



July 27, 2011

HealthCamp Foundation is making plans for the first HealthCamp Arizona to be hosted on Saturday, November 5, 2011. The success of this event is credited largely to our sponsors who lend their names and financial support.

HealthCamp Foundation is a non-profit organization whose mission is to promote engagement in health by helping local organizers set up and run HealthCamp events. These events serve as forums for healthcare leaders, administrators, providers, patients and supporters to give energy and voice to relevant pressing healthcare topics and issues. Health Camp AZ provides an opportunity for dynamic conversations relating to Arizona's most imperative healthcare issues to drive action and change improving health outcomes in our community.

As a sponsor, your organization will benefit from extended exposure through event marketing and promotional efforts targeting the healthcare community and Health Camp AZ attendees. The enclosed sponsorship commitment form outlines five levels of sponsorship. Please select the level of support you would like to provide and return your completed sponsorship commitment form and payment to Kim Weberg at:

Kim Weberg
Health Camp Arizona Organizer
Health Outcomes @ ASU
500 N. 3rd Street
Phoenix, AZ 85044

or via email at: kim.weberg@asu.edu

We are counting on your sponsorship to make Health Camp AZ a success. Thank you in advance for supporting Health Camp AZ and helping to make a difference in our healthcare community.

Please feel free to contact Kim Weberg at (602) 684-1836 with any questions you may have.

Sincerely,

Kim Weberg, BS
Health Camp Arizona Organizer
<http://Healthca.mp/az>
(602) 684-1836
kim.weberg@asu.edu

Welcome to HealthCamp!

HealthCamp is the leading international network of Health Care related un-conferences focused on empowered engagement in health.

Health Camp AZ engages local and national health care leaders to come together to openly discuss the issues most prevalent to today's healthcare needs.

HealthCamp is different

In the complex world of Health Care filled with all manner of experts and specialists the patient is an outsider. The health care industry itself is still anchored in a non-digital paradigm and largely operates in silos with rigid interactions and limited communication between silos. This is even evident in the vast majority of expensive conferences that health care professionals attend.

HealthCamps are events where people from all walks of life both inside and outside health care are encouraged to participate together. The diversity of experience brings eye opening insights to problems and stimulates innovative thinking and solution visioning to approach the complex problems faced across the health care spectrum.



Sponsor and Benefactor Benefits

Sponsors and Benefactors who actively participate in HealthCamp connect with passionate people who are invested in improving health care. They can join with participants, lead and participate in discussion sessions or even hold focus groups to explore ideas and approaches to the health care market place. Sponsor logos are featured on each HealthCamp event site with a link to the organization's web site. Sponsors are promoted in the marketing of each event and on the day of HealthCamp itself and can contribute items as giveaways or prizes. Sponsors may also host breakfast, lunch or pre and post receptions.

The Reach of HealthCamp

The participants at HealthCamp are a highly engaged and connected community. Every event generates a significant digital footprint. In June 2011 HealthCa.mp/dc had approximately 80 participants that generated a footprint on Twitter that reached over 250,000 people with more than two million tweet impressions in a single day. However, the connectedness of the HealthCamp community continues well beyond each event.

"At traditional conferences You...

- *Know the agenda well in advance,*
- *Pay a lot of money to attend,*
- *Sit through sales pitches,*
- *Suffer 'Death by PowerPoint.'*

Yet you continue to attend because the value of the event comes from the corridor conversations.

HealthCamp is different. *HealthCamp is those corridor conversations that you remember."*

Health Camp AZ 2011
November 5th, 2011- Arizona State University

SPONSORSHIP LEVELS

Please check the box to the left of your selection and return with Commitment Form

- Reception Sponsor \$2000**
 - Official Recognition at Networking Reception (verbal & signage) –
 - Featured Logo on Conference Printed Materials/Web Site with a link to your organization's website
 - Advertising Location at conference
 - Marketing/Promotional item included in HealthCamp AZ conference materials
 - Opportunity to introduce organization to Reception attendees
 - 4 complimentary HealthCampAZ registrations

- Innovator Sponsorship \$2000**
 - Sponsor thank you at the morning introductory session
 - Featured Logo on Conference Printed Materials/Web Site with a link to your organization's website
 - Advertising Location at conference
 - Marketing/Promotional item included in HealthCamp AZ conference materials
 - Opportunity to introduce organization and conference speaker to conference attendees
 - 4 complimentary HealthCamp AZ registrations

- Entrepreneur Sponsorship \$1500**
 - Sponsor thank you at the morning introductory session
 - Featured on Conference Printed Materials/Web Site with a link to your organization's website
 - Advertising Location at conference
 - Marketing/Promotional item included in HealthCamp AZ conference materials
 - 3 complimentary attendee registrations

- Co-Conspirator Sponsorship \$1000**
 - Sponsor thank you at the morning introductory session
 - Featured on Conference Printed Materials/Web Site with a link to your organization's website
 - 2 complimentary HealthCamp AZ registrations

- Collaborator Sponsorship \$500**
 - Organization listed in Conference Printed Materials/Web Site with a link to your organization's website
 - 2 complimentary HealthCamp AZ registrations

- Other Sponsorship Opportunities**
 - Refreshment Break Sponsor
 - Promotional Item Sponsor
 - Other Sponsorship Amounts (\$50-\$450): \$_____

SPONSORSHIP COMMITMENT FORM

Full payment of the sponsorship is required with application to guarantee availability.
Application must be submitted no later than August 31, 2011. Upon receipt of your sponsorship commitment form a representative will contact you to coordinate your registration, marketing and exhibiting needs.

Company Name: _____

Company Representative: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Brief description (not to exceed 50 words) of your company's services and/or products to appear in conference materials:

Payment Information:

- Please complete the Commitment Form and return in the provided envelope or email to Kim.weberg@asu.edu. Make check payable to 'HealthCamp Foundation'.
- For electronic payment options, please visit <http://healthca.mp/az>
- For other donations or sponsorship payment arrangements please contact Kim Weberg at Kim.weberg@asu.edu or 602-496-1690

Sponsorship Benefit Expectations

In order to receive the benefits included in your chosen sponsorship package, please provide the following to Kim Weberg (Kim.weberg@asu.edu) prior to October 1:

- Logo File in .eps format.
- **Marketing materials to be distributed to conference attendees must be provided by October 1st, 2011.** (Reception, Innovator, Entrepreneur Sponsor Levels Only)
Additional information will be provided in the confirmation letter.

Signature of Company Representative

Date