



Sponsorship Opportunities

The Arnold P. Gold Foundation infuses the human connection into healthcare. We engage schools, health systems, companies, and individual clinicians in the joy and meaning of humanistic healthcare, so that they have the strength and knowledge to ensure patients and families are partners in collaborative, compassionate, and scientifically excellent care.

For the first time, the Gold Foundation will be gathering its community of healthcare visionaries, medical and nursing school leaders and students, Gold Humanism Honor Society members, Mapping the Landscape grantees, clinicians and researchers at the **inaugural Gold Humanism Summit** at the Planetree International Conference on Patient-Centered Care in Orlando, Florida, October 27-30, 2019.

This is a one-of-the-kind opportunity to reach this special group and showcase your foundation, organization, institution, or corporation's commitment to humanism in healthcare.

Every sponsorship opportunity includes:

- Acknowledgement in the program materials and on the summit website
- Signage at the event
- Recognition in email to our Gold network

NAMED SPONSORSHIPS

Full Gold Executive Leadership Track Sponsor | \$50,000

This intimate gathering of corporate executives is a rare opportunity to reach the change agents of the future. Speakers include CEOs and other leaders of Fortune 500 companies and pioneering health systems. The Gold Executive Leadership Track will be held:

Tuesday, Oct. 28, 7-9 p.m. | Opening reception with networking and entertainment

Wednesday, Oct. 30, 8 a.m. - 5 p.m. | Day of sessions and keynote addresses, including breakfast and lunch

In addition to signage and recognition, your sponsorship would include two complimentary registrations and the option for a booth at the Planetree Conference Exhibit Hall.

Executive Producer of Summit Videos | \$30,000

We endeavor to record this one-of-a-kind gathering, including many sessions, as well as interviews of speakers and participants. These videos will carry the message and momentum of the Gold Humanism Summit far beyond these special days in October. In addition to recognition and signage at the event, your sponsorship would include:

- Acknowledgment in the credits on all summit videos longer than 5 minutes
- Your choice of one summit speaker or participant to be interviewed on video, with raw footage and a completed, edited video (estimated 2-6 minutes) delivered to you and shared on our website
- Two complimentary registrations
- Option for a booth at the Planetree Conference Exhibit Hall

Full General Sessions Track Sponsor | \$25,000

In these two days of dynamic sessions, speakers will share their insights around the urgent issues in our healthcare system today. All Planetree International Conference participants can also attend these sessions, creating an exclusive opportunity for you to elevate awareness of your organization with both Gold and Planetree communities.

Monday, Oct. 28, 1 to 6 p.m. | Opening remarks & sessions, followed by an opening reception and Poster Session
Tuesday, Oct. 29, 8 a.m. to 5 p.m. | Day of sessions and keynote addresses, including breakfast and lunch.

In addition to signage and recognition, your sponsorship would include two complimentary registrations and the option for a booth at the Planetree Conference Exhibit Hall.

GHHS & MTL Symposium Sponsor | \$25,000

Gold Humanism Honor Society recognizes senior medical students, residents, role-model physician teachers and others who exemplify compassionate clinical care, leadership and dedication to service. Mapping the Landscape, Journeying Together initiative supported research into humanism in healthcare through team-based grants. The GHHS & MTL Symposium is a chance for our GHHS members and MTL grantees to come together in reflection of the powerful work they have done to promote and sustain humanism in medicine in their communities.

Sunday, Oct. 27, 8:30 a.m. to 5 p.m. | Monday, Oct. 28, 8:30a.m. to 12 p.m.

In addition to signage and recognition, your sponsorship would include two complimentary registrations and the option for a booth at the Planetree Conference Exhibit Hall.

LEVEL SPONSORSHIPS

Presenting Sponsor – Executive Track Reception | \$10,000

Tuesday, Oct. 28, 7-9 p.m. | Opening reception with networking and entertainment

In addition to signage and recognition, your sponsorship would include one complimentary registration.

Principal Sponsor – Thought Leadership Session | \$7,500

Sponsor one of our special Keynote/Session/Panel/Workshop Addresses, dynamic talks from leading visionaries.

In addition to signage and recognition, your sponsorship would include one complimentary registration.

Partner Sponsor – Poster Board Session | \$5,000

Two Poster Sessions – one during the GHHS & MTL Symposium and one during the General Session – will showcase research and innovations around infusing humanism into education and practice. Sponsor one of these special events to reach those interested in cutting-edge research and projects on humanism in healthcare.

In addition to signage and recognition, your sponsorship would include one complimentary registration.