



**COORS FIELD**

**AUG 26, 2025 | 6-10PM**

# **SPONSORSHIP PROSPECTUS**

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**Your Invitation to Sponsor  
the 2025 Rosie Awards**



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# ADVISOR DEMOGRAPHICS

COORS FIELD

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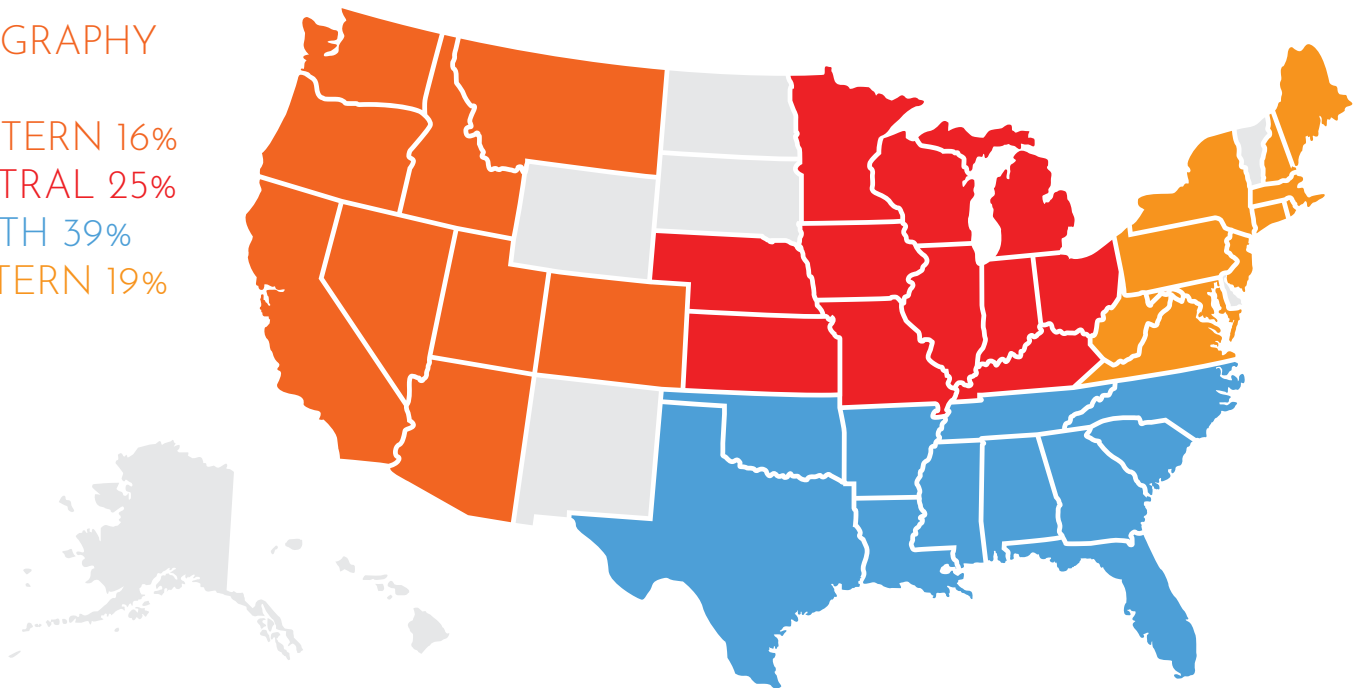


## YEAR-OVER-YEAR ADVISOR ATTENDANCE

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

# ROSIE AWARDS AT COORS FIELD

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## 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

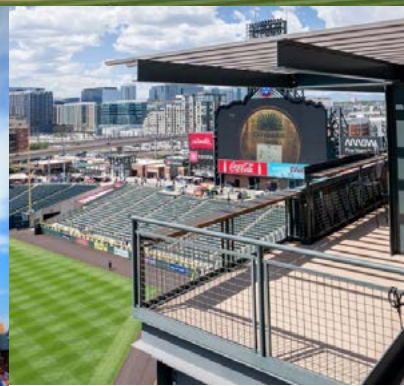
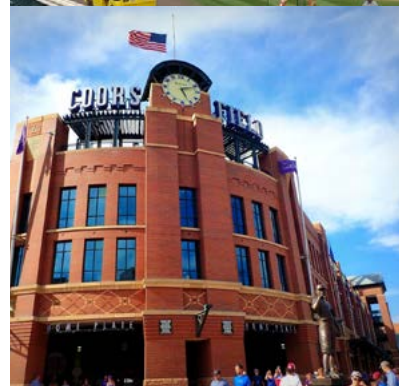
### Rosie Awards Presenting Sponsor (Value of \$25k)

- 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)**



# GET INVOLVED TODAY!



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**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.

**Sponsorship deadline August 7, 2025 (or when sponsorships sell out).**

## NEXT STEPS

### 1) SUBMIT SPONSOR INTENT FORM

### 2) Submit Sponsor Intent Form and payment.

NOTE: Regular Sponsor deadline: August 7, 2025  
(or when sponsorships sell out).

### 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