



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

Summer

Fall

Think Tank - Virtual

Chief Well-being Officer Summit - In Person

Mental Health Summit - Virtual

Think Tank - Virtual

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

- 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

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