

# VAHP PARTNER PROGRAM

Corporate Sponsorship  
Opportunities

*Valid*

**July 1, 2025-**

**June 30, 2026**





# ABOUT VAHP

The Virginia Association of Health Plans (VAHP) is the state trade association for health plans in Virginia. VAHP gives Virginia's health plans a voice in promoting quality and affordable health care through **advocacy, communications, education, and research.**

VAHP develops and promotes a legislative and regulatory agenda that advances the successful operation of health plans in the Commonwealth. We are actively involved in **policy development and issues analysis** during the Virginia General Assembly and throughout the year. The Association also facilitates political involvement through a political action committee (PAC) to support candidates who are committed to preserving quality, affordable health care.

VAHP collaborates with other health organizations to foster progressive **partnerships** that will help accomplish our mission. We pursue constructive dialogue and joint efforts with provider organizations, health associations, employer groups, and state health agencies to promote discussion of current health policy issues. VAHP uses its Charitable Fund to demonstrate the commitment of the Association to the community by sponsoring health-related community activities.

VAHP serves as a forum for the **education** of member health plans about current, relevant issues and regulatory changes. In addition, VAHP issues position statements for and educates legislators on health care and insurance issues.

VAHP serves as a **resource to state and local legislators**, regulators and other officials involved in the planning and development of laws and regulations affecting the operation of health plans in Virginia.

## MEMBERSHIP

The Association has three classes of membership: Full Member, Associate, and Affiliate.

**Full Membership** is available to health plans licensed in the Commonwealth of Virginia and operating to serve at least one covered person in Virginia, or an association representing such health plans. A Member includes any affiliated health plan which is also licensed in Virginia. VAHP currently has 8 full members.



**Associate Membership** is available to health plans that have a limited presence in Virginia and are otherwise eligible for full membership in VAHP, including an organization that has applied for licensure as a health plan but does not yet qualify as a member or provides or arranges for the provision of single or supplemental health benefits.



**Affiliate Membership** is available to business entities, professional organizations or associations, and other corporate interests which support the philosophy and goals of the Association. An Affiliate Member may be a managed care entity other than an organization meeting the criteria for Member or Associate Member. VAHP's **40+ Affiliate Members** represent the pharmaceutical, NEMT, behavioral health services, medical supplies industries, and more.



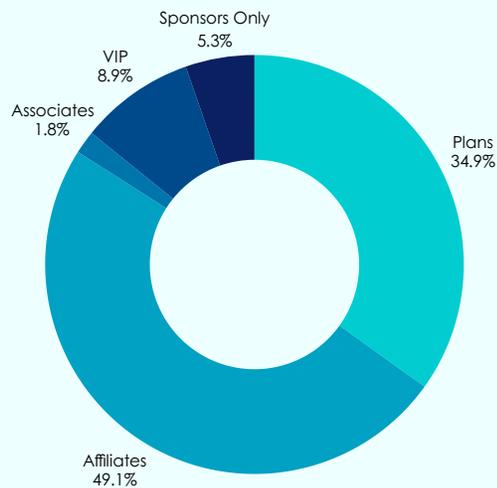
# WHY PARTNER WITH VAHP?

- Present your message to the VAHP Board of Directors and event attendees
- Highlight your company's mission and products
- Increase your access to VAHP Member Plan leadership

