

**RETURN ON INVESTMENT FOR PREVENTION AND WELLNESS:
Innovative, successful, replicable interventions/programs that prove the case for
prevention reducing costs while improving health status.**

Tuesday, March 27, 2011 ♦ 7:30 a.m. – 2:30 p.m. ♦ Westin Waltham Hotel

RE: Conference Sponsor Request

Dear Friends;

The Massachusetts Health Council hopes you will support our upcoming conference on “Return on Investment for Prevention and Wellness: Innovative programs that prove the case for improving health status while reducing costs”. We will present the details of prevention and wellness success stories from a cost-savings perspective, particularly in the areas of preventable health indicators as reported in the MA Health Council’s health status indicator report, “Common Health for the Commonwealth: Massachusetts Trends in the Preventable Determinants of Health”. <http://www.mahealthcouncil.org/HSIR-10.pdf>. Our audience of health care providers, advocates, policy-makers, and administrators are interested in successful, replicable, cost-saving interventions/programs that focus on prevention and wellness. We hope they will use and promote these best practices in a way that spreads the success for a high return on investment for prevention and wellness programs. We will be presenting creative, successful programs in the areas of tobacco control, asthma control, diabetes, oral health, health coaching for behavior changes and community health initiatives. We are trying to encourage everyone in the health care arena to look at innovative ways to improve health status and lower costs. It is a shared responsibility. In this age of policy makers cutting most funding for prevention and wellness, we hope they will see that prevention is the way to cut costs.

Your financial support will help us continue our work to advocate for healthier individuals and communities. Your sponsorship will also provide you with high visibility as listed below.

I hope we can count you in as a sponsor of this event. If you have any questions do not hesitate to call Betty, at 617-965-3711.

Sincerely,

Susan H. Servais
Executive Director

The Massachusetts Health Council is a non-partisan, non-profit organization whose mission is to promote and protect health. Tax ID # 042-296739

**MASSACHUSETTS HEALTH COUNCIL
SPONSORSHIP INFORMATION**

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SPONSOR BENEFITS:

PRESENTING SPONSORS - \$ 6,000.00

- 1. OPPORTUNITY TO INTRODUCE A SPEAKER*
- 2. NAME AND LOGO LISTED ON WEB SITE AS A PRESENTING SPONSOR*
- 3. LINK TO YOUR WEB SITE*
- 4. NAME LISTED ON POWERPOINT PRESENTATION*
- 5. NAME DISPLAYED ON REGISTRATION TABLE AND IN CONFERENCE ROOM*
- 6. NAME LISTED IN PROGRAM MATERIALS*
- 7. OPPORTUNITY TO DISPLAY CORPORATE MATERIALS AND OTHER INFORMATION IN A BOOTH IN THE REGISTRATION AREA*
- 8. 2 TABLES FOR 8 INCLUDED*
- 9. FULL PAGE AD IN PROGRAM BOOKLET*

FORUM SPONSORS - \$ 4,500.00

- 1. NAME LISTED ON WEB SITE AS A PROGRAM SPONSOR*
- 2. NAME LISTED ON POWERPOINT PRESENTATION*
- 3. NAME DISPLAYED ON REGISTRATION TABLE AND IN CONFERENCE ROOM*
- 4. NAME LISTED IN PROGRAM MATERIALS*
- 5. OPPORTUNITY TO DISPLAY CORPORATE MATERIALS AND OTHER INFORMATION IN THE REGISTRATION AREA*
- 6. 1 TABLE FOR 8 INCLUDED*
- 7. FULL PAGE AD IN PROGRAM BOOKLET*

PATRON - \$3,500.00

1. OPPORTUNITY TO DISPLAY CORPORATE MATERIALS AND OTHER INFORMATION ON A 6-FOOT TABLE NEAR THE REGISTRATION AREA
2. NAME LISTED IN PROGRAM MATERIALS
3. 4 SEATS INCLUDED
4. HALF PAGE AD IN PROGRAM BOOKLET

EXHIBITOR - \$ 2,000.00 (Non-profit organizations should call for non-profit exhibitor rates).

1. OPPORTUNITY TO DISPLAY CORPORATE MATERIALS AND OTHER INFORMATION ON A 6-FOOT DRAPED TABLE NEAR THE REGISTRATION AREA
2. 2 SEATS INCLUDED

AD SPACE IN PROGRAM BOOKLET

Prices

1. Back Cover (4 1/2 x 7 1/2) \$ 1000.00 no longer available
2. Inside Back Cover \$ 750.00
3. White Page \$ 400.00
4. Half Page (4 1/2 x 3 1/2) \$ 300.00
5. Quarter Page (2 x 3 1/2) \$ 200.00

TABLE PURCHASES

- Members – Table for 8 \$ 600.00
Non-Members – Table for 8 \$ 700.00

INDIVIDUAL TICKETS

- Members \$ 85.00 includes lunch
Non-Members \$95.00 includes lunch

For further information or to request participation as a sponsor, call Betty Segal at (617) 965-3711.

**MASSACHUSETTS HEALTH COUNCIL, INC.
SPONSORSHIP ORDER FORM**

All program booklet reservations and ad copy must be received by **Friday, March 2, 2012**
Payment must accompany reservation form.

Send below order form and payment to:

**Massachusetts Health Council
73 Oak St., 1st Floor
Newton, MA 02464**

For questions or additional information, call (617) 965-3711.

SPONSORSHIP OR ADVERTISING FORM

Company/Organization _____
Contact Person _____
Address _____
City/State/Zip _____
Phone Number _____
E-mail _____

I/We wish to be a

Presenting Sponsor _____ **includes full page ad**

Forum Sponsor _____ **includes full page ad**

Patron _____ **includes half page ad**

Exhibitor _____

I/We wish to place an ad in the program booklet _____ **Ad Size**

Total Amount Enclosed _____