



— 2025 —

RosettaFest

A Work of Heart

AUGUST 24-27, 2025

SPONSORSHIP PROSPECTUS

Your Invitation to Sponsor
the 2025 RosettaFest



rosettafest.org

 Health Rosetta

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WELCOME TO THE 2025 ROSETTAFEST



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 2025 RosettaFest which will take place August 24-27 at the Colorado Convention Center in Denver, CO. 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 1,000 in-person attendees from across the U.S.! In 2025, 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 2025 Rosie Awards.

As one of the mission-aligned Ecosystem Solutions trusted by a Health Rosetta Advisor, we invite you to join us at the August 2025 RosettaFest as a sponsor. We've worked diligently to offer 2025 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



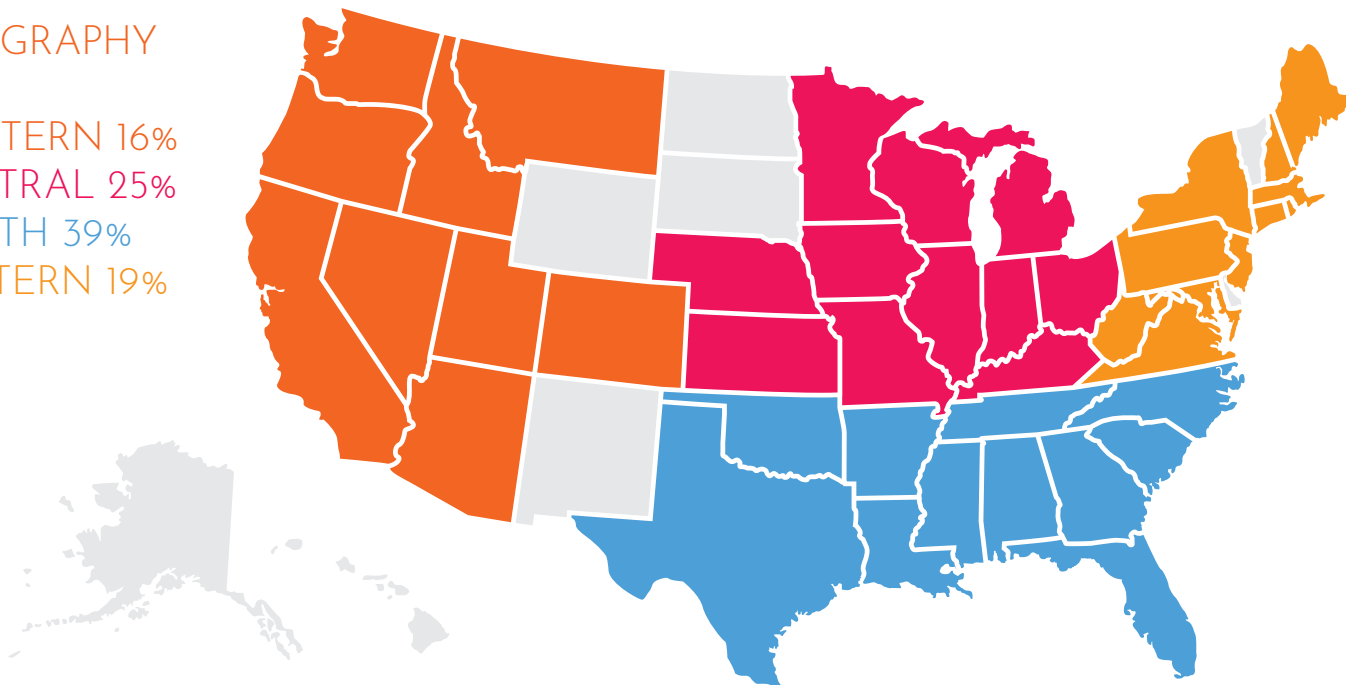
RosettaFest

YEAR-OVER-YEAR ADVISOR ATTENDANCE

2020		2021		2022		2023		2024
Dallas	Virtual	Virtual	Orlando Hybrid	Orlando Hybrid	Denver Hybrid	Chicago Hybrid	Chicago Hybrid	D.C.
168	173	141	174	450	450	750	1,000+	1,056

