

We cordially invite you to

# Invest In Colorado Public Health Association



COLORADO  
PUBLIC HEALTH ASSOCIATION





Since 1938, CPHA has strived to achieve our mission to “educate, develop, and galvanize the Colorado public health community.” As we continue to do so, we find ourselves facing down the formidable challenges of a global pandemic, endemic racism, misinformation campaigns, political polarization, and unprecedented anti-public health efforts. As such, Colorado has never needed an empowered, unified, and mobilized public health movement more than right now.

I would like to extend a personal invitation to become a part of that movement. The continued success of CPHA as a champion for Colorado public health and our communities is wholly contingent upon the engagement and generous support of our members and sponsors. Simply put, our success requires people power; and people power requires YOU. I thank you in advance for your investment in promoting health, justice, equity, and the manifestation of our vision to “create the healthiest Colorado for everyone.”

*Jason Vitello, President, CPHA Board of Directors*

**CPHA's mission is to educate,  
develop and galvanize the Colorado  
public health community.**



## Who We Reach:

Our contacts include nurses, environmental health specialists, health educators, physicians, allied health professionals, preventive medicine specialists, alternative health care providers, social workers, outdoor recreation supporters, academics, policymakers, interested citizens, students and many more. Many include organizations interested in supporting public health in Colorado.

## By The Numbers:

- **5,010 Email contacts**
- **4,038 Social media followers**
- **658 CPHA members**
- **28 Events**
- **1500 Event Attendees**

## Let Us Help Show The World That You Care

Investing in Colorado Public Health Association will put your brand in front of public health professionals from around the State of Colorado.

Let us customize an investor logo that you can add to your website, your social media, and any other e-platform or print materials you use to show that you are an investor in Colorado Public Health.

This document lays out several opportunities to invest in Colorado Public Health Association, however, if you don't see a level that looks perfect for you, no problem! We can customize an opportunity that fits your company's needs and budget.

Give us a call at 303-339-0391 or email [info@coloradopublichealth.org](mailto:info@coloradopublichealth.org) today, and let's get creative!



**Building a Public Health Movement**





# Opportunities



**Comprehensive Packages**  
**À la carte Opportunities**  
**Anti-Racist Organizational Support**  
**Virtual Events**  
**Emerging Leaders**  
**Additional Opportunities**

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## **Trustee Sponsor \$25,000**

- Year-round exposure to website visitors with your logo prominently displayed
- Custom advertisement package in newsletters 12/yr
- Up to 200-word sponsor profile with logo and website link on the CPHA website
- Custom email from you sent to 5,000+ CPHA email distribution list (sent from CPHA) 2/yr
- Exposure on CPHA social media platforms 12/yr
- Logo listed as a CPHA Investor at all events throughout the year
- Annual investor check-in with the CPHA Board President to determine needs and strategic connections needed
- Invitation for eight people to attend a VIP reception at PHiR
- Custom logo for you to use in your marketing that shows you are an investor in CPHA



# Choose The Level That Works For You

## **Premier Sponsor \$20,000**

- Year-round exposure to website visitors with your logo prominently displayed
- Up to 100-word sponsor profile with logo and website link on the CPHA website
- Custom email from you sent to CPHA's 5,000+ email distribution list (sent from CPHA) 1/yr
- Exposure on CPHA social media platforms 8/yr
- Logo listed as a CPHA Investor at all events throughout the year
- Annual investor check-in with the CPHA Board President to determine needs and strategic connections needed
- Invitation for six people to attend a VIP reception at PHiR
- Custom logo for you to use in your marketing that shows you are an investor in CPHA



## **Gold Sponsor \$15,000**

- Logo displayed on CPHA website
- Up to 50-word sponsor profile with logo and website link on the CPHA website
- Custom email from you sent to CPHA's 5,000+ email distribution list (sent from CPHA) 1/yr
- Exposure on CPHA social media platforms 4/yr
- Logo listed as a CPHA Investor at all events throughout the year
- Annual investor check-in with the CPHA Board President to determine needs and strategic connections needed
- Invitation for four people to attend a VIP reception at PHiR
- Custom logo for you to use in your marketing that shows you are an investor in CPHA

## **Silver Sponsor \$10,000**

- Logo displayed on CPHA website
- Up to 25-word sponsor profile with logo and website link on the CPHA website
- Exposure on CPHA social media platforms 2/yr
- Logo listed as a CPHA Investor at all events throughout the year
- Invitation for two people to attend a VIP reception at PHiR
- Custom logo for you to use in your marketing that shows you are an investor in CPHA

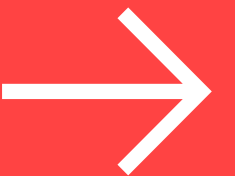
## **Bronze Sponsor \$7,500**

- Logo displayed on CPHA website
- Up to 25-word sponsor profile with logo and website link on the CPHA website
- Exposure on CPHA social media platforms 1/yr
- Logo listed as a CPHA Investor at all events throughout the year
- Custom logo for you to use in your marketing that shows you are an investor in CPHA





# Let's Customize These for YOU!



## **\$5,000 À la carte Level**

Together, let's explore opportunities to upgrade your existing event sponsorship.

We can also customize one of the sponsorship opportunities in this packet.

## **\$3,000 À la Carte Level**

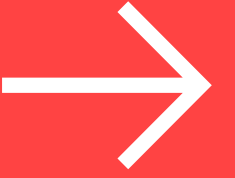
Every organization's marketing needs and budgets are different. Email us today, or give us a call and let's customize a \$3,000 sponsorship opportunity that works for you and make it a win-win in 2022!

