PCC 20th Birthday Celebration

at the 2026 Fall Forum

Sponsorship Opportunities

Table of Contents

Letter from the President 1

Event Highlights: 2026 Fall Forum 2

Sponsorship Opportunities 3

- Forum and Reception Opportunities 3
- Forum Opportunities 4
- Reception Opportunities 7
- Additional Opportunities 9

Sponsor Terms and Conditions 10

To Our Colleagues and Supporters,

In 2006, the Primary Care Collaborative (PCC) launched to address rising health care costs and fragmented care through the patient centered medical home – initially championed by employers and physician specialty leaders and then other stakeholder groups, including consumers, other members of the care team, health plans and tech.

Today, PCC stands as a trusted, broad multi-stakeholder coalition recognized for advancing the central truth that fostered this first collaboration: **patients thrive when primary care thrives**.

As we celebrate the PCC's 20th birthday this November 12th, I find myself reflecting on how far we've come—and how much our shared commitment has shaped the national primary care conversation. The leadership of our champions, partnership of our member stakeholders, commitment of our board and persistence of our advocates have made this milestone possible.

Together, we've elevated team-based care, championed and shaped payment reform, strengthened the role of patients and families in determining the kind of care they receive and leveraged technology to do so. **Yet our work is far from over**.

Our 20th Birthday Celebration at PCC's 2026 Fall Forum is an opportunity to reflect on the advances over two decades. It's also a time to be energized by the vision of what we seek to accomplish by partnering with decisionmakers who increasingly understand that more investment in primary care is needed to realize its promise.

I encourage you to review this prospectus and respond quickly so you can be a part of this milestone celebration with our Board, our Members and the PCC Team.

We will conclude the Forum events with a Birthday Celebration Reception with past PCC awardees, our board and other primary care champions advancing solutions to move our nation toward better health and wellness for all Americans.

Thank you for being part of this journey—and for all we have and will accomplish **together**!

Sincerely,

Ann C. Greiner

Ann Greiner
President & CEO

EVENT HIGHLIGHTS

2026 Fall Forum

Half-Day Thought Leadership Program

The afternoon program will feature discussions focused on the PCC's past, present and future, which may include the following topics:

- An overview of how PCMH was established, how it was promoted and what lessons can be learned for future efforts
- A deeper dive into the Better Health NOW Campaign's aims and strategies, including: an examination of the multi-stakeholder approach; the importance of treating the whole person, including behavioral and mental health; the importance of payment reform; etc.
- An examination of what policy and industry reforms are essential to foster whole-person primary care, with a focus on financing and payment
- A conversation with leading policy thought leaders on what Washington may look like with a new Congress — moderated by a national Congressional reporter and featuring congressional staff

Bright Minds, Quick Connections

In this 40-minute session, participants engage in three rounds of small-group conversations guided by leading voices in the primary care space—including past winners of PCC awards. These discussions build meaningful connections, explore how the event's theme applies to their work and identify what attendees personally want to gain from their experience.

20th Birthday Reception

The celebration will conclude with an evening reception honoring PCC's 20-year legacy and the many individuals and organizations that have contributed to advancing primary care. The PCC's founders, current PCC Board members, PCC members, partner organizations, policymakers, thought leaders and other primary care community members will gather as we recognize past awardees and reflect on their commitment to improving the health and well-being of all Americans.

Sponsorship Packages

Recognize the PCC's legacy and toast to the future with your sponsorship during our 2026 Fall Forum and 20th Birthday Celebration Reception. Don't see a tier here that fits your needs? Reach out to PCC Director of Institutional Giving JP Paul (jpaul@thepcc.org) to develop a custom sponsorship.

Opportunities at Both the 2026 Fall Forum and at the 20th Birthday Celebration Reception

Presenting Sponsor

Exclusive Sponsorship

Members: $20,000 **Nonmember:** $25,000

The PCC is celebrating our history of engaging diverse stakeholders across the country to build consensus and engage top decision makers to shift our system to health and wellness. Our efforts are multi-prong and include helping to shape, introduce and spur adoption of innovative primary care delivery models supported by technology and increasing investment to primary care so that it can realize its full potential of partnering with patients on their health and wellness journeys. Our Presenting Sponsor will help highlight our successes over the course of the last 20 years as well as our ongoing leadership in increasing the profile of primary care's role in enhancing the nation's health.