GEOGRAPHY

WESTERN 16%
CENTRAL 25%
SOUTH 39%
EASTERN 19%



>50K

FOLLOWERS OF
#CHASEDAVE &
#HEALTHROSETTA

20K+

SUBSCRIBERS TO HEALTH ROSETTA NEWSLETTER

SPONSOR DETAILS



RosettaFest

2025 ROSETTAFEST ON AUGUST 24-27 IN DENVER, COLORADO

2.5 days of learning & collaboration with over 1,000 leading benefits advisors, employers, unions, and civic leaders from the Health Rosetta community. RosettaFest sponsorships allow Solutions providers to demonstrate thought leadership, build brand awareness, and make valuable connections to grow their 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 August 24-27, 2025, RosettaFest will produce three educational tracks consisting of inspirational keynotes, hyper-focused panels, expert-led fireside chats, tech demos and workshops.

- *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 category catalysts and change agent sponsors to connect with HR advisors and invited guests.

THE ROSIE AWARDS

The Rosie Awards are central to our shared missions of resetting employers, unions, and the public's expectations of a better health plan and world. Clients' high Plan Grader™ scores and strong Health Rosetta Dividends testify to the positive difference we're making in their organizations. The Awards are an impactful, powerful way to recognize our clients and our essential roles in fueling that forward movement.



2025 ROSETTAFEST

August 24-27 (Denver, CO)

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

SPONSORSHIP PACKAGES



RosettaFest

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 sponsorship at RosettaFest
 - Category Catalyst deliverables for RosettaFest
- **BUSINESS DEVELOPMENT:**
 - Marketing Campaign (social and email pre and post events)
 - Dedicated Sponsor liaison/account 12-month support
 - Business Development quarterly consult
 - Production of sizzle promotional videos or other marketing assets.
 - Podcast ad in one of Kynexions partnering healthcare industry podcasts.
- **HOSTED WEBINAR:** Sponsor and Kynexions' partnering leadership with Health Rosetta, as well as benefits, legal and clinical experts. Kynexions will coordinate and disseminate invitations to our ecosystem list as well as moderate and execute the webinar.

ROSETTAFEST

2.5 days of learning & collaboration with over 1,000 leading benefits advisors, employers, unions, and civic leaders from the Health Rosetta community. RosettaFest sponsorships allow Solutions providers to demonstrate thought leadership, build brand awareness, and make valuable connections to grow their business. This year's event is now open to the public, enabling Sponsors to engage with the expected 1000+ 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

- Five (5) VIP all-access passes to RosettaFest and monthly virtual advisor summits hosted by Health Rosetta.
- **EXCLUSIVE:** Dave Chase to present at a Sponsor-hosted virtual event.
- **EXCLUSIVE:** Top-tier recognition on Whova app. Highest placement of virtual exhibit booth as well as sponsor rotating banner ads. 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:** Additional registrations from the same organization can be purchased for \$750 each up until the event (discounted from \$800).
- **EXCLUSIVE:** Post RosettaFest replay - LinkedIn live that replays.
- Thought leadership: 20 minute live presentation at RosettaFest.
- Top-tier placement of exhibit booth live.
- Prominent brand exposure online & on-site.
- 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.
- 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.

FMMA EVENT

On April 9-11, 2025, join the Free Market Medical Association for the can't-miss event of 2025 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.



**FREE MARKET
MEDICAL ASSOCIATION**
2025 Annual Conference

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



RosettaFest

CATEGORY CATALYST: \$20,000

- Five (5) VIP all-access passes to RosettaFest and monthly virtual advisor summits hosted by Health Rosetta.
- **EXCLUSIVE:** Dave Chase to present at a Sponsor-hosted virtual event.
- **EXCLUSIVE:** Top-tier recognition on Whova app. Highest placement of virtual exhibit booth as well as sponsor rotating banner ads. 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.
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- **EXCLUSIVE:** Post RosettaFest replay - LinkedIn live that replays.
- Thought leadership: 20 minute live presentation at RosettaFest.
- Top-tier placement of exhibit booth live.
- Prominent brand exposure online & on-site.
- 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.
- 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.

