

# ***Harnessing the Power of WIC, Advancing California's Health System Reforms***

Summit Sponsorship Packet



March 22, 2023

Virtual- 8:30 am-12:15 pm

Provided by:



Connecting for Better Health  
Advancing data sharing to improve the health of all Californians

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January 2023

Dear Partners,

It is our pleasure to invite you to a half day summit, ***Harnessing the Power of WIC: Advancing California's Health System Reforms***, March 22, 2023. This will be a dynamic event, lifting up the power of WIC as a key partner in health care reform and offering opportunities to make timely and meaningful connections to advance the transformative and historic CalAIM initiative.

Health care leaders in California are once again leading the nation with historic reforms to improve care and outcomes for those most in need. Our state's ambitious strategy of investing in wellness and prevention at a population health level, while simultaneously addressing costly chronic disease will require participation from all health and social sectors. Partnerships and innovative business models will be key to the success of these initiatives and to addressing both the medical and social needs of patients. Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) local agencies are poised to be key partners for children and their families, and potentially for other patient populations. The California WIC Association ([CWA](#)), Insure the Uninsured Project ([ITUP](#)) and Connecting for Better Health ([C4BH](#)) are convening a summit to foster relationship building, and meaningful engagement between WIC staff and partners involved in health care data linkages and health care benefits delivery.

We are inviting you to support this critical work as a summit sponsor with opportunities to showcase your organization's plans and efforts to be changemakers for health outcomes for young children and their families.

In this half day summit, we will hear from state leaders including the California Department of Public Health, California Department of Health Care Services, California's Surgeon General, CalFresh in the Department of Social Services, California Health and Human Services Agency, and California Department of Health Care Access and Information.

WIC local agencies will share examples of innovative strategies with health care partners to improve clinical care and care coordination, support data linkages, and develop shared workforce initiatives. The 84 WIC local agencies, include about 600 local clinics, located across California in community and Native American FQHCs, county and city health depts, non-profit organizations, and hospitals and provide a statewide infrastructure with deep reach into communities. Most importantly we will provide opportunities to all attendees for discussion and relationship building.

Sponsorship by your organization will provide an opportunity to advance commitment as a key state partner. Please review our sponsorship packet and let us know your questions.

We look forward to seeing you at the summit.

Karen Farley, RD, IBCLC, Executive Director  
California WIC Association

Emili Cossio, Director of Programs  
Insure the Uninsured Project

Timi Leslie, Founder and President  
BluePath Health

**Summit Information**  
**March 22, 2023**

Find SUMMIT registration and agenda [here](#).

**SPONSORS AND EXHIBITORS**

Companies and organizations can participate as an Emerald, Ruby or Diamond Sponsor. Sponsorship ranges from \$1,000 to \$5,000. Sponsors must confirm participation by **February 28, 2023**. Please refer to the grid below. To confirm your company’s participation as an exhibitor or sponsor, please complete the application form. For questions, please contact Teresa Morris at 916.276.8283 or by email to [tmorris@calwic.org](mailto:tmorris@calwic.org).

To apply, please complete the online application form at: <https://form.jotform.com/230046452409147>

**SPONSORSHIP LEVELS AND BENEFITS**

Sponsorship Levels	Diamond \$5,000	Ruby \$2,500	Emerald \$1,000
Login Page of Conference	Logo	N/A	N/A
Main Rotating Banners	Banner Ad	N/A	N/A
Virtual Booth- with multiple brochure downloads, up to 10 video links, 10 product images hyperlinked	Logo listed under Sponsors	Logo listed under Sponsors	Logo listed under Sponsors
Pinned on Event Feed Post	Yes	Yes	Yes
Recognition in CWA Newsletter	½ Page Ad	¼ Page Ad	Name Listed
Recognition in BPH Newsletter	Name Listed	Name Listed	Name Listed
Access to Attendee Contact Information	Yes	Yes	Yes
Promotion on ITUP, BPH and CWA e-communication and social media pages (Must provide content)	Yes	Yes	Yes
Data Analytics Post Event	Yes	Yes	Yes

## **SPONSORSHIP BENEFIT DESCRIPTIONS**

**Login Page of Summit-** Diamond Sponsors will receive their logo on the login page of the virtual summit platform.

**Main Rotating Banners-** Diamond Sponsors will receive a logo or ad in the banner recognition throughout the virtual summit platform.

**Virtual Booth-** All sponsors will receive a virtual booth to market their product and/or services and will be open to attendees through May 31, 2023. Sponsors can provide brochures, video links and product images hyperlinked.

