



Coffee & Controversy Sponsorship Opportunities

About the Greater Detroit Area Health Council (GDAHC)

Since 1944, GDAHC has improved the health and economic wellbeing of individuals, organizations and communities in southeast Michigan. GDAHC leverages cross-sector and multi-stakeholder collaboration to develop, implement and evaluate innovative and transformational programs to improve health, increase access to whole-person care and ensure that health care is affordable and equitable. GDAHC represents everyone who gets care, gives care and pays for care.

GDAHC Programs and Initiatives

As a nationally and regionally recognized health care leader, GDAHC has created, led and partnered on hundreds of programs and initiatives that have impacted the way health care is delivered in southeast Michigan and beyond. We accomplish this by:

- Bringing together healthcare stakeholders to work equitably towards common goals & outcomes;
- Responding to needs and facilitating solutions;
- Transforming community health through education, employment and empowerment; and
- Collaborating with partners to address critical issues and solve problems.

Current and recent programs include:

GDAHC Programs and Initiatives

- *Find MI Care*
- *Alignment for Health Equity and Development (AHEAD)*
- *Hypertension Improvement Project (HIP)*
- *Michigan Patient Experience of Care Initiative (MiPEC)*
- *myCareCompare.org*
- *Pathways to Healthcare*
- *Macomb Partners in Health*
- *Choosing Wisely*
- *Southeast Michigan Perinatal Quality Improvement Coalition*
- *Greater Detroit Area Opioid Task Force*
- *Health Equity Resource Group*

Through innovation and collaboration, GDAHC's efforts have influenced generations of medical professionals and community leaders. As the healthcare landscape continues to change, GDAHC has deepened its resolve towards health equity by integrating social determinants into its programs and initiatives in order to improve health at the community level.

GDAHC's Measurable Impact

GDAHC consistently delivers improved health results and, in just the last six years alone, cost savings totaling more than \$41.5 million. Recent initiatives have focused on decreasing emergency department visits, increasing generic medication usage, improving diabetes management and reducing readmission rates.

GDAHC's impact matters in more ways than our measurable facts and figures represent. Community health greatly affects economic competitiveness. Achieving lower health care costs, fewer sick days, and increased productivity are all critical to economic growth. As our region continues to rebound from the most recent economic crisis, it is imperative that we include improving health as a means to ensuring sustainability and prosperity for generations to come.

GDAHC's Coffee and Controversy

Coffee & Controversy, GDAHC's signature program, offers dynamic discussions on relevant issues impacting health, health care and access. Topics range from policy to practice, including voices from the medical, business and civic communities. *Coffee & Controversy* provides excellent networking to stimulate your morning. Past topics include:

- Racial and Ethnic Disparities in Health Care
- Specialty Pharmaceuticals: Trends, Values and Impacts
- The Role of Community Health Workers
- Why is the HPV Vaccine Important to Our Youth?
- Autism in the Community
- Brain Dysfunction and Addiction

GDAHC invites you to become involved in the conversation influencing our region's future by supporting transformative programs and initiatives. With quarterly sessions, *Coffee & Controversy* offers substantial marketing and engagement opportunities to sponsors. To become a part of this event, please contact Nicki Gabel at ngabel@gdahc.org or 248-282-6911.

PRESENTING SPONSOR - \$7,500: FOUR DISCUSSIONS

- Opportunity for executive leader to speak from stage (2 minutes) at four quarterly sessions;
- Prominent logo placement on all event marketing materials, including invitations, pre and post-emails, event website and social media accounts, event signage, agenda and name badges;
- Display table with choice location, with the opportunity to provide a give-away to attendees;
- Name recognition in all GDAHC-generated *Coffee & Controversy* press announcements;
- Logo in GDAHC Report to the Community as *Coffee & Controversy's* presenting sponsor;
- Eight free tickets per quarterly *Coffee & Controversy* events; and four tickets at GDAHC's annual award celebration, *Salute! to Healthcare*

PREMIER SPONSOR - \$4,000: TWO DISCUSSIONS

- Logo inclusion as premier sponsor on the following marketing materials: invitations, four pre and post-event emails, event website and social media accounts, event signage, agenda, and;
- Display table, with the opportunity to provide a give-away to attendees;
- Name recognition in all GDAHC-generated *Coffee & Controversy* press announcements;
- Logo in GDAHC Report to the Community as *Coffee & Controversy* premier sponsor;
- Six free tickets for two *Coffee & Controversy* events; and two tickets to GDAHC's annual award celebration, *Salute! to Healthcare*.

SESSION SPONSOR - \$2,200: ONE DISCUSSION

- Logo inclusion as session sponsor on one quarter's event marketing materials; including invitations, one pre and post event email, website, topic-specific signage, and agenda;
- Two social media mentions in promotion leading up to event of choice as well as one post event.
- Display table with the opportunity to provide a give-away to attendees;
- Recognition in GDAHC's Report to the Community;
- Two free tickets to one *Coffee & Controversy* event of your choice

BREAKFAST, LUNCH OR PARKING SPONSOR - \$1,500: ONE DISCUSSION (CHOOSE ONE)

- Logo inclusion as specific session sponsor (i.e. Breakfast Sponsor) on event marketing materials; including one pre and post event email, website, location signage (i.e. signage near breakfast).
- One social media mention in promotion leading up to event.
- Display table with the opportunity to provide a give-away to attendees;
- Two free tickets to one *Coffee & Controversy* event of your choice

COMMUNITY SPONSOR - \$1,000 PER DISCUSSION

- One display table and two chairs
- Social media mention in promotion of the event.
- Company name listed on agenda
- Name inclusion in one promotional email leading up to the event.
- Two tickets to event

VENDOR - \$500 PER DISCUSSION

- One display table and two chairs
- Company name listed on agenda
- Two tickets to event

Coffee & Controversy Commitment Form

Your company's support of GDAH is an investment in the health and economic wellbeing of communities in southeast Michigan. Our 501(c)3 nonprofit tax id is 38-1360904.

Please complete and sign this form to activate your sponsorship benefits. Payment is due before the event, preferably within forty days of returning this form.

PLEASE INDICATE YOUR SUPPORT AS A GDAH SPONSOR:

- | | |
|-----------------------------------------------------------------------|---------------------------------------------------------------------|
| <input type="checkbox"/> Presenting \$8,000 (Four discussions) | <input type="checkbox"/> Lunch Sponsor - \$1,500 (One discussion) |
| <input type="checkbox"/> Premier \$4,000 (Two discussions) | <input type="checkbox"/> Parking Sponsor - \$1,500 (One discussion) |
| <input type="checkbox"/> Session \$2,200 (One discussion) | <input type="checkbox"/> Community \$1,000 (One discussion) |
| <input type="checkbox"/> Breakfast Sponsor - \$1,500 (One discussion) | <input type="checkbox"/> Vendor \$500 (One discussion) |

We would like to make a donation of \$_____

Contact Information:

Company/Organization Name: _____

Name of Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

Telephone: _____

Authorization Signature and Date: _____

- Payment enclosed
- Please email invoice using P.O. number _____
- We will email high-resolution logos in eps format (versions for light and dark backgrounds) to ngabel@gdahc.org.

Mail the completed form with check made payable to the "Greater Detroit Area Health Council, Inc." and indicate "Coffee & Controversy" on memo line, and mail to:

Greater Detroit Area Health Council
Attn: Nicki Gabel
30200 Telegraph Road, Suite 105
Bingham Farms, MI 48025

Contact Nicki Gabel, Special Events, GDAH, at 248-282-6911 or ngabel@gdahc.org with any questions.