CHANGE AGENT: \$15,000

- 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

- Two (2) VIP all-access passes to RosettaFest. Additional passes can be purchased for \$800 each.
- Brand exposure online and on-site
- Live exhibit booth
- 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.
- Social kits for sponsor-initiated promotional efforts on social channels
- 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



SPONSORSHIP PACKAGES

RosettaFest

PROMOTER: \$6,500 (Limited to 10)

- Designed for startups (under 4 years)
- One (1) VIP all-access pass to RosettaFest. Additional passes can be purchased for \$800 each.
- Live 6'x8' exhibit booth
- 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 exposure at RosettaFest
- Social kits for sponsor-initiated promotional efforts on social channels
- 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

HEADSHOT LOUNGE: \$10,000

- We are bringing a professional headshot photographer for our first annual RosettaFest Headshot Lounge
- Each Headshot Lounge is staffed by highly skilled, personable veteran photographers, who just get it. Masters in professional lighting and the soft skills to see and draw-out a person's 'best face', over and over again. An outstanding studio lighting setup means all photos come straight out of the camera with minimal post- processing adjustment required.

- As your clients wait for their personalized headshot, there is opportunity for your sales team to interact, furthering relationships and heightening brand engagement and loyalty. Our sharing kiosks let participants send headshots directly to their email and SMS. After which, they show off their beautiful new headshot to everyone all over the conference, becoming ambassadors and evangelists for your booth. Word of mouth makes your booth the busiest at the show!

SPONSOR ACCELERATOR PACKAGE: \$10,000

Pre-Conference Hosted Virtual Event, Text Retargeting Campaign

- Hosted virtual event
- Event funnel with high-converting landing page
- Social media promotion
- Influencer Marketing: Invite Health Rosetta or FMMA leadership, benefits advisors, or other industry event experts to support the virtual event program

- Design retargeting campaign with paid ad specialist - graphic and copy (consulting and graphic/copy provided in the fee. Specific Ad spend budget will be at the client's discretion and passed through on a direct cost basis.)
- Create a multi-step event funnel specifically targeted for pre-event advisor/clinical leader engagement

ADDITIONAL SPONSORSHIPS:

- Lanyards: \$15,000 + cost of lanyards
- Opening Party: \$15,000
- Keynote Sponsor: \$10,000
- Logo on Venue Directional Signs: \$15,000 (1 available)
- RosettaFest Mobile App Sponsor: \$7,500
- Rosie Case Study Presenting Sponsor: \$7,500
- Wifi: \$7,000 - SOLD

- Hospitality Suites 2-day: TBD
- Charging Station: \$6,000 (1 available)
- RosettaFest Connector: \$5,000
- Wellbeing Activity Sponsor: \$5,000 (multiple)
- Luncheon: \$5,000
- Whova Mobile App Banner Ad: \$2,500 (20 available)

Let's Build a Package That Works for You!

Don't see a level that suits your goals and budget for the conference? Fill out our 2025 RosettaFest Custom Sponsorship Package form and our team will collaborate with you to build a sponsorship accordingly. Contact our sponsorship team at events@kynexions.com

**CUSTOMIZE MY
SPONSORSHIP**

ROSIE AWARDS AT COORS FIELD



RosettaFest

ROSIE AWARDS PRESENTING SPONSOR: \$25,000

- Logo recognition on the Jumbotron is exclusive to Premier Sponsors (limited to 3). Align your solution's brand with America's Top Health Plans—branding on JumboTron recognition for each health plan award winner. Photos taken onsite will also feature your solution's brand. Pictures and graphics will be distributed to winners in the Media Kit following the awards.
- Prominent recognition throughout the Rosie Awards as a Presenting Sponsor
- Logo recognition on the ribbon banner screens

