VAHP
VIRGINIA ASSOCIATION OF HEALTH PLANS

July 1, 2026 - June 30, 2027

Sponsorship Prospectus

ENGAGE WITH VIRGINIA'S HEALTH PLAN LEADERS

Partnership & Sponsorship Opportunities

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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.

Meet Us

The VAHP Team is a dedicated group of professionals committed to advancing Virginia's health plans and the communities they serve. With expertise spanning membership engagement, meetings and events, communications, and operations, our team works collaboratively to deliver high-quality programs, meaningful connections, and valuable resources for our members and partners.

Behind every VAHP event, initiative, and member experience is a team that is responsive, detail-oriented, and passionate about making an impact. We take pride in building strong relationships, anticipating needs, and creating opportunities for collaboration across the healthcare landscape in Virginia.

Our Team

Doug Gray
Executive Director

Heidi Dix
SVP of Policy

Alyn Hodgins
Director of Membership

Event Portfolio

Fall Forum

Policy insights, networking, and timely healthcare discussions

Annual Meeting

Flagship event featuring education, strategy, and industry leadership

Special Events

Targeted leadership forums, summits, and strategic networking opportunities

Why Partner with Us

VAHP connects industry partners directly with Virginia's leading health plan executives, policymakers, and decision-makers. Through curated events, policy discussions, and year-round engagement opportunities, partners gain meaningful access and visibility within the healthcare ecosystem.

Key Benefits:

- Direct access to decision-makers
- Engagement in policy and regulatory conversations
- High-value networking opportunities
- Year-round brand visibility

Audience Snapshot

Who You'll Reach

- CEOs, CFOs, Medical, Pharmacy, & Clinical Directors
- Government Affairs & Policy Leaders
- Business Development Executives

Attendee Breakdown
(over past 4 years)

- Plans: ~34–55%
- Affiliates: ~32–49%
- Guest/VIP: ~8–15%

Average Attendance

- Annual Meeting: 150–170
- Fall Forum: 100–130

Annual Partner Program

Select sponsorship categories may be limited to ensure a high-quality, curated experience.

Presenting Sponsorship Package *Exclusive - 1 annually*

Top-tier visibility, access, and influence across all VAHP programming.

- Presenting Sponsor at Fall Forum and Annual Meeting
- 10-minute speaking opportunity (at 1 event)
- Intro to VAHP Board of Directors (at 1 event)
- 1 Thought Leadership Activation
- Dedicated banner ad on VAHP website (year-round)
- Up to 4 additional event registrations per event (in addition to membership)
- 4 VIP Dinner seats per event
- Exhibit Table at both events
- Pre/Post event attendee list
- Premium brand visibility across event materials
- Quarterly Partner Spotlight feature

$25,000 (Member) / $30,000 (Non-Member)

Diamond Sponsorship Package *Limited - 2 annually*

High visibility at both events with strategic engagement opportunities.

- Diamond-level sponsorship at Fall Forum and Annual Meeting
- 7-minute speaking opportunity (at 1 event)
- 1 Thought Leadership Activiation
- Up to 3 additional event registrations per event (in addition to membership)
- 3 VIP Dinner seats per event
- Exhibit Table at both events
- Pre/Post event attendee List
- Enhanced brand visibility across event materials
- (1) Mid-year content feature

$15,000 (Member) / $20,000 (Non-Member)

Annual Partner Program

Select sponsorship categories may be limited to ensure a high-quality, curated experience.

Platinum Sponsorship Package

MOST POPULAR

Multi-event presence with added exposure

- Platinum Sponsorship at Annual Meeting and Fall Forum
- 5-minute speaking opportunity (at 1 event)
- Up to 2 additional event registrations per event (in addition to membership)
- 2 VIP Dinner seats at each event
- Exhibit Table at both events
- Pre/Post event attendee list
- Brand visibility across event materials

$10,000 (Member) / $15,000 (Non-Member)

Gold Sponsorship Package

Available to VAHP members only

Strong visibility at VAHP events

- Gold Sponsorship at the VAHP Fall Forum and Annual Meeting
- 3-minute speaking opportunity (at 1 event)
- Up to 2 additional event registrations per event (in addition to membership)
- 1 VIP Dinner seat at each event
- Exhibit Table at both events
- Pre/Post event attendee list
- Brand visibility across event materials

$7,000

Annual Partner Program

Select sponsorship categories may be limited to ensure a high-quality, curated experience.

Silver Sponsorship Package

Available to VAHP members only

Foundational exposure and access

- Silver Sponsorship at the VAHP Fall Forum and Annual Meeting
- Up to 2 additional event registrations per event (in addition to membership)
- Pre/Post event attendee list
- Brand visibility across event materials

$4,500

Bronze Sponsorship Package

Available to VAHP members only

Entry-level visibility and participation

- Bronze Sponsorship at the VAHP Fall Forum and Annual Meeting
- Up to 1 additional event registration per event (in addition to membership)
- Post event attendee list
- Brand visibility across event materials

$2,500

Signature Event Sponsorships

The following sponsorships are limited to the number of respecitve functions held during each event.

