



— 2024 —

RosettaFest

A Work of Heart

SEPTEMBER 11-13, 2024

SPONSORSHIP PROSPECTUS

Your Invitation to Sponsor
the 2024 RosettaFest



rosettafest.org

 Health Rosetta

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WELCOME TO THE 2024 ROSETTAFEST



DAVE CHASE

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



LYNANN HENDERSON

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

Please consider this an early announcement and invitation to join us as a sponsor at 2024 RosettaFest which will take place September 11-13 at the JW Marriott in our nation's capital. While we lock in final contracts with our selected venues, we want to provide details of sponsorships for your budget planning for business development investments that will give your organization a running start to the new year. 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 over 750 in-person attendees from across the U.S. In 2024, 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.

The program includes 2.5 packed days of inspiring keynotes, hands-on training, topic breakouts, interactive roundtables, 1:1 meetings, demos & networking and the highlight of the event, the 2024 Rosie Awards.

As one of the mission-aligned Ecosystem Solutions trusted by a Health Rosetta Advisor, we invite you to join us at the September 2024 RosettaFest as a sponsor. We've worked diligently to offer 2024 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





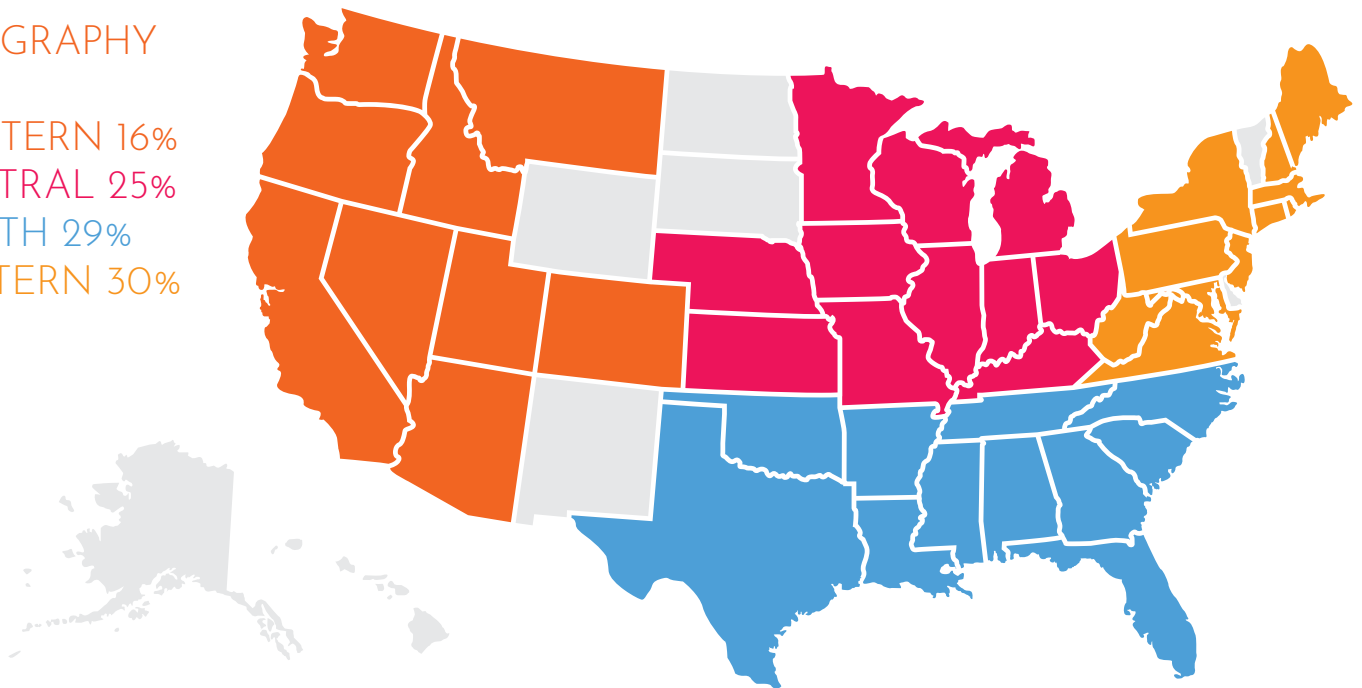
ADVISOR DEMOGRAPHICS

YEAR OVER YEAR ADVISOR ATTENDANCE

2019		2020		2021		2022		2023
San Francisco	Minneapolis	Dallas	Virtual	Virtual	Orlando Hybrid	Orlando Hybrid	Denver Hybrid	Chicago Hybrid
54	68	168	173	141	174	450	450	1000+

GEOGRAPHY

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



7.1K

FOLLOWERS ON
#HEALTHROSETTA

38K

FOLLOWERS OF
#CHASEDAVE

20K+

SUBSCRIBERS TO HEALTH ROSETTA NEWSLETTER



EVENT DETAILS

2024 ROSETTAFEST IN SEPTEMBER 2024 – JW MARRIOTT IN WASHINGTON DC

2.5 days of learning & collaboration with more than 1,000 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 700+ 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.