ROSIE AWARD SPONSOR: \$10,000

- Logo recognition on the ribbon banner screens
- Logo recognition on signage throughout Coors Field

ROSIE AWARD ACTIVITIES: \$10,000

1. ATTENDEE ENGAGEMENT (choose from one of the following):

- Sponsor hosted batting cages** - For a home run derby, someone would have to watch each turn and keep count of how many home runs each player gets.
- Bullpen Pitching Contest:** The pitching machine will track who has the fastest pitch. (They put their name in the system if they beat the high score.) The sponsor provides prize
- Walk-Off Photo Booth** - A sponsor-branded photo area with a green screen that lets attendees recreate iconic walk-off home runs or game-winning moments.
- Custom Jersey Printing Station** - The Sponsor can set up a table and offer branded baseball jerseys with attendee names, reinforcing the team mentality in healthcare.
- Beer Pong!** Get attendees to let loose while getting a bit competitive. The sponsor can host a branded beer pong game. Bring swag for players/winners.

2. VIP & LOUNGE EXPERIENCE

- VIP Lounge** - The sponsor will have access to a soft seating area of one size. Guests could bring food and beverages available during a party, or if desired, the sponsor could order custom menu selections or an exclusive bar for additional fees (direct pass-through expense).

3. FOOD & BEVERAGE EXPERIENCES

(choose from one of the following):

- Signature Cocktail Station** - Sponsor-named signature RosettaFest or Rosie Awards cocktail, complete with branded cups.
- "Healthy Dugout" Snack Station** - A sponsor can provide a healthy concessions area, swapping traditional ballpark food for high-performance snacks.
- Signature Cocktail Station** - A mixology experience where a sponsor creates a signature RosettaFest or Rosie Awards cocktail with branded cups.
- Craft Beer or Wine Tasting** - A curated experience featuring local Colorado craft brews or a wine tasting with branding opportunities for sponsors.

HOME RUN ROSIE SPONSOR: \$30,000

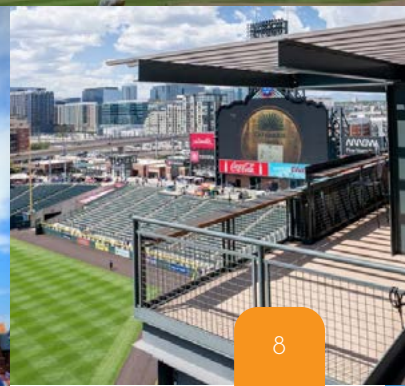
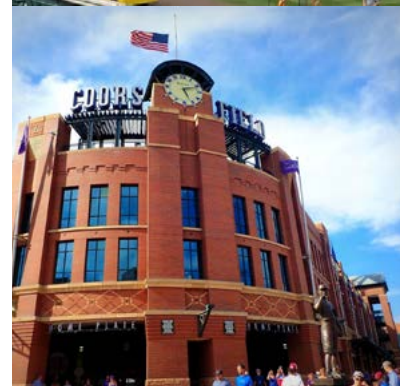
Rosie Awards Presenting Sponsor (Value of \$25k)

- Logo recognition on Jumbotron - exclusive to Premier Sponsors. Align your solution's brand with America's Top Health Plans. Branding on JumboTron recognition for each health plan award winner. Photos taken onsite will also feature your solution's brand. Photos and graphics distributed to winners in Media Kit following awards.
- Prominent recognition throughout the Rosie Awards as a Presenting Sponsor
- Logo recognition on the ribbon banner screens
- **Your choice of one of the outlined 'Rosie Award Activities' to host on the Concourse or Rooftop Level during the Rosie Awards at Coors Field (Value of \$10k)**

DOUBLE PLAY ROSIE SPONSOR: \$15,000

Rosie Award Sponsor (Value of \$10k)

