

— 2023 —



RosettaFest

A Work of Heart

AUGUST 7-9, 2023

SPONSORSHIP PROSPECTUS

Your Invitation to Sponsor
the 2023 RosettaFest



rosettafest.org

 Health Rosetta

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WELCOME TO THE 2023 ROSETTAFEST



DAVE CHASE

*Creator, Co-founder
Health Rosetta,
Author, Relocalizing Health*

Please consider this your Save the Date and join us for the 2023 RosettaFest which takes place at Navy Pier in Chicago on August 7-9th. It will be an inspirational, educational, and fun way to connect with the forward-looking benefits advisors, employers, unions and municipalities that are literally transforming the health & wealth in their businesses and communities.

The last RosettaFest drew nearly 1,000 attendees from across the U.S. In 2023, we will expand the type of practical application and workshops for advisors and solutions. We will also have more content for employers, unions and public sector leadership. We have dedicated even more resources to expand our marketing efforts with this audience.



LYNANN HENDERSON

*Founder/CEO,
Kynexions,
Event Director,
Health Rosetta*

The program includes 2.5 packed days of inspiring keynotes, hands-on training, topic breakouts, interactive roundtables, 1:1 meetings, demos & networking with Health Rosetta Advisors, account executives, their health plan clients & prospects, clinicians and other industry thought leaders.

As one of the mission-aligned Ecosystem Solutions trusted by a Health Rosetta Advisor, we invite you to join us at the August 2023 RosettaFest as a sponsor. We've worked diligently to offer 2023 event sponsors with a wide variety of marketing opportunities, each designed to provide unparalleled access to the best and brightest in the benefits industry, and we are certain you will see that in the attached event prospectus.

Your involvement is critical to our growth and engagement with advisors and employers this year. We look forward to having you part of our educational programming next year.

Should you have any questions or concerns, please don't hesitate to reach out to **LynAnn at LynAnn.henderson@kynexions.com or 406.671.6573.**

Changing the footprint of health,

Dave Chase
Dave@healthrosetta.org

LynAnn Henderson
LynAnn.henderson@kynexions.com





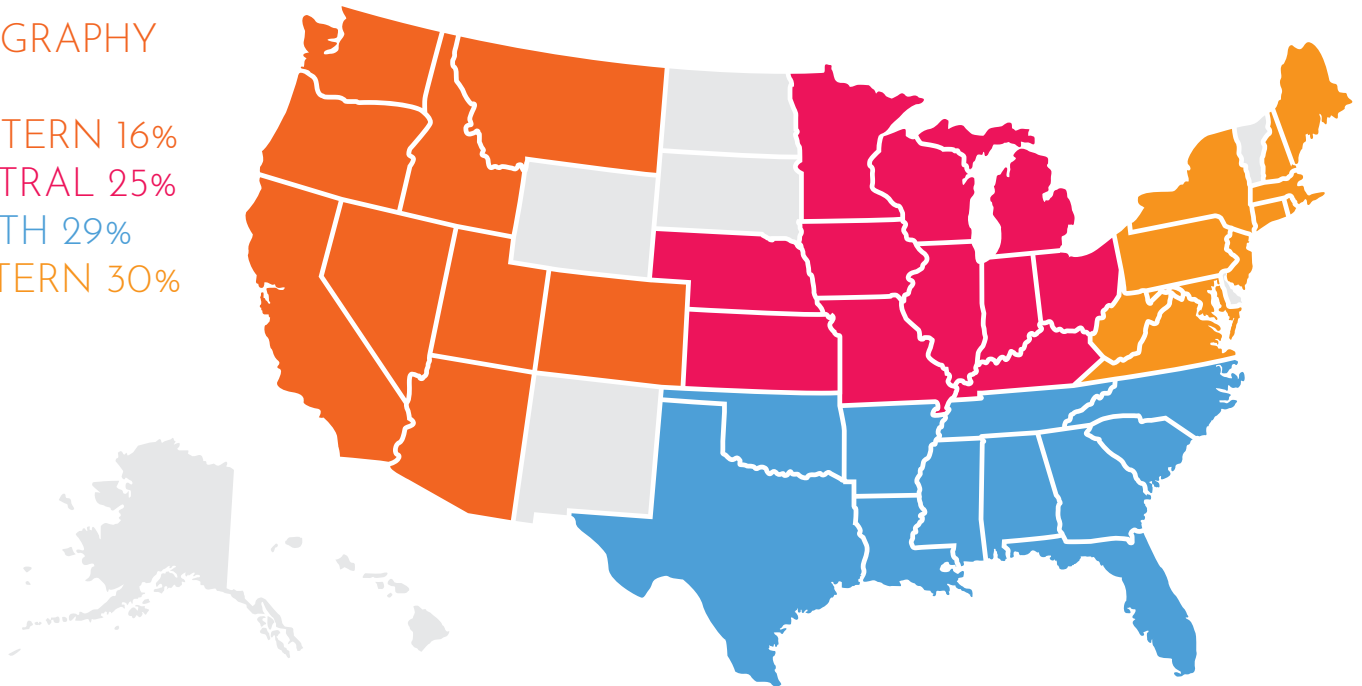
ADVISOR DEMOGRAPHICS

YEAR OVER YEAR ADVISOR ATTENDANCE

2019		2020		2021		2022	
San Francisco	Minneapolis	Dallas	Virtual	Virtual	Orlando Hybrid	Orlando Hybrid	Denver Hybrid
54	68	168	173	141	174	450	975

