



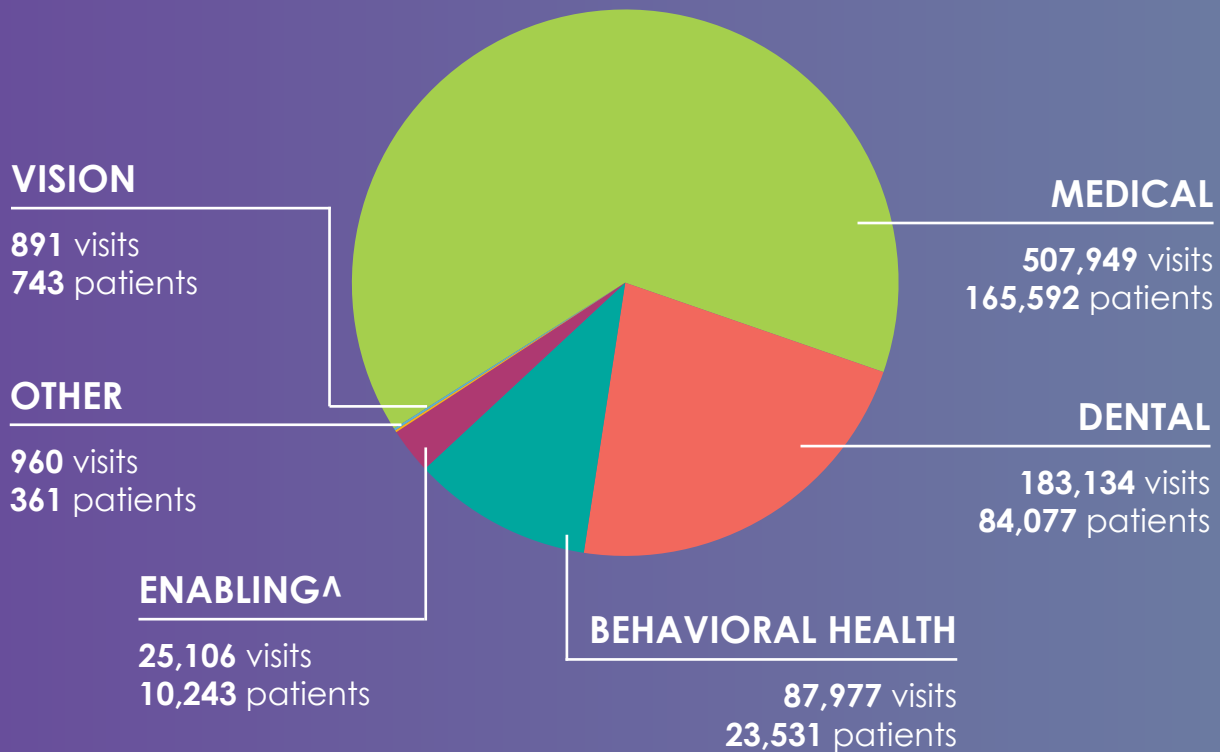
SUPPORT COMMUNITY HEALTH

IOWA PRIMARY CARE ASSOCIATION ANNUAL SPONSORSHIP OPPORTUNITIES

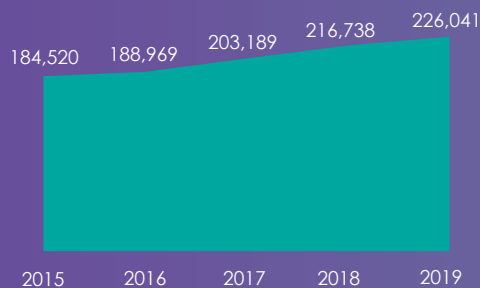
ANNUAL SPONSORSHIPS HELP SUPPORT OUR IMPACT:

