

# VAHP PARTNER PROGRAM

STRATEGIC PARTNERSHIP  
OPPORTUNITIES

2024-2025





# 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 10 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 30+ Affiliate Members represent the pharmaceutical, NEMT, PBM, behavioral health services, and medical supplies industries.



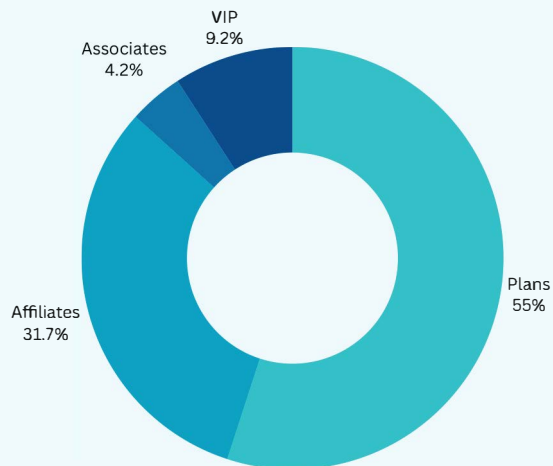
# WHY PARTNER WITH VAHP?

- 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

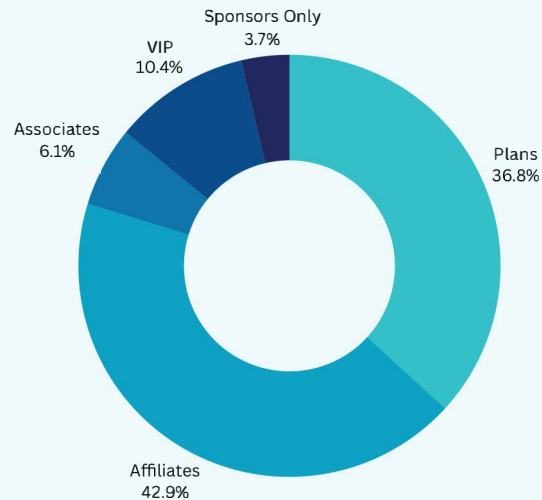
VAHP hosts 2 important events for our members: the Annual Meeting, typically held in May/June, and the Fall Forum, typically held in November/December, each year. Events focus on the most current developments in national and state-level healthcare delivery systems that affect our health plans, Virginia's 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:

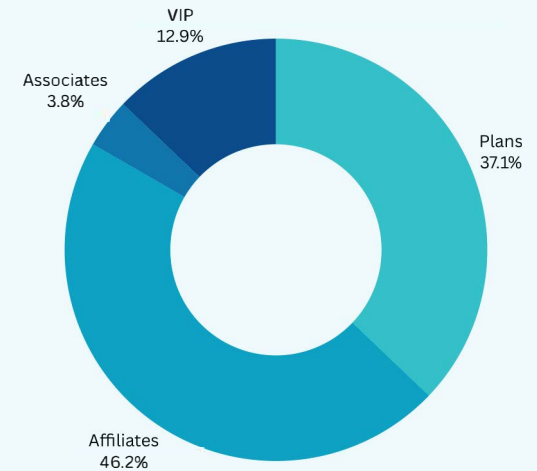
2022 Fall Forum



2023 Annual Meeting



2023 Fall Forum



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  
Associate attendees included: CEOs, Business Development and Account Managers  
VIP attendees included: government officials, speakers and special guests from the industry  
\*Registered attendance as of May 15, 2023



