

— 2026 —

RosettaFest

Amplifying Our Voice

JULY 29-31, 2026

GAYLORD OPRYLAND,
NASHVILLE



SPONSORSHIP PROSPECTUS

Your Invitation to Sponsor
the 2026 RosettaFest

ROSETTAFEST.ORG

 Health Rosetta

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WELCOME



**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 2026 RosettaFest which will take place July 29 - 31 at the Gaylord Opryland in Nashville, TN. 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 2026, 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 2026 Rosie Awards.

As one of the mission-aligned Ecosystem Solutions trusted by a Health Rosetta Advisor, we invite you to join us at the July 2026 RosettaFest as a sponsor. We've worked diligently to offer 2026 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**.

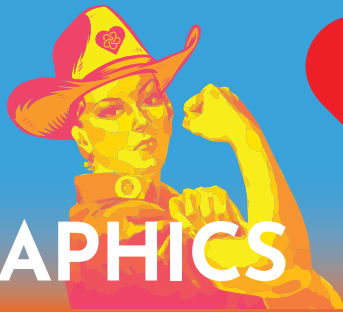
Changing the footprint of health,

Dave Chase
Dave@healthrosetta.org

LynAnn Henderson
LynAnn.henderson@kynexions.com



ADVISOR DEMOGRAPHICS



RosettaFest

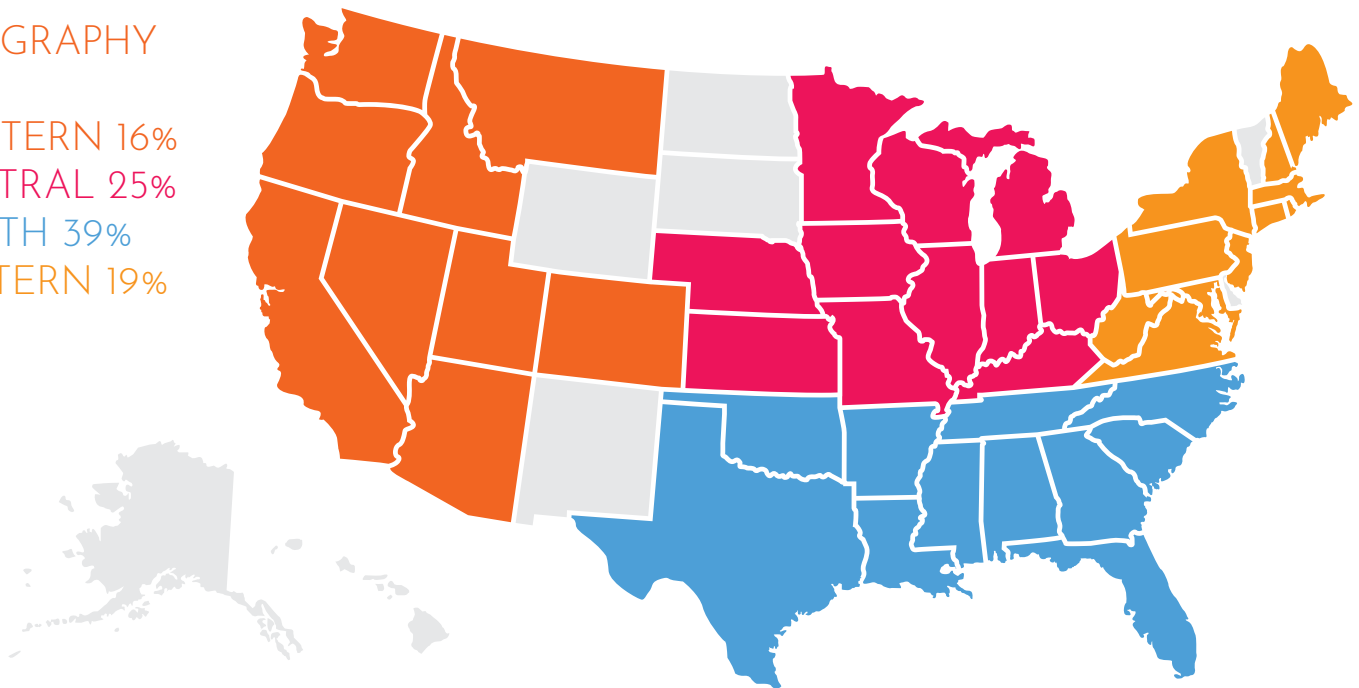


YEAR-OVER-YEAR ADVISOR ATTENDANCE

2021		2022		2023		2024	2025
Virtual	Orlando Hybrid	Orlando Hybrid	Denver Hybrid	Chicago Hybrid	Chicago Hybrid	D.C.	Denver
141	174	450	450	750	1,000+	1,056	1,300

GEOGRAPHY

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



>50K

FOLLOWERS OF
#CHASEDAVE &
#HEALTHROSETTA

20K+

SUBSCRIBERS TO HEALTH ROSETTA NEWSLETTER

SPONSOR DETAILS



RosettaFest



2026 ROSETTAFEST ON JULY 29-31 IN NASHVILLE, TN

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 1,200+ 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 July 29-31 2026, 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*
- *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.



2026 ROSETTAFEST

July 29 - 31 (Nashville, TN)

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

SPONSORSHIP PACKAGES



RosettaFest



YOUR EVENT @ ROSETTAFEST!

ROSETTAFEST EVENT HOSTING SPONSORSHIP

Transform Your Annual Event Into Healthcare's Most Coveted Gathering. HOST WHERE HEALTHCARE'S REVOLUTION HAPPENS. RosettaFest puts your annual event at the center of healthcare's most influential community.