The sponsorship includes:

- Consideration for a prominent speaking role relevant to the speakers' expertise at the 2026 Fall Forum
- 2-3 minutes of remarks at the 2026 Fall Forum **or** 20th Birthday Celebration Reception
- Priority logo recognition as the exclusive Presenting Sponsor in PCC marketing materials for the 20th Birthday Celebration (both the 2026 Fall Forum and the 20th Birthday Celebration Reception)
- Priority logo recognition as the exclusive Presenting Sponsor on slides, signage and any collateral recognizing sponsors at the 20th Birthday Celebration
- Recognition as the exclusive Presenting Sponsor in PCC marketing materials post-event (social media, press releases, etc.) and on our website
- Three (3) registrations to all events during the 20th Birthday Celebration (both the 2026 Fall Forum and the 20th Birthday Celebration Reception)

Opportunities at the 2026 Fall Forum

Innovation Sponsor

Two (2) Available

Members: $10,000 **Nonmember:** $15,000

The PCC has been on the forefront of innovation since our founding, when technology leaders partnered with clinicians to help advance a better way of care with the Patient-Centered Medical Home (PCMH) model. The Innovation Sponsorship celebrates and showcases our ability to create innovative solutions to complex issues by engaging stakeholders from an array of organizations across the health care landscape to build consensus on sensible policy and industry reforms to foster whole-person primary care.

SOLD

The sponsorship includes:

- Consideration for a prominent speaking role relevant to the speakers' expertise at the 2026 Fall Forum
- Prominent Logo recognition as an Innovation Sponsor in PCC marketing materials for the 20th Birthday Celebration (both the 2026 Fall Forum and the 20th Birthday Celebration Reception)
- Logo recognition as an Innovation Sponsor on slides, signage and any collateral recognizing sponsors at the 20th Birthday Celebration
- Recognition as an Innovation Sponsor in PCC marketing materials post-event (social media, press releases, etc.) and on our website
- Three (3) registrations to all events during the 20th Birthday Celebration (both the 2026 Fall Forum and the 20th Birthday Celebration Reception)

Bright Minds, Quick Connections Sponsor

Exclusive Sponsorship

Members: $10,000 **Nonmember:** $15,000

Help us kick off our 2026 Fall Forum and the 20th Birthday Celebration with a quick series of small-group roundtables guided by leading voices in the primary care community. These discussions will allow attendees to build and deepen meaningful connections, explore how their organization and others interface with the PCC and identify what attendees personally want to gain from the 2026 Fall Forum.

The sponsorship includes:

- Acknowledgment from the Facilitator at the beginning of the Session thanking the sponsor
- Logo recognition as the Bright Minds, Quick Connections Sponsor in PCC marketing materials for the 20th Birthday Celebration
- Logo recognition as the Bright Minds, Quick Connections Sponsor on slides, signage and any collateral recognizing sponsors at the 20th Birthday Celebration
- Recognition as the Bright Minds, Quick Connections Sponsor in PCC marketing materials post-event (social media, press releases, etc.) and on our website
- Three (3) registrations to all events during the 20th Birthday Celebration (both the 2026 Fall Forum and the 20th Birthday Celebration Reception)

SOLD

Panel Sponsor

Three (3) Available

Members: $7,500 **Nonmember:** $10,000

The 2026 Fall Forum will provide unique opportunities to reflect on how the primary care community has evolved and what work still remains through panel discussions, keynote presentations and fireside chats. Help empower the primary care community by sponsoring a compelling session tackling major topics, such as: the PCMH (past and present); PCC's Better Health NOW Campaign aims & strategies; Whole-Person Primary Care, Congressional Outlook for 2027; etc. (*PCC will retain final discretion over all sessions*)

The sponsorship includes:

- Logo recognition as a Panel Sponsor on slides, signage and any collateral related to the sponsor's chosen session (subject to availability)
- Name recognition as a Panel Sponsor on slides, signage and any collateral recognizing sponsors at the 20th Birthday Celebration
- Name recognition as a Panel Sponsor on our website
- Two (2) registrations to all events during the 20th Birthday Celebration (both the 2026 Fall Forum and the 20th Birthday Celebration Reception)

SOLD

Founder Sponsor

Members: $5,000 **Nonmember:** $7,500

The PCC's founders' creativity and foresight generated lasting change for primary care and established the PCC as a leader in the field and a force for innovation in primary care payment and care delivery. We are proud to recognize each of our founders through this sponsorship opportunity. In addition to recognizing each of our founders for their legacy and impact, this sponsorship will cover travel & lodging registration for the founder.

The sponsorship includes:

- Covering the cost of travel and lodging for one PCC Founder
- Logo recognition on the commemorative gift presented to gathered Founders
- Name recognition as a Founder Sponsor on slides, signage and any collateral recognizing sponsors at the 20th Birthday Celebration
- Name recognition as a Founder Sponsor on PCC's website
- Two (2) registrations to all events during the 20th Birthday Celebration (both the 2026 Fall Forum and the 20th Birthday Celebration Reception)

Awardee Sponsor

Members: $2,500 **Nonmember:** $3,500

The PCC has recognized leaders and visionaries in primary care over the course of our 20-year history. We are excited to invite them back to this celebration and would like to offer the opportunity for sponsors to recognize our awardees' accomplishments and impact.

