



# 2026 HERO SPONSORSHIP OPPORTUNITIES

Each year, HERO brings to the forefront emerging research and highlights established trends in population health and well-being practices, fostering learning, networking, and the exchange of ideas among professionals in the health and well-being industry. Your HERO Sponsorship provides your organization access to HERO members and attendees from corporate, consulting, health plan, health system, research and academic sectors. Sponsorship dollars also provide scholarships for nonprofit groups to participate and internships for college students in the field.

## 2026 Event Schedule

### Spring

- Think Tank - Virtual
- Chief Well-being Officer Summit - In Person
- Mental Health Summit - Virtual

### Summer

- Think Tank - Virtual

### Fall

- Think Tank- In Person, Orlando, FL
- Healthcare Summit - Virtual
- University Summit - Virtual
- CMO Summit - **SOLD**

These events are in addition to monthly HERO Webinars.

# Sponsorship Benefits

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- Logo on website
- Logo on email marketing pieces promoting the events
- Logo on Signage
- Logo on Thank you slides and mentions from Keynote podium
- Logo in HERO social media (once for each event)
- Two complimentary registrations
- Attendee list (two weeks before & two weeks after; no contact information included)
- Physical/virtual exhibit area dependent on event location. One additional registration provided for all sponsors opting to exhibit.

## Sponsorship Opportunities

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Each sponsorship level includes the same set of benefits; however, the number of events in which those benefits may be applied varies by level. Sponsors may choose which events to apply their benefits to, based on the number of events included in their selected level.

### PLATINUM SPONSOR

**\$8,000**

- Choice of one **in-person event**
- Choice of one **virtual event**
- Choice of one **webinar**

### GOLD SPONSOR

**\$6,000**

- Choice of one **in-person event**
- Choice of one **webinar**

### SILVER SPONSOR

**\$3,500**

- Choice of one **virtual event**
- Choice of one **webinar**

# 2026 HERO SPONSORSHIP AGREEMENT

Company Name: \_\_\_\_\_

Company URL: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Primary Contact Phone: \_\_\_\_\_ Primary Contact Email: \_\_\_\_\_

Marketing Contact Name: \_\_\_\_\_

Marketing Contact Phone: \_\_\_\_\_ Marketing Contact Email: \_\_\_\_\_

## **Sponsorship Level** (check one)

Platinum: \$8,000       Gold: \$6,000       Silver: \$3,500

HERO Award Sponsor: \_\_\_\_\_

Healthcare Summit       University Summit

Mental Health Summit       CWO Summit

Nonprofit: We are choosing the following item:  
\_\_\_\_\_ at the cost of \$\_\_\_\_\_.

## **Payment**

Invoices are due on receipt. Invoices not paid within 30 days will be charged a 1.5% late fee per month.

## **Cancellation Policy**

No Refunds will be granted for sponsorships canceled after 30 days from contract.

Any sponsorship cancellations will negate all sponsor-related, free and discounted registrations, and all sponsored speaking slots are forfeited.

Any visibility event costs that have been paid by HERO for your event will remain the responsibility of the sponsor.

**Electronic Signature:** \_\_\_\_\_

Please return the completed sponsorship agreement and any questions to  
[jeanette.may@hero-health.org](mailto:jeanette.may@hero-health.org)