Lunch Sponsorship Package

AVAILABLE Fall Forum
AVAILABLE Annual Meeting

- Up to 2 additional event registrations (in addition to membership)
- 2 VIP Dinner seats at event
- Exhibit Table
- Pre/Post attendee list
- Brand visibility across event materials
- Branding at meal room entrance

$6,000 (Member) / $10,000 (Non-Member)

Breakfast Sponsorship Package

SOLD Fall Forum
AVAILABLE Annual Meeting

- Up to 2 additional event registrations (in addition to membership)
- 1 VIP Dinner seat at event
- Exhibit Table
- Pre/Post attendee list
- Brand visibility across event materials
- Branding at meal room entrance

$5,000 (Member) / $9,000 (Non-Member)

Reception Sponsorship Package

SOLD Fall Forum
AVAILABLE Annual Meeting

- Up to 2 additional event registrations (in addition to membership)
- 1 VIP Dinner seat at event
- Pre/Post attendee list
- Brand visibility across event materials
- Branding at function entrance

$4,500 (Member) / $8,000 (Non-Member)

Enhanced Partnership & Sponsorship Add-Ons

Add-ons are discounted based on partner level and are priced per-event.

Opportunity	Bronze/Silver	Gold/Platinum Reception/ Breakfast	Diamond/Presenting Lunch
Thought Leadership Activation	$3,000	$2,500	Included
Social Media Takeover	$1,500	$1,250	$1,000
3-Minute Speaking Slot	$3,500	$2,500	$1,500
30-Minute Presentation Session	$12,000	$10,000	$8,000
VIP Dinner Ticket	$1000	$750	$500

Thought Leadership Activation (choose one):

- Partner Insight Video: 2-3 min. pre-recorded video sent via email, and posted on the VAHP website. should be thought leadership-based, not a sales pitch.
- Sponsored Insight Email: Curated, lightly branded content. "Industry Insight from VAHP Partner"
- Executive Brief: 1-page PDF (policy update trend, data insight, etc.) distributed to plan executives or BOD if appropriate

Social Media Takeover: LinkedIn and X posts, 2 per day, for 5 consecutive days, must supply VAHP with content.

3-Minute Speaking Slot: Partner "commercial" time at the Fall Forum or Annual Meeting. Some sponsorship levels already include 3-10 minutes at 1 event. This allows partners to add some speaking time to the second event.

30-Minute Presentation Session: Partner presentation on a timely, educational topic, non-branded. Preference is given to partners presenting with Plan Members.

VIP Dinner Ticket: Maximum of 4 dinner tickets per partner, per event.

Special Event Sponsorship Packages

Medicaid Plan Presidents Forum

Limited to 1 sponsor per event

An invitation-only gathering of senior health plan executives for strategic discussion. *Projected Timeframe to be held: Fall or Spring.*

Sponsorship includes:

- 10–15 minute industry insights presentation (non-promotional, subject to VAHP approval)
- Opportunity to help inform discussion topics
- Attendance for 2–3 representatives (based on overall attendance)
- Participation in executive-level discussions
- "Presented by [Sponsor]" recognition
- Logo placement on event materials
- Recognition in post-event communications
- Attendee list (as appropriate)
- Opportunity to contribute to post-event summary or key insights document

$20,000

Special Event Sponsorship Packages

Medicaid Leadership Summit *Limited to 1 sponsor per event*

Focused on policy, operations, and innovation in Virginia's Medicaid landscape. *Projected Timeframe to be held: Fall or Spring.*

- 10–15 minute industry insights presentation (non-promotional, subject to VAHP approval)
- Opportunity to help inform discussion topics
- Attendance for 2–3 representatives (based on overall attendance)
- Participation in executive-level discussions
- "Presented by [Sponsor]" recognition
- Logo placement on event materials
- Recognition in post-event communications
- Attendee list (as appropriate)
- Opportunity to contribute to post-event summary or key insights document

$15,000

Networking Series *Limited to 1 sponsor per event*

VAHP networking events provide a relaxed environment for building connections across the health plan community. These gatherings are designed to complement formal programming and offer partners additional visibility opportunities. *Projected Timeframe to be held: Fall, Winter, & Spring.*

- Recognition across 3–4 networking events
- Logo placement on all promotional materials
- Consistent brand visibility throughout the series
- Opportunity for welcome remarks at select events

$9,000 - $12,000

How to Get Involved

1. Select Your Partnership Level
2. Choose Additional Opportunities
3. Contact VAHP to secure your placement

Contact Us

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