

— 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



**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





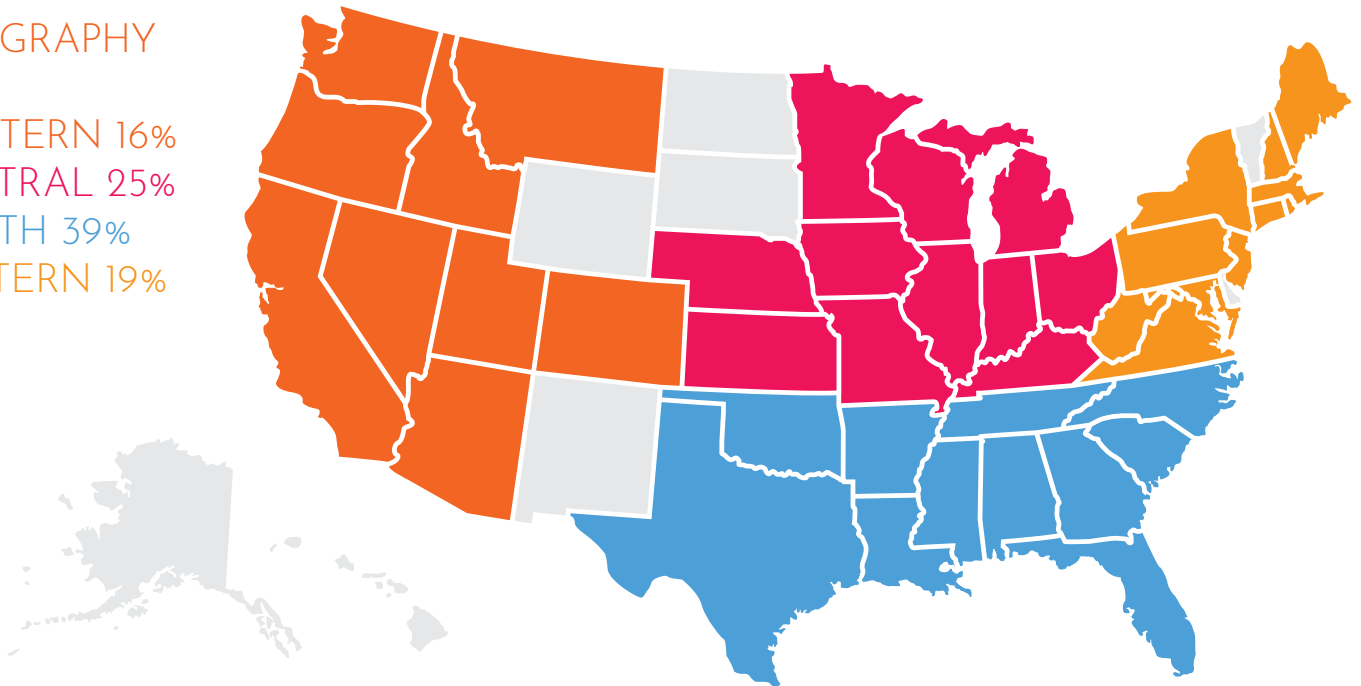
ADVISOR DEMOGRAPHICS

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 both RosettaFest and FMMA Annual Conference
 - Category Catalyst deliverables for RosettaFest
 - Platinum deliverables for FMMA
- **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; including Health Rosetta, Free Market Medical Association, Oratium, 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**

(\$18,500 for sponsors who sign Agreement & submit payment by December 31, 2023)

- 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.

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, 2024)

- 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

Early Decision Financial Discount: December 31, 2024

RosettaFest 2025 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



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

ADDITIONAL SPONSORSHIPS:

- **Digital Campaign Support (\$3,500 –Limit to 10)**
 - Four (4) Health Rosetta social posts (2 pre- and 2 post-event)
 - Email drip campaign
- **Logo on Venue Directional Signs (\$10,000)**
 - One (1) available
- **Charging Station (\$6,000)**
 - One (1) available
- **Whova Mobile App Banner Ad (\$2,500)**
 - Twenty (20) available
- **RosettaFest Mobile App Sponsor (\$7,500)**

- **Lanyards (\$15,000 + cost of lanyards)**
- **Wifi (\$7,000)**
- **Hospitality Suites 2-day (TBD)**
- **Opening Party (\$15,000)**
- **Luncheon (\$5,000)**
- **Wellbeing Activity Sponsor (\$5,000)**
- **Keynote Sponsor (\$15,000)**
- **Rosie Case Study Presenting Sponsor (\$7,500)**
- **RosettaFest Connector (\$5,000)**

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

Early Decision Financial Discount: December 31, 2024

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SOLUTION TICKET BUNDLES



RosettaFest

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

(\$1,500 for sponsors who submit payment by December 31, 2024)

- 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**

(\$2,500 for solutions who submit payment by December 31, 2024)

- 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

Early Decision Financial Discount: December 31, 2024

RosettaFest 2025 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.

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 May 24, 2025 (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, 2024. Regular Sponsor deadline: May 24, 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