GEOGRAPHY

WESTERN 16%
 CENTRAL 25%
 SOUTH 29%
 EASTERN 30%



6.2K

FOLLOWERS ON
#HEALTHROSETTA

38K

FOLLOWERS OF
#CHASEDAVE

16K

SUBSCRIBERS TO HEALTH ROSETTA NEWSLETTER



EVENT DETAILS

2023 ROSETTAFEST AUGUST 7-9, 2023 – CHICAGO NAVY PIER

2.5 days of learning & collaboration with more than 500 of the nation's foremost benefits advisors, physicians and clinical leaders, legal and benefits expert presenters, and other forward-looking business and public sector leaders from the growing Health Rosetta community.

RosettaFest sponsorships provide an opportunity for Solutions to provide thought leadership, align your brand & make important introductions that will help grow your category & grow your business. This year's event is now open to the public, enabling Sponsors to engage with the expected 600+ Health Rosetta Certified Advisors and their account executives, other mission-aligned benefits consultants, employers, unions and public sector leadership while serving as an expert resource for your Category.

ROSETTA PROGRAM FORMAT:

For three days on August 7-9, 2023, RosettaFest will produce three educational tracks consisting of inspirational keynotes, hyper-focused panels, expert-led fireside chats, tech demos and workshops.

Also, new this year:

- *The Rosies - Health Plan Excellence Awards.*
- *Live Interviews with Industry Trailblazers*
- *Author's Corner*
- *Curated Matchmaking for Solutions & Benefits Advisors*

HEALTH ROSETTA MONTHLY ADVISOR EVENTS

These 90-minute advisor education events (mini Summits) are designed for Health Rosetta Advisors and select sponsor solutions (Category Catalyst (every month); Change Agent (choice of 4 events).

2023 MONTHLY MINI SUMMIT PROGRAM FEATURES:

- *Health Rosetta Community Speed Dating (tech-enabled 1:1 meetings with Health Rosetta Advisors & Health Plan leadership)*
- *Health Plan Category Education - Topics set by the Health Rosetta Team*
- *Interactive Q & A*
- *Ask the Experts (Solution Virtual Office Hours): expo rooms to connect by video with advisors/employers, share materials, demo/present or answer questions*



2023 ROSETTAFEST August 7-9, 2023 (Chicago)

*Live plus livestream program that features complimentary access to core programming.



SPONSORSHIP PACKAGES

CATEGORY CATALYST: \$19,500

- Prominent brand exposure online & on-site as a sponsor of the RosettaFest PLUS included in all monthly advisor programming
- Exhibit booth live at the RosettaFest on August 7-9
- Dave Chase to present at a Sponsor-hosted virtual event (\$15,000 value)
- Thought leadership: 20 minute live presentation at the RosettaFest. Choose from workshop (topics must be submitted/approved in advance) or a case study of employer/union/association health plan that has completed the Plan Grader™. Also can deliver a choice of one (1) killer idea or war story at the RosettaFest
- Exclusive Benefit: Category Catalyst workshops will also be livestreamed to broadcast your message to over a thousand additional attendees online.
- Recognized as a sponsor and exhibitor on the event Whova app. Whova will be used for attendees to view the schedule, speakers, map, and all other resources for the event. As a sponsor on the app, branded banners will be displayed to all attendees as well as the opportunity to build your exhibitor virtual booth and attach promotional videos, handouts, and schedule 1:1 meetings with attendees.
- Social kits for sponsor-initiated promotional efforts on social channels
- Brand featured in Health Rosetta PR, social media & marketing campaigns (pre-event; in event and post event)
- Live event networking with hundreds of the nation's foremost benefits advisors
- Sponsored presence in monthly virtual mini summits (all monthly mini summits). Online event (monthly mini Summits) platform includes: video chat, 1:1 direct networking; lead generation; tech-enabled "speed dating" coupled with live networking, interactive roundtables & evening mixers designed to expand your network with Health Rosetta advisors, employers, physicians, public officials & other attendees.
- Five (5) VIP all-access passes (increase of one registration from 2022 benefits) to one live Summit event. Six (6) VIP all-access passes to attend choice of four Health Rosetta monthly mini summits
- Attendee list provided 1 month; 2-weeks prior to and three days following the event
- Post event access to session video recordings, professional gallery pics, and presentation decks/materials for sponsor marketing