The sponsorship includes:

- Covering the cost of travel and lodging for one past PCC Award Winner
- Name recognition as an Awardee Sponsor on any slides, signage and any collateral recognizing sponsors at the 20th Birthday Celebration
- One (1) registration to all events during the 20th Birthday Celebration (both the 2026 Fall Forum and the 20th Birthday Celebration Reception)

Reception Only Opportunities

Platinum Sponsor

Exclusive Sponsorship

Members: $10,000 **Nonmember:** $15,000

The sponsorship includes:

- 2 to 3 minutes of remarks at 20th Birthday Celebration Reception only
- Logo recognition as the **exclusive** Platinum Sponsor on slides, signage and any collateral at the 20th Birthday Celebration Reception **only**
- Three (3) registrations to all events during the 20th Birthday Celebration (both the 2026 Fall Forum and the 20th Birthday Celebration Reception)

SOLD

Gold Sponsor

Three (3) available

Members: $5,000 **Nonmember:** $7,500

The sponsorship includes:

- Logo recognition as a Gold Sponsor on slides, signage and any collateral at the 20th Birthday Celebration Reception only
- Two (2) registrations to all events during the 20th Birthday Celebration (both the 2026 Fall Forum and the 20th Birthday Celebration Reception)

Silver Sponsor

Five (5) available

Members: $2,500 **Nonmember:** $5,000

The sponsorship includes:

- Name recognition as a Silver Sponsor on slides, signage and any collateral at the 20th Birthday Celebration Reception only
- Two (2) registrations to the 20th Birthday Celebration Reception **only**. Fall Forum registrations are available at a *discounted rate* for this sponsorship

Bronze Sponsor

Eight (8) available

Members: $1,250 **Nonmember:** $2,500

The sponsorship includes:

- Name recognition as a Bronze Sponsor on slides, signage and any collateral at the 20th Birthday Celebration Reception only
- One (1) registrations to the he 20th Birthday Celebration Reception **only**. Fall Forum registrations are available at a *discounted rate* for this sponsorship

Additional Opportunities

Video Sponsor

Two (2) Available

Members: $10,000 **Nonmember:** $15,000

As part of PCC's 20th Birthday Celebration, we are developing a series of short video reflections from current and former Board of Directors members, our founders, past Barbara Starfield Award winners, and other key leaders. These videos will help generate excitement leading up to the event, provide a meaningful opening for the celebration and showcase personal reflections on what PCC has meant to its members, partners and broader community.

The sponsorship includes:

- Logo recognition in the video for the 20th Birthday Celebration Reception
- Two (2) registrations to all events during the 20th Birthday Celebration (both the 2026 Fall Forum and the 20th Birthday Celebration Reception)

About the Primary Care Collaborative

The Primary Care Collaborative (PCC) is a national nonprofit that unifies diverse voices to advocate for better health and wellbeing of all Americans by strengthening primary care. The PCC and its members promote policies and share best practices that encourage the growth of high-quality, whole-person primary care.

Sponsor Terms and Conditions

Limitation of Liability

The Primary Care Collaborative (PCC) including their officers, directors, agents, employees, contractors and the Hotel Facility shall not be held responsible for the effectiveness of "product awareness" through the sponsor's use of sponsorship.

Each sponsoring company agrees to abide by these rules and regulations when its company representative signs the sponsorship registration form. These rules and regulations become part of the contract between the sponsor and the PCC. The PCC has full power of interpretation and enforcement of these rules and may amend them at any time. All matters in question not covered here are subject to the decision of the PCC and all decisions shall be binding on all parties affected by them. Sponsors or their representatives who fail to observe these conditions of contract or who, in the opinion of the PCC, conduct themselves unethically, may be immediately dismissed from the event without refund or other appeal.

Force Majeure

In the event the Facility becomes unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest, inclement weather or other such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot or other cause or agency over which the PCC has no control or should the PCC decide, because of such cause, that it is necessary to cancel, postpone any criteria pertaining to the scheduled events, the PCC shall not be liable to indemnify or reimburse exhibitor in respect to any damages or loss, direct or indirect, arising as a result thereof.

Guidelines

Sponsorships must be professional, must enhance the Forum experience, offer the opportunity for potential sponsors to reach a specialized audience and complement the PCC advertising and sponsorship opportunities.

Sponsorship events will not conflict with Forum hours.

If more than one company is interested in an exclusive or limited sponsorship, selection will be on a first come first served basis.