806,017
TOTAL CLINICAL VISITS

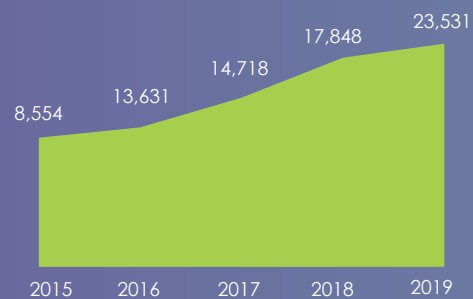
226,041
TOTAL PATIENTS*



PATIENT TRENDS
Patients Served 2015-2019



BEHAVIORAL HEALTH TRENDS
Patients Served 2015-2019



* Patients can receive multiple services

[^] Enabling services reduce barriers to care through: outreach, transportation, interpretation, housing, health management, eligibility, food insecurity, etc.



of patients are 200% or below the Federal Poverty Level



148,225
Adult Patients



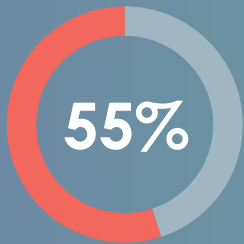
68,513
Children or Adolescents



10,507
Homeless Patients



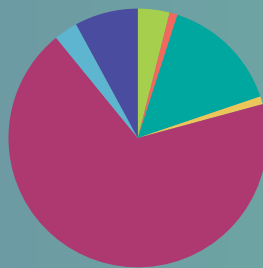
3,650+
Veterans Served



of patients identify as an ethnic or racial minority

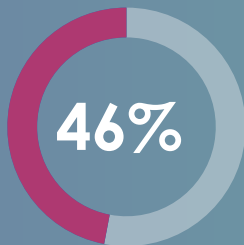
PATIENT RACE/ETHNICITY

% of patients by race and ethnicity



- 69% White
- 15% Black/African American
- 7% Unreported/Refused to Report
- 4% Asian
- 3% More Than One Race
- 1% Native Hawaiian/Pacific Islander
- 1% American Indian/Alaska Native

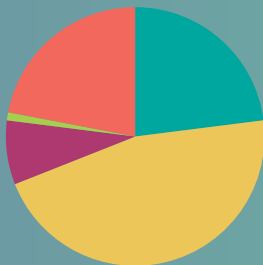
*23% indicate they're of Hispanic/Latino origin



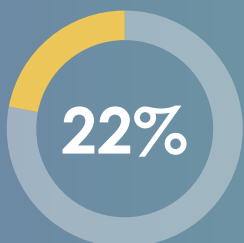
of patients are covered by Medicaid; 16% of Iowa's Medicaid population is served by community health centers

PATIENT INSURANCE STATUS

% based on # of patients



- 46% Medicaid
- 23% Uninsured
- 22% Private
- 8% Medicare
- 1% Public



of patients are best served in a language other than English

PATIENT INCOME

% of federal poverty level based on # of patients



- 64% 100% and Below FPL
- 29% 101-200% FPL
- 7% Over 200% FPL



ABOUT US

The Iowa Primary Care Association (Iowa PCA) provides technical assistance and training to Iowa community health centers (CHCs) to support their ongoing commitment to provide quality, affordable primary and preventive healthcare to the underserved in Iowa. Our member CHCs provide access to medical, dental, behavioral health, and pharmacy services, providing a health home to more than 226,000 individuals.

Vision: Health equity for all.

Mission: Enhancing community health centers' capacity to care.

Values: Accountable, Collaborative, Deliberate, Proactive, Respectful, Transformative

2020: A NEW LOOK AND NEW POSSIBILITIES

Due to the importance of social distancing during COVID-19, the Iowa PCA is moving our fall conference to a virtual event for 2020. While the conference may look different this year, our goal is to return to an in-person event as soon as possible as we believe there is great value in our members connecting directly with each other and supporters of our event.

This year we have also made the transition to an annual sponsorship. This means sponsors will receive benefits throughout the year allowing more engagement and exposure with our members beyond our annual fall event.