ROSETTAFEST PROGRAM FORMAT:

During September 11-13, 2024, 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 - Excellence in Healthcare 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 change agent sponsors and select sponsor solutions (Category Catalyst (every month)); Change Agent (choice of 4 events).

2024 MONTHLY MINI SUMMIT PROGRAM FEATURES:

- *Online mini-summits consists of educational sessions designed to expand your network with Health Rosetta advisors, Health Rosetta leadership, and invited guests.*



2024 ROSETTAFEST

September 11-13 (Washington D.C.)

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



SPONSORSHIP PACKAGES

MARKET ACTIVATOR SPONSORSHIP - PRICE VARIES

(Contact us at: events@kynexions.com to review your strategic growth goals with Kynexions so we can design a Market Activator sponsor package tailored to your needs and budget) Partner with Kynexions, Health Rosetta, and Free Market Medical Association to elevate your brand, educate and connect with the agents of change within the healthcare ecosystem. This package includes premier sponsorship at both FMMA 10th Annual Conference + 2024 RosettaFest along with sponsorship and representation at regional events and/or marketing services tailored to your organization's business development objectives.

- **INDUSTRY CONNECTIONS EVENTS:** Premier sponsor benefits at RosettaFest + FMMA Annual Conference
- **REGIONAL EVENTS:** Sponsors are recognized at limited amount of Kynexions-hosted regional events designed to connect, educate & activate healthcare purchasers, suppliers & facilitators at a community/regional level, working in tandem with Health Rosetta and FMMA chapters. Locations, Dates, and Host will be confirmed in Q4 of 2023.
- **BUSINESS DEVELOPMENT:** Services tailored to sponsors' unique business development needs with options from the following:
 - Marketing Campaign (social and email leading into events)
 - Dedicated Sponsor liaison/account 12-month support
 - Business Development quarterly consult
 - Production of sizzle promotional videos or other marketing assets.

*To sponsor, Solutions must have an active vendor membership with FMMA & complete profile with Health Rosetta.

ROSETTAFEST

2.5 days of learning & collaboration with more than 1,000 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 700+ 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.

RosettaFest Category Catalyst Sponsor - Valued at \$20,000

- **EXCLUSIVE:** 5 VIP all-access passes (value \$6,200—increase of one registration from 2022 benefits) to one live Summit event. Five (5) VIP all-access passes to attend choice Health Rosetta mini-summits.
- **EXCLUSIVE:** Highest priority placement of exhibit booth live at RosettaFest
- Prominent brand exposure online & on-site as a sponsor of the RosettaFest PLUS included in all monthly advisor programming
- **EXCLUSIVE:** Dave Chase to present at a Sponsor-hosted virtual event (\$15,000 value)
- Thought leadership: 20 minute live presentation at the RosettaFest.
- 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 will have the opportunity to build your exhibitor virtual booth and attach promotional videos, handouts, and schedule 1:1 meetings with attendees.
- **EXCLUSIVE:** Recognized as a sponsor on the event Whova app. As a sponsor on the app, branded banners will be displayed to all 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
- Presence in monthly virtual mini summits (all monthly mini summits). Online event (monthly mini Summits) consists of educational sessions designed to expand your network with Health Rosetta advisors, Health Rosetta leadership, and invited guests.
- Detailed contact list provided prior to and following event
- Post event access to session video recordings, professional gallery pics; and presentation decks/materials for sponsor marketing
- Expected attendance of 750

FMMA EVENT

On April 10-12 join the Free Market Medical Association For the can't-miss event of 2024



FREE MARKET MEDICAL ASSOCIATION

2024 Annual Conference

where free market enthusiasts, clinician entrepreneurs, medical students, solution providers, and healthcare purchasers will convene to discuss alternative ways Americans can deliver, access and purchase healthcare. There is no better place to gain insights and make direct connections that help accelerate the adoption of free market models.

FMMA Platinum Sponsor - Valued at \$16,000

- Five (5) Annual FMMA Individual Conference Registrations
- Speaking time with FMMA Conference Audience
- Digital Promotion including monthly FMMA Social Media feature
- FMMA-Sponsored podcast appearance
- Consult call or speaking engagement with FMMA Co-founders at one (1) sponsor-hosted virtual event
- Special Ad tied to ShopHealth search (graphic design available to produce ads - \$125 per hour fee passed through to sponsor)
- Special Ad on FMMA Events page to alert members you will be attending the conference (graphic design available to produce ads - \$125 per hour fee passed through to sponsor)
- Annual recognition as an FMMA Sponsor for on the FMMA website: fmma.org
- Annual Conference Exhibit Booth (6' table, 2 chairs, wireless internet - electricity available upon request - fees passed through to sponsor)
- Recognition in the Annual Conference App and/or Conference Guide
- Podium Recognition by Sponsor representative during lunch session at Annual Conference
- Annual Conference Sponsor Promotion through use of Logos, Screens, Materials, etc.
- Receive a copy of Annual Conference Attendee Listing prior to and after the event
- Expected attendance of 500



