



KHC 2026 Annual
Conference
Louisville, KY

HEALTHCARE IN MOTION

From Challenge to Change



Kentuckiana
Health Collaborative

Building a Bridge to Better Health, Better Care and Better Value

Sponsorship Prospectus

UPDATED:
August 2026

About the KHC

Mission

To champion a more effective healthcare ecosystem through collaboration, insights, and education.

Vision

A future where all people in Kentucky and Southern Indiana have access to high quality, affordable, and equitable healthcare.

Values

The KHC values innovation, transparency, collaboration, and integrity.

Accomplishing More Together Than Alone

Our focus is on addressing healthcare challenges through practical, system-level improvements. We promote cost-effective strategies that enhance care quality, advance equity, and strengthen population health while advocating for innovative, cost-effective solutions that deliver measurable results.

We believe lasting solutions require collective effort, shared expertise, and a commitment to building a healthcare system that reflects the needs and values of the people it serves. KHC brings together those who provide care, receive care, pay for care, and shape the healthcare system to drive meaningful and lasting change. View our current list of members at

<https://khcollaborative.org/about/members/>.



Healthcare
Purchasers/Employers
Health Plans
Health Systems and Hospitals
Pharmaceutical Companies
Healthcare Point Solutions

Consultants
Health Services Providers
Government
Public Health
Non-Profits

Our Impact

The KHC's roots date back to 2001 with the formation of the UAW/Ford Community Health Initiative (CHI), which was founded to develop a community healthcare delivery system that provided high-value care and better health outcomes. Evolving from the CHI, the KHC became a 501(c)(3) non-profit organization in 2011 and has spent the past 15 years leading collective efforts to improve health outcomes through high-quality, affordable, and equitable healthcare.

In the most recent year, 2025, the KHC continued to strengthen its impact across our region, including launching a new organizational strategic plan. Our updated strategies include empowering healthcare purchasers to lead change, promoting systemic healthcare improvement, and fostering alignment through collaborative action. A summary of the KHC's 2025 impact, by the numbers, can be found below.

2025 By the Numbers

650+ Event Attendees	14 Events Hosted	45 Member Organizations	28% Average Email Open Rate
3,000+ Email List Contacts	4.7/5 Average Event Rating	1,174 LinkedIn Followers	400k+ Employer Members' Covered Lives

Sponsorship Value

Why Sponsor

Sponsoring an event organized by the Kentuckiana Health Collaborative is an opportunity for your organization to demonstrate your commitment to a more effective healthcare ecosystem while enhancing your visibility throughout Kentucky and Kentuckiana. By aligning with our mission, you'll gain access to a diverse network of healthcare stakeholders. Your sponsorship will showcase your leadership in improving healthcare quality, affordability, and equity, and provide valuable exposure for your organization.



**Networking
Opportunities**



**Brand
Visibility**



**Community
Impact**



**Thought
Leadership**

What Your Investment Supports

Your organization's sponsorship provides essential operational support for the KHC, enabling us to effectively implement programs and initiatives aimed at improving health outcomes and healthcare delivery in Kentucky and Kentuckiana. Your contribution helps support initiatives that leverage employer engagement, multi-stakeholder collaboration, and education to transform healthcare and improve health outcomes.

Annual Conference

Investment

\$500-\$15,000

Audience

150+ Multi-Stakeholders

Time Frame

+/-5 Hours

Format

In-Person

Opportunities

Remaining

Sponsorship Level
Dependent

Event Overview

The Kentuckiana Health Collaborative's Annual Conference consistently brings together influential healthcare stakeholders, including providers, insurers, employers, labor unions, government representatives, pharmaceutical companies, academic institutions, public health organizations, nonprofits, and consumers.

The Annual Conference features speakers, healthcare experts, and innovators, providing regional leaders with valuable opportunities to learn, network, and collaborate. Additionally, the conference offers organizations focused on enhancing healthcare quality, affordability, and equity a platform to connect with others and expand their impact through sponsorship and exhibitor opportunities. The theme of 2026 Annual Conference is *Healthcare in Motion*.