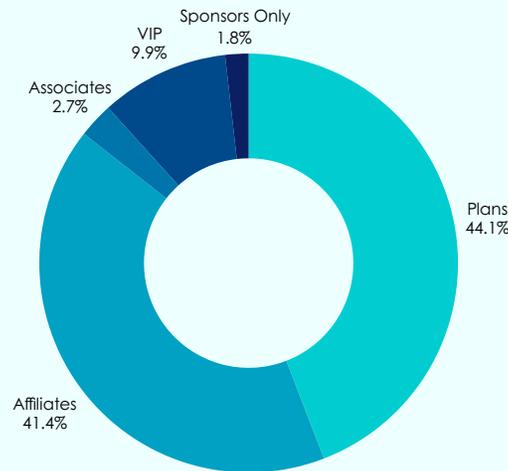
VAHP hosts 2 important events for our members: the Annual Meeting, typically held in May/June, and the Fall Forum, typically held in November/December, each year. Events focus on the most current developments in national and state-level healthcare delivery systems that affect our health plans, Virginia's providers and citizens. We take an in-depth look at legislation to be heard by the Virginia General Assembly, regulatory updates from Virginia's Bureau of Insurance, and political changes in the leadership of Virginia's Senate and House of Delegates. There are also opportunities to meet and network with plans' leaders and colleagues.

## Event attendance breakdown based on membership type:

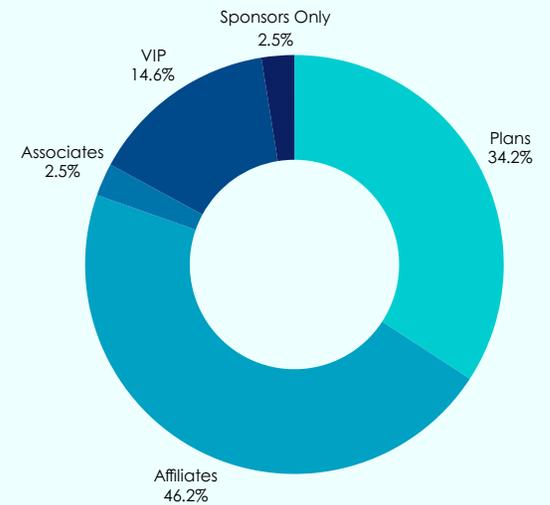
### 2024 Annual Meeting



### 2024 Fall Forum



### 2025 Annual Meeting



Plan attendees included: CEOs, CFOs, Chief Medical Officers, Pharmacy Directors, Clinical Directors, and Government Affairs/ Legislative Policy personnel  
Associate attendees included: PR/ Marketing and Government Relations personnel  
Affiliate attendees included: CEOs, Business Development and Account Managers  
VIP attendees included: government officials, speakers and special guests from the industry



# EVENT SPONSORSHIP PACKAGE LEVELS & BENEFITS

	Affiliate Members						Non-Member
	Presenting \$15,000	Diamond \$10,000	Platinum \$5000	Gold \$3500	Silver \$2500	Bronze \$1000	Exhibitor \$4500
Number of sponsorships available at Annual Meeting	1	2	<del>4</del> 0	5 4	5 3	5	5 4
Sponsor Recognition	√	√	√	√	√	√	√
Pre- & Post- Conference Attendee List	√	√	√	√	√	√	√
Corporate Logo on: <ul style="list-style-type: none"> <li>• Conference Signage</li> <li>• VAHP website and event page</li> <li>• Power Point During Conference</li> </ul>	√	√	√	√	√	√	√
Intro to VAHP BOD at BOD meeting	√	√	N/A	N/A	N/A	N/A	N/A
Presentation time allotted to all attendees at meeting	10 minutes	7 Minutes	5 Minutes	3 Minutes	N/A	N/A	N/A
Dedicated Banner Ad space on VAHP Website	√	√	N/A	N/A	N/A	N/A	N/A
Attendance at Private Pre-reception Reception(s)	√	√	√	√	√	√	√
Number of preferred seats at Private VIP Dinner	4	3	2	1	1	N/A	N/A
Table top exhibit in foyer outside of meeting room	√	√	√	√	√	N/A	√
Promotion on Social Media as Sponsor	√	√	√	√	√	√	√
Total registrations to attend Sponsored Event	4	3	3	2 (Included with membership dues)			2

QUANTITIES OF OPPORTUNITIES AND ADD-ONS ARE LIMITED. PLEASE INQUIRE ABOUT CURRENT AVAILABILITY WITH VAHP DIRECTOR OF MEMBERSHIP.