**Sponsor Link on Website** through May 31, 2023- Diamond Sponsors will have their company logo with a link to their company website. Other sponsors will have their names added to the website.

**Pinned on Event Feed Post-** Sponsors can provide a post that will be at the top of the summit feed during the conference.

**Newsletters-** Sponsors will be recognized in CWA's magazine and ITUP and BPHs member updates.

**Attendee Contact Information-** Sponsors will receive attendee contact names and email addresses post summit.

**Social Media Promotion-** Sponsors can provide content for ITUP, BPH and CWA Social Media pages.

**Data Analytics-** Company will be provided data analytics post summit.

## **SUMMIT RULES**

### **PURPOSE**

The trade show is an opportunity to engage with WIC staff and public health professionals for educational and informational purposes.

### **EXHIBIT DATES AND HOURS**

The virtual summit will take place on March 22, 2023.

### **VIRTUAL BOOTH**

All virtual booths will have a company logo and the option to provide up to 10 video links and/or pdf materials that can be used during the summit and will remain available for attendees to view on the summit platform for 60 days after the summit.

### **EXHIBIT SPACE AND DEADLINES**

Deadline to submit sponsor application and payment is February 28, 2023.

### **RESTRICTIONS**

CWA, ITUP and BPH reserve the right to decline or approve all or any part of a proposed exhibitor, vendor, advertisement, or sponsor which in the sponsor's judgment is inappropriate or contrary to our mission and programs. Exhibitors, vendors, advertisements, or products that are contrary to CWA's mission or programs include, but are not limited to, those that (1) inhibit or are likely to inhibit our ability to carry out our mission; (2) inhibit or are likely to inhibit the effectiveness of our programs; or (3) challenge our credibility or effectiveness. CWA, ITUP and BPH reserve the right to require vendor materials to be removed. No refunds will be provided.

### **BREASTFEEDING FRIENDLY CONFERENCE**

Exhibitor agrees not to display, promote, give away samples or coupons, or show pictures, images or videos, or links to, formula or nutritional supplements, bottles or nipples, for any age- infant, toddler or child. The only exception is for information on therapeutic formula, available by prescription only. Attendees' information cannot be provided to other companies or later linked to ads or information about infant, pediatric, toddler, or child formula or nutritional supplements, bottles, or nipples. Exhibitors found in non-compliance will be asked to remove the materials and potentially their entire booth from the conference. Exhibitor refunds will not be honored for non-compliance.

### **CANCELLATIONS**

In the event a sponsor finds it necessary to cancel its participation in the Summit, 50% will be refunded before a cancellation date of February 22, 2023. There will be no refunds after this date. All cancellations must be in writing. Postmarks will be used to determine eligibility.

### **FAILURE TO OCCUPY SPACE**

Sponsors are required to submit all virtual booth materials by March 8, 2023. Materials submitted after this date may result in materials not being uploaded to the virtual booth for the start of the summit. Any space not occupied will be forfeited by exhibitor without a refund.

## **A Little Bit About the Summit Producers**

The **California WIC Association**, a non-profit organization founded by WIC local agency WIC directors in 1992, represents the interests of the 84 local WIC agencies serving nearly one million WIC participants in California, the nation's largest WIC program. CWA educates and informs policymakers about the WIC program, advocates for WIC Program expansions and improvements, supports a variety of health and nutrition initiatives, and participates in various collaborative projects to address the complex health issues that our community members face.

**Insure the Uninsured Project** is a nonprofit with over 25 years of experience in the California health policy landscape. ITUP brings together unique stakeholders in ways others cannot by creating connections and educational opportunities and resources across sectors, geographies, program and policy areas, and levels of government. The mission of ITUP is to promote innovative and workable policy solutions that expand health care access and improve the health of all Californians. ITUP believes that all Californians should have a fair opportunity to live their healthiest lives. In pursuit of this vision, ITUP provides California policymakers, health care stakeholders, and health coverage media with timely and rigorous research and analysis, accessible explainers, and forums for discussing and developing policy options to preserve and expand health care coverage and continue progress on broader state-based health reforms.

**Connecting for Better Health (C4BH)**, founded in 2021, is a coalition of providers, caregivers, health plans, patient advocates, innovators, and community-based organizations. We strive to improve the state's data sharing infrastructure with a shared goal of transforming health and social outcomes for all Californians. Connecting for Better Health is managed by BluePath Health.