CHANGE AGENT: \$13,500

- Prominent brand exposure online & on-site as a sponsor of the RosettaFest PLUS included in all monthly advisor programming
- Exhibit booth live at the RosettaFest on August 7-9
- Dave Chase to present at a Sponsor-hosted virtual event (\$15,000 value)
- Thought leadership: 20 minute live presentation at the RosettaFest. Choose from workshop (topics must be submitted/approved in advance) or a case study of employer/union/association health plan that has completed the Plan Grader™. Also can deliver a choice of one (1) killer idea or war story at the RosettaFest
- Social kits for sponsor-initiated promotional efforts on social channels
- Recognized as an exhibitor on the event Whova app. Whova will be used for attendees to view the schedule, speakers, map, and all other resources for the event. As an exhibitor, you'll have the opportunity to build your virtual booth and attach promotional videos, handouts, and schedule 1:1 meetings with attendees.
- Brand featured in Health Rosetta PR, social media & marketing campaigns (pre-event; in event and post event)
- Live event networking with hundreds of the nation's foremost benefits advisors choice of a Killer Idea or War Story at the RosettaFest
- Three (3) VIP all-access passes to one live Summit event. Four (4) VIP all-access passes to the Health Rosetta monthly mini summits
- Expanded detail attendee lead gen reports
- Attendee list provided 2-weeks prior to the event and three days following the event
- Post event access to session video recording, professional gallery pics and presentation deck/materials for sponsor marketing
- Sponsored presence in monthly virtual mini summits (choice of four months). Online event (monthly mini Summits) platform includes: video chat, 1:1 direct networking; lead generation; tech-enabled "speed dating" coupled with live networking, interactive roundtables & evening mixers designed to expand your network with Health Rosetta advisors, employers, physicians, public officials & other attendees.

EXHIBITOR: \$9,000

- Brand exposure at the RosettaFest on August 7-9
- Exhibit booth at the RosettaFest on August 7-9
- Social kits for sponsor-initiated promotional efforts on social channels
- Recognized as an exhibitor on the event Whova app. Whova will be used for attendees to view the schedule, speakers, map, and all other resources for the event. As an exhibitor, you'll have the opportunity to build your virtual booth and attach promotional videos, handouts, and schedule 1:1 meetings with attendees.
- Live event networking with hundreds of the nation's foremost benefits advisors
- Two (2) VIP all-access pass to the RosettaFest on August 7-9
- Attendee list provided one week prior to the event and one week following the event
- Post event access to session video recordings, professional gallery pics and presentation deck/materials for sponsor marketing



SPONSORSHIP PACKAGES

Sponsorships are being presented to a limited number of Health Rosetta advisor nominated & leadership-approved category solutions. Priority consideration (and placement) will be made following receipt of a signed Sponsor Agreement & payment.

PROMOTER: \$6,500

- Designed for startups
- Brand exposure at RosettaFest
- Social kits for sponsor-initiated promotional efforts on social channels
- Exhibit booth at the RosettaFest on August 7-9
- Live event networking with hundreds of the nation's foremost benefits advisors
- One (1) VIP all-access passes to RosettaFest
- Post event access to session video recordings, professional gallery pics and presentation deck/materials for sponsor marketing

ECOSYSTEM SOLUTION PASS: \$2,499

- One (1) VIP all-access pass to the RosettaFest on August 7-9, 2023
- Attending through an Ecosystem Solution pass does not include a booth or logo'd recognition.
- One person from the organization is required to purchase an Ecosystem Solution pass. Additional members from the same organization can attend for \$800 each.

All sponsorships (including Ecosystem pass) can add on additional team members for \$800.*

There are a limited number of special activity sponsorships that can be added to any level above (including an Ecosystem Solution pass). These include: lanyards, wifi, livestream, luncheon, keynote sponsor, wellbeing activity, entertainment (live band karaoke), The Rosies (Health Plan Excellence Awards), hydration station, opening party at Navy Pier (Monday 8/7).

Contact Bo@kynexions.com to note interest or check availability.

*plus registration/processing fees

Sponsorship deadline June 15, 2023 (or when sponsorships sell out).

NEXT STEPS

- 1) **SUBMIT SPONSOR INTENT FORM**
- 2) Complete the Sponsor Agreement & Submit Payment by June 15, 2023.

NOTE: Change Agent & Category Catalysts will be able to join the monthly advisor mini Summits as soon as Intent Form and payment is received. Mini summits will take place on the last Tuesday of every month, except for May, August, November, and December.

- 3) Committed sponsors will receive an invitation to set up their 1:1 sponsor onboarding session with Health Rosetta to discuss updates to the sponsorship program, speaking opportunities, promotion best practices, exhibiting guidelines and other helpful tips to maximize your sponsorship dollars throughout the year.

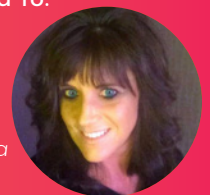
CONTACT INFO

All Health Rosetta sponsorship & event questions should be directed to:

LynAnn
Henderson

Events Director, Health Rosetta
Founder/CEO, Kynexions

LynAnn.henderson@kynexions.com
406.671.6573



RosettaFest