Our conference this year is also expanding. Rebranded as the "Iowa Community Health Conference," sponsors will now have the opportunity to reach members of the Iowa Rural Health Association, Iowa Association of Rural Health Clinics, and other healthcare providers focused on community health.



TARGET AUDIENCES

Audiences that can be reached by annual sponsorships include:

- CEOs
- CFOs
- COOs/Operations Directors
- Senior Leadership
- Providers
- Clinic Managers
- Dental Staff
- Behavioral Health Staff
- HR Directors
- Quality Directors
- Front Desk Staff
- And more!

REASONS TO SPONSOR

1. Increase your organization's name and brand recognition.
2. Increase your reach and exposure to new CHC customers.
3. Reconnect and engage with existing customers.
4. Market your organization inexpensively.
5. Support the important work of community health centers.

LET'S WORK TOGETHER

Our goal for our annual sponsorships is to find ways that best meet your marketing needs and to connect you with our member CHCs.

If you have any questions or want to propose an annual sponsorship package, please don't hesitate to reach out to Katie Owens at kowens@iowapca.org.

SPONSOR LEVELS & BENEFITS

	EXCLUSIVE (\$20,000)	PREMIER (\$15,000)	ELITE (\$10,000)	CHAMPION (\$5,000)	FRIEND (\$1,000)
SPONSORSHIP RECOGNITION					
CEO introduction letter to membership	Yes	Yes	Yes		
Social Media/Blog Feature	Yes	Yes	Yes		
Social Media Recognition	Yes	Yes	Yes	Yes	Conference Only
Company logo in weekly update	Yes	Yes	Yes	Yes	Yes
Company logo and link on the Iowa PCA website	Yes	Yes	Yes	Yes	Yes
Company logo, link, description, contact info on sponsor page	Yes	Yes	Yes	Yes	Yes
Annual report recognition	Yes	Yes	Yes	Yes	Yes
MEMBERSHIP MARKETING					
Sponsored content in weekly update to health center members	3x per year	2x per year	1x per year		
Special recognition during National Health Center Week (August)	Yes	Yes	Yes	Yes	Yes
One electronic conference attendee list	Yes	Yes	Yes	Yes	Yes
EDUCATION					
One-hour webinar learning session on topic of choice	Yes	Yes	Yes		

	EXCLUSIVE (\$20,000)	PREMIER (\$15,000)	ELITE (\$10,000)	CHAMPION (\$5,000)	FRIEND (\$1,000)
CONFERENCE & EXHIBITING					
Session/Speaker Introduction	10	7	5	3	2
Complimentary Attendance	Title Sponsor + Exhibit Space	Technology Sponsor + Exhibit Space	Promotional Item Sponsor + Exhibit Space	Break Sponsor + Exhibit Space	Exhibit Space Only
Conference Recognition	Yes	Yes	Yes	Yes	Yes
Recognition in conference program	Yes	Yes	Yes	Yes	Yes
Recognition on conference webpage	Yes	Yes	Yes	Yes	Yes
Conference App Splash Screen	Yes	Yes	Yes	Yes	Yes
Conference App Banner Ad	Yes	Yes	Yes	Yes	Yes

MEMBER EVENTS					
Sponsorship of member training event. To be mutually agreed upon.	Yes	Yes	Yes		

VIRTUAL CONFERENCE SCHEDULE

TIME	MONDAY, OCTOBER 26
9:30am - 11:30am CT	Keynote Speaker
11:30am - 12:00pm CT	Break
12:00pm - 1:30pm CT	Breakout Sessions
1:30pm - 3:00pm CT	Virtual Vendor Fair Self Care Series
3:00pm - 4:30pm CT	Breakout Sessions

TIME	TUESDAY, OCTOBER 27
9:00am - 10:30am CT	Breakout Sessions
10:30am - 12:00pm CT	Virtual Vendor Fair Self Care Series
12:00pm - 2:00pm CT	Breakout Sessions
2:30pm - 2:30pm CT	Break
2:30pm - 4:00pm CT	Closing Speaker