# EVENT SPONSORSHIP PACKAGE LEVELS & BENEFITS

	Affiliate Members					Non-Member	Associate Members
	Presenting \$15,000	Platinum \$5000	Gold \$3500	Silver \$2500	Bronze \$1000	Exhibitor \$4000	Exhibitor \$3500
Sponsor Recognition	✓	✓	✓	✓	✓	✓	✓
Pre- & Post- Conference Attendee List	✓	✓	✓	✓	✓	N/A	✓
Corporate Logo on: <ul style="list-style-type: none"> <li>• Conference Signage</li> <li>• Meeting Program</li> <li>• VAHP website event page</li> <li>• Power Point During Conference</li> </ul>	✓	✓	✓	✓	✓	✓	✓
5-min. presentation during VAHP EC Meeting	✓	N/A	N/A	N/A	N/A	N/A	N/A
Intro to VAHP BOD at BOD meeting	✓	N/A	N/A	N/A	N/A	N/A	N/A
Presentation time allotted to all attendees at meeting	10 minutes	5 Minutes	3 Minutes	N/A	N/A	N/A	3 Minutes
Color Ad size in meeting program	Full Page	Full Page	1/2 Page	N/A	N/A	N/A	1/2 Page
Corporate Logo on VAHP.org Welcome Page	✓	✓	✓	N/A	N/A	✓	✓
Number of preferred seats at LUNCH meal function	2	2	1	1	1	N/A	1- included with membership dues
Number of preferred seats at DINNER meal function	4	2	1	1	N/A	N/A	1- included with membership dues
Table top exhibit in foyer outside of meeting room	✓	✓	✓	✓	N/A	✓	✓
Promotion on Social Media as Sponsor	✓	✓	✓	✓	✓	✓	✓
Registrations to sponsored event	4	3	2- Included with membership dues			2	Included with membership dues

## OPTIONAL ADD-ONS:

<b>Invitation to a meal function \$750 (per meal function)</b> Maximum of 2 invitations in additional to included benefits for Affiliate/ Associate members. Non-members limited to 1 attendee per meal function
<b>Additional registration to attend meeting: \$1000</b> Maximum of 4 registrations total

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	Welcome Reception \$4000	Break \$2500
Number of sponsorships available	2	2	1	2
Sponsor Recognition	✓	✓	✓	✓
Pre- & Post- Conference Attendee List	✓	✓	✓	✓
Corporate Logo on: <ul style="list-style-type: none"> <li>• Conference Signage</li> <li>• Meeting Program</li> <li>• VAHP website event page</li> <li>• Power Point During Conference</li> </ul>	✓	✓	✓	✓
Intro to VAHP BOD at BOD meeting	✓	N/A	N/A	N/A
Presentation time allotted to function attendees (audio only, no visuals)	5 Minutes	5 Minutes	N/A	N/A
Color Ad size in meeting program	Full Page	Full Page	1/2 Page	N/A
Corporate Logo on VAHP.org Welcome Page	✓	✓	✓	N/A
Number of preferred seats at LUNCH meal function	2	1	1	1
Number of preferred seats at DINNER meal function	3	2	1	1
Table top exhibit in foyer outside of meeting room	✓	✓	✓	N/A
Promotion on Social Media as a sponsor	✓	✓	✓	✓
Registrations to Sponsored Event	3	3	2- Included with membership dues	

## OPTIONAL ADD-ONS:

### Invitation to a meal function \$750 (per meal function)

Maximum of 2 invitations in additional to included benefits for Affiliate/ Associate members. Non-members limited to 1 attendee per meal function

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

Maximum of 4 registrations total

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



# 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
E-mail blast to member plans	\$2500	\$3500
Social media takeover (LinkedIn posts, 2 per day, for 5 consecutive days, must supply VAHP w/ content)	\$1000	\$1500
Speaking opportunity "commercial" at a meeting ‡◆	\$3000- 3-minutes \$4500- 5-minutes	\$4000- 3-minutes \$5500- 5-minutes
30-minute presentation session ◆ (timely educational topic, non-branded)	\$20,000	\$25,000
Blog/news post on VAHP.org	\$2000	\$3000
Advertisement in Meeting program ◆	\$1000- 1/2 page \$1500- full page	\$1500- 1/2 page \$2000- full page
15- Minute Webinar presentation to VAHP Plan Members Δ	\$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

Please complete the Partner Commitment form and return it to the Director of Membership. A downloadable copy of the Commitment Form can be accessed [here](#).

Deadlines for Event Sponsorship commitments:  
September 1 for Fall Forum  
April 1 for Annual Meeting

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

## QUESTIONS?

Contact:  
Allyn Hodgins  
Director of Membership  
[allyn@vahp.org](mailto:allyn@vahp.org)  
804-648-8466 ext. 3