WHAT YOU GET

- The Venue That Commands Attention Premium event space that healthcare innovators want to attend
- Full-Service Event Execution
- We handle contracting, AV, and technology so you focus on what matters—your message
- Access to Healthcare's Underground Direct connection to the curated community of change makers who are rewriting healthcare's rules

WHO THIS IS FOR

- TPAs Ready to Lead
- Stop following industry trends. Start setting them.
- Benefits Advisors Who Get It
- Your clients need bold solutions, not safe recommendations.
- Solution Organizations Breaking Barriers
- If you're building the future of healthcare, this is your stage.
- Clinical Practices Pushing Boundaries Medicine is evolving. Make sure your voice is heard.

THE ROSETTAFEST DIFFERENCE

Host at RosettaFest and claim your position in healthcare's revolution. You're curating an experience that the most influential people in healthcare will remember—and talk about. Your brand becomes synonymous with innovation. Your event becomes the one people fight to attend. Your message reaches the people who make decisions.

READY TO OWN YOUR SPACE?

The healthcare industry is changing whether you're part of it or not. Make your choice count.

CONTACT US TO SECURE YOUR ROSETTAFEST HOSTING OPPORTUNITY.

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 and Health Rosetta, to elevate your brand, educate and connect with the agents of change within the healthcare ecosystem. This package includes premier sponsorship at the 2026 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.

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**

SPONSORSHIP PACKAGES



RosettaFest



CATEGORY CATALYST: \$17,500 - Confirmed by Sept. 30

\$18,500 - Confirmed by Dec. 31, 2026 • \$20,000 - Standard Rate

- 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 between January 5-June 30 or September 1-November 30, 2026. Sponsor will coordinate dates with Dave.
- **Exclusive:** Top-tier recognition on Whova app. Highest placement of virtual exhibit booth. 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 \$800 each up until the event (discounted from \$850).
- **Exclusive:** Post RosettaFest Replay - Scheduled LinkedIn live event that replays your RosettaFest session with Q&A feature on Health Rosetta's LinkedIn.
- Thought leadership: 20 minute live presentation at RosettaFest.
- Top-tier placement of 10' x 10' live exhibit booth
- 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.
- Advanced release of detailed contact list provided prior to and following event (1 week prior to lower tier sponsors)
- Post event access to session video recordings, professional gallery pics; and presentation decks/materials for sponsor marketing.

CHANGE AGENT: \$14,500 - Confirmed by Sept. 30

\$15,000 - Confirmed by Dec. 31, 2026 • \$16,000 - Standard Rate

- 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 \$800 each up until the event (discounted from \$850)
- Thought leadership: 20 minute live presentation at the RosettaFest.
*Prominent placement of exhibit booth live at the 2026 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.
- Prominent placement of 8' x 10' live exhibit booth
- 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: \$8,000 - Confirmed by Sept. 30

\$8,500 - Confirmed by Dec 31, 2026 • \$9,000 - Standard Rate

- Two (2) VIP all-access passes to RosettaFest. Additional passes can be purchased for \$850 each.
- Brand exposure online and on-site
- 8' x 8' 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

PROMOTER: \$6,500 (Limited Amount Available)

- Designed for startups (under 4 years)
- One (1) VIP all-access pass to RosettaFest. Additional passes can be purchased for \$850 each.
- Live 6'x8' exhibit booth
- 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
- 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.
- Post event access to session video recordings, professional gallery pics and presentation deck/materials for sponsor marketing



SPECIAL ACTIVITY SPONSORSHIPS

Special Activity Sponsorships:

- Lanyards - \$15k + cost of production
- Opening Party - \$15,000
- Logo on Directional Signs - \$15,000
- RosettaFest Mobile App - \$7,500
- Rosie Case Study Presenting Sponsor - \$7,500
- Wifi - \$15k without exhibit booth. \$10k with exhibit booth.
- Charging Station - \$6,000
- Hydration Stations - \$7,500
- Rosie Awards Sponsor - \$5,000
- Pop-Up Pickleball - \$15,000
- Wellbeing Activity - \$5,000 (Multiple)
- Health Rosetta Advisor Luncheon - \$10,000
- Whova Mobile App Banner Ad - \$2,500 (10 available)
- Luncheon or Breakfast Sponsor - \$7,500



- Live Band Karaoke or Line Dancing - \$10,000



- Headshot Lounge - \$15,000



- Hospitality Suites (2-Day) - \$7,000-\$10,000



NEW! 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

"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

GET INVOLVED!



RosettaFest



ECOSYSTEM SOLUTION PASS: **\$1,500**

- All solutions are required to purchase an Ecosystem Solutions Pass if they are not sponsoring RosettaFest.
- One (1) VIP all-access pass to RosettaFest
- Attending through an Ecosystem Solution pass does not include a booth or logo'd recognition..
- 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.
- 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.

As part of Health Rosetta Group's efforts to help create a vibrant, trust-based ecosystem for plan sponsors, all 2026 RosettaFest Sponsors agree to the following:

- Complete a Solutions profile on Health Rosetta's platform
- 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.
- Acknowledge our Attendee Policy

All sponsorships (including Ecosystem pass) can add on additional team members for \$850.*
(\$800 for sponsors who sign Agreement & submit payment by December 31, 2025 (or when sponsorships sell out)) *plus registration/processing fees

Event Special Sponsorship deadline Sept. 30, 2025 (or when sponsorships sell out).

NEXT STEPS

1) **SUBMIT SPONSOR INTENT FORM**

2) Submit Sponsor Intent Form and payment.

NOTE: Event Special Sponsor deadline: Sept. 30, 2025 AND Early Sponsor Deadline: Dec. 31, 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