- Logo recognition on the ribbon banner screens
- Logo recognition on signage throughout Coors Field
- **Your choice of one of the outlined 'Rosie Award Activities' to host on the Concourse or Rooftop Level during the Rosie Awards at Coors Field (Value of \$10k)**



NEW! ROSETTAFEST



RosettaFest

"A Work of Heart" PODCAST SPONSOR

Hosted by industry leader Dave Chase, this Health Rosetta / Kynexions collaboration will reach a targeted audience of benefits purchasers, healthcare providers, TPAs, and industry expert advisors actively seeking solutions to transform healthcare. Sponsoring the podcast places your brand directly in front of decision-makers ready to engage.

AVERAGE REACH:

Marketed to
an audience
of **OVER
30,000**

High
**LISTENER
ENGAGEMENT**
rate

Targeted **NICHE
AUDIENCE**
in the healthcare
ecosystem

SPONSORSHIP OPPORTUNITIES

Inaugural "A Work of Heart" Podcast Sponsor: **\$10,000**

Feature your brand as the exclusive sponsor of a recurring segment within the podcast. This creates consistent brand association and builds trust with listeners. Branding on Podcast graphics, an audio mention at the beginning of every episode, engaging audience with a call to action and a unique promo code.

Listener Q&A: **\$7,500**

(one episode per month
for five months)

"This podcast's Q&A is sponsored by <Solution>, which provides <solutions that empower employers to take control of their healthcare costs>."

Sponsored Individual Episodes: **\$2,500 per episode**

(aligned with Category or
Key Industry Influencers)

Exclusive Sponsor of the entire episode with integrated messaging throughout. Your brand will be highlighted at the episode's start, middle, and end.

"This special episode is brought to you by [Sponsor Name], a company dedicated to improving healthcare outcomes through [specific solution]."

SHORT-TERM PACKAGES

1 MONTH: \$7,500

Includes **TWO** episodes +
social media promotion

3 MONTHS: \$17,500

Includes up to **SIX** episodes +
social media promotion

6 MONTHS: \$25,000

Includes up to **TWELVE** episodes +
social media promotion

Why It Works!

- Niche healthcare and benefits audience
- High listener trust and engagement

- Hosted by a respected industry leader
- Flexible options to meet your marketing goals

SOLUTION TICKET BUNDLES



RosettaFest

ECOSYSTEM SOLUTION PASS: **\$2,500**

- All solutions are required to purchase an Ecosystem Solutions Pass if they are not sponsoring RosettaFest.
- 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.

ECOSYSTEM SOLUTION PASS + HOST AN EMPLOYER: **\$3,000**

- Solutions receive one (1) VIP all-access pass for first attendee of the solution + two (2) VIP all-access passes for an employer client or prospect.
- 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.

Registration Bundles

Designed for employer clients, clinician partners, or other invited guests of the sponsor organizations (registration does not apply to the solution's attendees)

- One (1) Invited Guest: \$599 each
- Two (2) Invited Guests: \$499 each
- Three+ (3+) Invited Guests: \$429 each

GET INVOLVED TODAY!



RosettaFest

As part of Health Rosetta Group's efforts to help create a vibrant, trust-based ecosystem for plan sponsors, all 2025 RosettaFest Sponsors agree to the following:

- Complete a Solutions profile on Health Rosetta's platform
- Acknowledge our Attendee Policy
- Sign an attestation, affirming your organization's commitment to CAA rules and other regulations, transparency and disclosure requirements, data-access guidelines, brand-use guidelines, and similar guidelines to ensure the highest levels of accountability, transparency, and innovation in healthcare solutions.

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

(\$750 for sponsors who sign Agreement & submit payment by December 31, 2024)

**plus registration/processing fees*

Sponsorship deadline June 30, 2025 (or when sponsorships sell out).

NEXT STEPS

1) **SUBMIT SPONSOR INTENT FORM**

2) Submit Sponsor Intent Form and payment.

NOTE: Regular Sponsor deadline: June 30, 2025 (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