SPONSORSHIP PACKAGES

CHANGE AGENT: **\$15,000**

(\$14,000 for sponsors who sign Agreement & submit payment by December 31, 2023)

- 3 VIP all-access passes (value \$4,600—increase of one registration from 2022 benefits) to one live Summit event. Three (3) VIP all-access passes to attend choice Health Rosetta mini-summits.
- **Exclusive:** Additional registrations from the same organization can be purchased for \$750 each up until the event.
- Thought leadership: 20 minute live presentation at the RosettaFest. **Prominent placement of exhibit booth live at the 2024 RosettaFest*
- Prominent brand exposure online & on-site as a sponsor of the RosettaFest PLUS included in all monthly advisor programming
- 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 will have 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
- Presence in monthly virtual mini summits (all monthly mini summits). Online event (monthly mini Summits) consists of educational sessions designed to expand your network with Health Rosetta advisors, Health Rosetta leadership, and invited guests.
- Detailed contact list provided prior to and following event
- Post event access to session video recordings, professional gallery pics; and presentation decks/materials for sponsor marketing

EXHIBITOR: **\$9,000**

(\$8,500 for sponsors who sign Agreement & submit payment by December 31, 2023)

- 2 VIP all-access passes (value \$3,800) to 2024 RosettaFest
- Brand exposure at 2024 RosettaFest
- Exhibit booth at 2024 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.
- Live event networking with hundreds of the nation's foremost benefits advisors
- 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

PROMOTER: **\$6,500**

- Designed for startups
- 1 VIP all-access pass (value \$3,000) to RosettaFest
- Brand exposure at RosettaFest
- Social kits for sponsor-initiated promotional efforts on social channels
- Exhibit booth at 2024 RosettaFest
- Live event networking with hundreds of the nation's foremost benefits advisors
- Post event access to session video recordings, professional gallery pics and presentation deck/materials for sponsor marketing

ECOSYSTEM SOLUTION PASS: **\$3,000**

(\$1,500 for sponsors who sign Agreement & submit payment by December 31, 2023)

- One (1) VIP all-access pass to 2024 RosettaFest
- 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 organizations can attend for \$800 each.
- *Early access to network and view attendee information through 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 will have the opportunity to build your exhibitor virtual booth and attach promotional videos, handouts, and schedule 1:1 meetings with attendees.*

Early Decision Financial Discount: December 31, 2023

RosettaFest 2024 and/or Market Activator Sponsorships are being offered to a limited number of advisor-recommended and leadership-approved ecosystem solutions. Priority consideration and placement in program, exhibit hall, website and mobile app will be made upon receipt of signed agreement and sponsorship payment.



SPONSORSHIP PACKAGES

ADDITIONAL SPONSORSHIPS:

- **Hospitality Suites (2-day for \$7,000 or 1-day for \$4,000)**
- **Opening Party (\$15,000)**
 - Includes 1 night use of hospitality suite plus - stage intro, prominent on-screen, tabletop & digital branding
- **Rosie Awards - Sponsorship of Rosie Award Winner (\$5,000)**
 - On site and online branding of the 2024 Rosie Awards
 - Verbal recognition from stage during ceremony
 - Sponsorship covers registration fee and 2-nights hotel expense for a Rosie Award winner
- **Wifi (\$7,000)**
- **Luncheon - 2 available (\$5,000)**
 - exclusive by day
 - stage intro, prominent on-screen, tabletop & digital branding
- **Lanyards (\$15,000 + cost of lanyards)**
- **Hydration Station (\$15,000)**
- **Hydroflask Water Bottles (\$7,000 + cost of water bottles)**
- **Wellbeing Activity Sponsor (\$5,000)**
 - exclusive sponsor of fitness activities led by Health Rosetta advisors.
- **Transportation Sponsor (\$5,000)**
- **Author's Corner (\$2,500)**
 - Comes with a table to promote your book

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

(\$750 for sponsors who sign Agreement & submit payment by December 31, 2023)

**plus registration/processing fees*

Sponsorship deadline April 30, 2024 (or when sponsorships sell out).

NEXT STEPS

1) **SUBMIT SPONSOR INTENT FORM**

2) Submit Sponsor Intent Form and payment.

NOTE: Early Decision Financial Discounts apply if Agreement and payment is received by: December 31, 2023. Regular Sponsor deadline: April 30, 2024 (or when sponsorships sell out). Change Agent will be able to join the monthly advisor mini Summits as soon as Intent Form and payment is received. Mini summits will generally take place on the last Tuesday of every month - a schedule will be provided after sponsor onboarding.

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:

Bo Henderson

*Sponsorship Liaison
Kynexions*

**bo@kynexions.com
406-690-4276**



RosettaFest