# ADDITIONAL EVENT SPONSORSHIP OPPORTUNITIES & BENEFITS

	Available to Affiliate Members Only			
	Lunch \$7500	Breakfast \$5000	Reception \$4000	Break \$2500
Number of sponsorships available for Annual Meeting	1	2	2	2
<b>Sponsor Recognition</b>	√	√	√	√
<b>Pre- &amp; Post- Conference Attendee List</b>	√	√	√	√
<b>Corporate Logo on:</b> <ul style="list-style-type: none"> <li>• Conference Signage</li> <li>• VAHP website and event page</li> <li>• Power Point During Conference</li> </ul>	√	√	√	√
<b>Intro to VAHP BOD at BOD meeting</b>	√	N/A	N/A	N/A
<b>Presentation time allotted to all attendees during general meeting</b>	5 Minutes	5 Minutes	3 Minutes	N/A
<b>Dedicated Banner Ad space on VAHP Website</b>	√	N/A	N/A	N/A
<b>Attendance at Private Pre-reception Reception(s)</b>	√	√	√	√
<b>Number of preferred seats at Private VIP Dinner</b>	3	2	1	1
<b>Table top exhibit in foyer outside of meeting room</b>	√	√	√	√
<b>Promotion on Social Media as a sponsor</b>	√	√	√	√
<b>Total registrations to attend Sponsored Event</b>	3	3	2 (Included with membership dues)	

## OPTIONAL ADD-ONS FOR ALL SPONSORSHIP LEVELS:

### Ticket to Private VIP Dinner: \$1000

Maximum of 2 tickets in addition to included benefits for Affiliate Members. Non-members are limited to 1 ticket.

### Additional registration to attend meeting: \$1000

Maximum of 4 registrations total per company

\*Add-Ons are only available to event sponsors.

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# INDIVIDUAL MARKETING OPPORTUNITIES

Individual opportunities are à la carte marketing offerings that can be added to sponsorship packages or purchased on their own. They are available year round, unless otherwise noted.

	Member	Non-Member
<b>E-mail blast to member plans</b>	\$2000	\$3000
<b>Social media takeover</b> (LinkedIn posts, 2 per day, for 5 consecutive days, must supply VAHP w/ content)	\$1000	\$1500
<b>Speaking opportunity "commercial" at a meeting ‡◇</b>	\$3000- 3-minutes \$4500- 5-minutes	\$4000- 3-minutes \$5500- 5-minutes
<b>30-minute presentation session ◇</b> (timely educational topic, non-branded)	\$20,000	\$25,000
<b>Blog/news post on VAHP.org</b>	\$1500	\$2500
<b>15- Minute Webinar presentation to VAHP Plan Members Δ</b>	\$7500	\$10,000

‡ SPEAKING OPPORTUNITIES FOR NON-MEMBERS DO NOT INCLUDE REGISTRATION TO THE MEETING.

◇ ONLY AVAILABLE DURING THE FALL FORUM OR ANNUAL MEETING.

Δ AVAILABLE DURING A VIRTUAL EC/BOD MEETING.



# BECOME A STRATEGIC PARTNER

Don't see an opportunity you are looking for? Let us know. We'll be happy to create a custom package for you.

Event Sponsorships, as outlined on pages 4-5, can be secured during the event registration process. Custom packages cannot be created and purchased online. Please discuss your custom sponsorship package requests directly with the Director of Membership.

## Event Sponsorship Deadlines:

**October 1** for Fall Forum

**May 1** for Annual Meeting

If you are interested in an Individual Marketing Opportunity as outlined on page 6, please contact the Director of Membership for more information, and the process of securing and scheduling your Individual Marketing Opportunity.



## QUESTIONS?

Contact:

Allyn Hodgins

Director of Membership

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804-648-8466 ext. 3