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2026 Annual Conference: Healthcare in Motion

Description

The healthcare ecosystem is operating in a period of uncertainty. Long-standing challenges related to cost, quality, and outcomes are intersecting with a rapidly changing social and political environment, reshaping how organizations approach care delivery, benefits, policy, and collaboration. These forces are intensifying existing structural issues while also creating new pressures and new opportunities for meaningful change and transformation.

Healthcare In Motion: From Challenge to Change will bring together employers, providers, payers, policymakers, and community partners to examine the forces reshaping healthcare. The conference will equip attendees with insights to navigate this period of uncertainty while staying focused on long-standing goals of affordability, quality, and equity.

Join the Kentuckiana Health Collaborative on October 14, 2026 at our Annual Conference, where we will identify where momentum is emerging, what barriers persist, and how coordinated action can accelerate progress and drive lasting change in an evolving healthcare landscape.

Date and Time

October 14, 2026
8:15am-4:00pm
Time subject to change

Location

University of Louisville Shelby Campus
Founders Union Building
450 N Whittington Parkway
Louisville KY, 40222

Annual Conference

Sponsorship Levels and Benefits

Below is a summary of sponsorship opportunities for the KHC Annual Conference. Sponsorships to the KHC Annual Conference must be secured by August 31, 2026.

		Presenting (1 Max)	Platinum	Gold	Silver	Bronze
		\$15,000	\$7,500	\$5,000	\$2,500	\$1,500
Marketing Benefits	Logo on Event Website	✓	✓	✓	✓	✓
	Logo All Event Emails	✓	✓	✓	✓	✓
	Logo on Event Signage	✓	✓		✓	✓
	Social Media Shoutout	✓			✓	✓
	Event Attendee List 1 week pre- and post- conference (name and organization)	✓	✓	✓	✓	
	Verbal Recognition from Podium		✓	✓		
	Industry Exclusivity at Sponsorship Level	✓	✓	✓		
	Personalized Email Blast to Attendees	✓	✓			
Event Benefits	Complimentary Non-Member Registrations (\$125 value per registration)	8	8	6	4	2
	Exhibit Booth	✓	✓	✓	✓	✓
	Reserved Table Marked with Logo	✓	✓	✓		
	Speaker or Panel Introduction	✓	✓			
	Branded Item at Attendee Seats	✓	✓			
	Welcoming and/or Closing Remarks	✓				
	Speaker or Panelist Opportunity	✓				

Discounts may be available to non-profit organizations. Please reach out to conference@khcollaborative.org to inquire about availability.

Annual Conference

A la carte Sponsorships

Below is a summary of a la carte sponsorship opportunities for the KHC Annual Conference. Sponsorships can be selected independently or in addition to general sponsorship opportunities. Sponsorships to the KHC Annual Conference must be secured by August 31, 2026.

Sponsorship	Investment
Pre-Conference Leadership Dinner Sponsor <i>Exclusive sponsorship of a pre-conference dinner with KHC leadership, board members, and conference speakers. Please inquire for detailed benefits.</i>	NOT AVAILABLE \$6,000
Lunch Sponsor <i>Verbal recognition and sign with logo placed by buffet.</i>	\$1,000
Breakfast Sponsor <i>Verbal recognition and sign with logo placed by buffet.</i>	\$750
Coffee Break Sponsor <i>Verbal recognition and sign with logo placed by buffet.</i>	\$750
Dessert Sponsor <i>Verbal recognition and sign with logo placed by buffet.</i>	\$750
Prize Sponsor <i>Verbal recognition and sign with logo placed by prize raffle.</i>	\$750
Wellness Break Sponsor <i>Verbal recognition and appointed individual to lead audience through 5-minute wellness break.</i>	\$750
Agenda Sponsor <i>Logo placed on conference agenda, printed and placed at each attendee seat.</i>	SOLD \$500
Lanyard Sponsor <i>Logo printed on name badge lanyards.</i>	\$500
Notebook Sponsor <i>Logo printed on notebook placed at each attendee seat.</i>	SOLD \$500
Table Host Sponsor <i>Logo on printed sign at one (1) attendee table.</i>	\$500



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Thank you for considering sponsorship of the KHC 2026 Annual Conference!

Ready to confirm your sponsorship?
Reach out to conference@khcollaborative.org.

www.KHCollaborative.org

[https://www.linkedin.com/company/
khcollaborative/](https://www.linkedin.com/company/khcollaborative/)