oregonians that results in better health care and health. During our 2014 Conference we will:

- **Present a framework we can use to improve our health care system**
- **Offer updates on federal and state health policy.**
- **Identify the priority areas for action to improve health and provide better care.**
- **Create powerful health caucuses that come from the community instead of a political party.**

The conference will bring together critical thinkers in health and health care to identify the barriers to improving health and how we can address them. It will deliver pertinent information to help us understand

Oregon’s health transformation process, and where the community’s voice is needed to move that process forward.

We Can Do Better views health as a product of many factors. Using our website, social media, and community forums, we share creative ways that communities approach health – through affordable and nutritious food, safe biking and pedestrian walkways, housing, equity issues and yes, improving the medical system.

We invite you to join us by sponsoring our annual conference taking place on **April 24, 2014.**

Your sponsorship is critically important. As a sponsor you will be supporting our work to broaden the voice of informed community members in shaping Oregon’s system transformation and our partnerships in coalitions that advocate for health, health care and health equity, especially in communities affected by disparities in health outcomes. There are varied resources and opportunities in communities around the state, and we are one of few organizations that goes on the road with the specific intent to hear what community members have to say.

Sponsorship also allows your organization to highlight its commitment to improving the health of Oregonians.

We hope you’ll decide to sponsor the day, and that you (and your colleagues) will come to enjoy the fantastic energy our conference generates.

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## **We Can Do Better**

Various sponsorship options are available.  
We Can Do Better is a 501(c)(3) nonprofit.

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info@wecandobetter.org  
PO Box 13314  
Portland, OR 97213-0314

## Sponsorship

### 2014 We Can Do Better Annual Conference

#### **Platinum Sponsor \$7,500**

- Yearlong sponsor of We Can Do Better's public forums, including the 2013 Annual Conference
- Speaking opportunities at the Conference
- Prominent logo placement on WCDB webpage and on-site signage
- Logo/company description in conference program
- Exhibitor Table
- Four individual registrations to the conference and reception
- Name/logo on all conference promotional materials, emails and press releases



#### **Gold Sponsor \$5,000**

- Prominent logo placement on WCDB webpage and on-site signage
- Logo/company description in conference program
- Exhibitor Table
- Three individual registrations to the conference and reception
- Name/logo on all conference promotional materials, emails and press releases

#### **Silver Sponsor \$2,500**

- Logo placement on WCDB webpage and on-site signage
- Logo and company name in conference program
- Exhibitor Table
- Three individual registrations to the conference
- Name/logo on all conference promotional materials and emails

#### **Keynote/Luncheon Sponsor \$2,500**

- Opportunity to give Luncheon welcome remarks
- Logo placement on WCDB webpage and on-site signage
- Logo and company name in conference program
- Three individual registrations to the conference

#### **Reception Sponsor \$2,500**

- Opportunity to give Reception welcome remarks
- Logo placement on WCDB webpage and on-site signage
- Logo and company name in conference program
- Two individual registrations to the reception

#### **Bronze Sponsor \$1,000**

- Logo placement on WCDB webpage and on-site signage
- Logo and company name in conference program
- Shared Exhibitor Table
- Two individual registrations to the conference

#### **Networking Break \$750**

- Logo placement on WCDB webpage and on-site signage
- Logo and company name in conference program
- Marketing collateral at the break
- Opportunity to provide special event giveaway at break

#### **General Sponsor \$500**

- Logo placement on WCDB webpage and on-site signage
- Logo and company name in conference program
- Two individual registrations to the conference



## Sponsorship

### 2014 We Can Do Better Annual Conference

Thank you for sponsoring We Can Do Better's 2013 Annual Conference. To ensure you enjoy the full slate of benefits included in your sponsorship, please return this form by Friday, November 30, 2012. We need all electronic files (i.e., logos to be used) by that same date sent to [conference@wecandobetter.org](mailto:conference@wecandobetter.org).

#### Sponsorship Levels

- ☐ Platinum
- ☐ Gold
- ☐ Silver

- ☐ Bronze
- ☐ General

- ☐ Keynote Luncheon
- ☐ Reception
- ☐ Networking Break

**Company name**, as it should appear on materials:

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Website:

http:// 

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Company description (use additional page as needed;  
100 word maximum):

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**Sponsorship contact person:**

Name: 

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Title: 

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E-mail: 

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Phone: 

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Cell: 

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Fax: 

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#### Creative Materials Requested

1. Print-quality logo (high resolution EPS or PDF preferred)
2. If your company has a speaking role, please provide:
  - a. a high resolution photo of the speaker
  - b. a short bio of the speaker (100 words or less)

**Company contact for media inquiries and/or outreach:**

Name: 

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Title: 

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E-mail: 

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Phone: 

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Cell: 

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Fax: 

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List people attending conference from your company. Place name and e-mail in conference directory? (Y/N)

| Name | Title or Role | E-mail | (Y/N) |
|------|---------------|--------|-------|
|      |               |        |       |
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**Thank you again for your support.**

We Can Do Better | PO Box 13314, Portland OR 97213-0314  
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