## **\$2,000 À la Carte Level**

If you have a \$2,000 budget, and you want your logo and your website in front of thousands of public health professionals in 2022, we can make that happen. Reach out to our creative minds at CPHA today!



# Anti-Racist Organization (ARO)



ARO INVESTOR \$30,000

While CPHA has been committed to the advancement of health and social equity for some time, in 2020, the Board of Directors unanimously voted to become an anti-racist organization. This means that CPHA will strive to ensure that the commitment to end racism is a consistent and enduring area of focus in all that we do. As such we will be prioritizing activities such as the following:

- Analysis and transformation of our organizational norms and culture including governance, elections, mission, vision, policies, communications, procedures, and board agreements
- Intentional efforts to increase inclusion at all levels of the organization, from membership to leadership
- More community engagement, co-creation, and power-sharing platforms to determine strategy, resource allocation, and association and policy advocacy priorities
- Provision of training and education on DEI, anti-racism, ally-ship, power, accountability, the links between oppressions, and the aversive impacts of systemic racism and white supremacy
- Engagement in policy advocacy efforts that reduce health inequities and promote racial equity and justice
- Devotion of organizational time and resources to building relationships across the dimensions of culture, race, gender and ethnicity.

These activities will guide and inform CPHA leadership, our membership, and the Colorado public health field, in the years and generations to come. Most importantly, they will result in the narrative, policy, and systemic changes, and meaningful and measurable outcomes in Colorado communities.





# ARO Contributor

**Your commitment to CPHA's ARO work provides a ripple affect that spreads from organizational impact to community impact. Be part of the change. Below are ARO benefits based on your level of contribution.**

- Year-round exposure to website visitors with your logo prominently displayed
- Custom advertisement package in newsletters 12/yr
- Up to 200-word sponsor profile with logo and website link on the CPHA website
- Custom email from you sent to 5,000+ CPHA email distribution list (sent from CPHA) 2/yr
- Exposure on CPHA social media platforms 12/yr
- Logo listed as a CPHA Investor at all events throughout the year
- Annual investor check-in with the CPHA Board President to determine needs and strategic connections needed
- Invitation for eight people to attend a VIP reception at PHiR
- Custom logo for you to use in your marketing that shows you are an investor in CPHA



Contributions amounts can range from \$250 to \$10,000. Contact us at [info@coloradopublichealth.org](mailto:info@coloradopublichealth.org) to talk about your budget.

For more information about CPHA's ARO work please visit: <https://www.coloradopublichealth.org/anti-racist-organization>



## Sponsor All HEC Webinars \$2,500 (4/yr)

- Collaborate with HEC Leadership to pick the topic of one of our four yearly webinars
- 3 minutes of talk time at the beginning of the HEC webinars
- Announced as a 2022 HEC sponsor on CPHA social media platforms 5/yr
- Your logo will appear on all e-correspondence marketing the events | 5,000 distribution per email

## Sponsor One CPHA Pulse Check \$750 each

- Collaborate with CPHA Leadership to chose the topic you would like to sponsor
- 3 minutes of talk time at the begining of the Pulse Check
- Announced as a 2022 Pulse Check sponsor on CPHA social media platforms 1/yr
- Your logo will appear on all e-correspondence marketing the event | 5,000 distribution per email

# Sponsor CPHA Webinars





INVEST IN THE FUTURE OF  
PUBLIC HEALTH IN COLORADO

# INVEST IN EMERGING LEADERS

## Emerging Leaders Sponsor \$500 per event

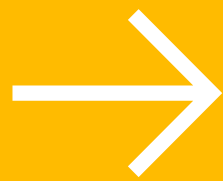
- 1 minute of talk time at the beginning of the Emerging Leaders events
- Announced as a 2022 Emerging Leaders sponsor on CPHA social media platforms
- Your logo will appear on all e-correspondence marketing of Emerging Leader events | 5,000 distribution per email
- For more opportunities to sponsor Emerging Leaders, please check out

[https://cpa.memberclicks.net/assets/EmergingLeaders/ELC Events/ELC%20Sponsorship%20Opportunities%202021-22%20%281%29.pdf](https://cpa.memberclicks.net/assets/EmergingLeaders/ELC%20Events/ELC%20Sponsorship%20Opportunities%202021-22%20%281%29.pdf)



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### **Culture of Data Opportunities**

<https://cphacultureofdata.org/>

### **Public Health in the Rockies Opportunities**

<https://publichealthintherockies.org/>

### **Public Health Day at the Capitol (3 available) \$750**

- Welcome attendees before opening remarks
- Announced as the Public Health Day at the Capitol sponsor on CPHA social media platforms
- Your logo will appear on all e-correspondence marketing of Public Health Day at the Capitol | 5,000 distribution per email

### **Friends of Colorado Public Health \$150**

- Your name is listed on the CPHA Friends of CPHA website



# Additional Opportunities



If you did not see a level that was the exact perfect fit for you, give us a call and we will be happy to create a custom package just for you!

Let's chat: 303-339-0391

or email: [info@coloradopublichealth.org](mailto:info@coloradopublichealth.org)



CPHA'S  
VISION IS TO  
CREATE THE  
HEALTHIEST  
COLORADO  
FOR  
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# Thank you!

If you have any questions about investing in Colorado Public Health Association please don't hesitate to reach out to us at 303-339-0391 or [info@coloradopublichealth.org](mailto:info@coloradopublichealth.org).

