



## The Initiative You Support

UCA's top three 2023-2026 Advocacy Priorities & Strategies are as follows:

- **Priority 1:** Educate on the Urgent Care Industry
- **Priority 2:** Nationalize Urgent Care Center Scope
- **Priority 3:** Medicaid/Medicare Parity

Targeting these goals will allow us to combat the issue of stagnancy in reimbursement for Urgent Care services. This has occurred for years while costs and insurance premiums have continued to rise. To achieve change at the federal level, we must invest in educating payers and elected officials, and influence those in key appointed positions.

### Supporting Grassroots Efforts

To achieve change at the state level, we will launch The **Delegates Council**, a group of members from mid-sized Urgent Care centers from each of the 50 states, to kick off a **multi-state grassroots campaign strategy** with public health departments, state medical societies and other organizations with shared interests. **Creating state "coalitions" will allow us to be proactive with our grassroots lobbying strategies** and give us the ability to quickly address state legislative issues that impact the industry.

## The Opportunities

Advocacy  
Theater

\$20,000

### Details:

UCA hosts a two-day Advocacy Theater during the 2023 Urgent Care Convention. Located in the Convention Exhibit Hall, the Theater is designed to educate attendees on UCA Advocacy priorities, updates on legislative and regulatory issues affecting the industry and training on grassroots lobbying activities.

Partners will have an opportunity to lead a TED Talk-style presentation on preapproved topics, provide resources to attendees (Advocacy Toolkit on branded USB) and take advantage of numerous branding opportunities. The Theater will also include an area for movie theater “snacks” including a popcorn machine.

### Benefits:

- Branded USB with the Advocacy Toolkit
  - Other related resources can also be added to the USB drive
- Brand recognition on all promotion for the Theater
- 15-minute presentation: TED Talk-style presentation on Advocacy Strategies & Tactics
- Brand recognition options:
  - Popcorn machine
  - Logo bags
  - “Theater type” giveaways, etc.

## Custom Packages

### Custom Sponsorship Package

\$300,000

#### Details:

Receive the following benefits at a total value of \$370,000 (save \$70,000). Details on each sponsorship opportunity are listed below the Custom Sponsorship Packages.

- Strategic Advisory Group 2023 Convention Sponsor (\$75,000 value)
- Strategic Advisory Group Leadership & Advocacy Conference Sponsor (\$75,000 value)
- Clinical Consortium Meeting at The Assembly - Premier Sponsor (\$50,000 value)
- Delegates Council Meeting at The Assembly Sponsor (\$50,000 value)
- Delegates Council Leadership & Advocacy Conference Sponsor (\$50,000 value)
- Foundation Celebration Package – Presenting Sponsor (\$50,000 value)
- Advocacy Theater Sponsor (\$20,000 value)

Custom Sponsorship Package - \$250,000

Details:

Receive the following benefits at a total value of \$320,000 (save \$70,000). Details on each sponsorship opportunity are listed below the Custom Sponsorship Packages.

- Strategic Advisory Group 2023 Convention Sponsor (\$75,000 value)
- Strategic Advisory Group Leadership & Advocacy Conference Sponsor (\$75,000 value)
- Clinical Consortium Meeting at The Assembly - Premier Sponsor (\$50,000 value)
- Delegates Council Meeting at The Assembly Sponsor (\$50,000 value)
- Foundation Celebration Package – Presenting Sponsor (\$50,000 value)
- Advocacy Theater Sponsor (\$20,000 value)

Custom Sponsorship Package - \$200,000

Details:

Receive the following benefits at a total value of \$220,000 (save \$20,000). Details on each sponsorship opportunity are listed below the Custom Sponsorship Packages.

- Strategic Advisory Group 2023 Convention Sponsor (\$75,000 value)
- Strategic Advisory Group Leadership & Advocacy Conference Sponsor (\$75,000 value)
- Delegates Council Meeting at The Assembly Sponsor (\$50,000 value)
- Advocacy Theater Sponsor (\$20,000 value)

Sponsorship Package - \$150,000

Details:

Receive the following benefits. Details on each sponsorship opportunity are listed below the Custom Sponsorship Packages.

- Strategic Advisory Group 2023 Convention Sponsor (\$75,000 value)
- Strategic Advisory Group Leadership & Advocacy Conference Sponsor (\$75,000 value)

OR

- Clinical Consortium Meeting at The Assembly - Premier Sponsor (\$50,000 value)
- Delegates Council Meeting at The Assembly Sponsor (\$50,000 value)
- Delegates Council Leadership & Advocacy Conference Sponsor (\$50,000 value)

Sponsorship Package - \$100,000

Details:

Receive the following benefits. Details on each sponsorship opportunity are listed below the Custom Sponsorship Packages.

- Delegates Council Meeting at The Assembly Sponsor (\$50,000 value)
- Delegates Council Leadership & Advocacy Conference Sponsor (\$50,000 value)

Sponsorship Opportunity Details:

Strategic Advisory Group 2023 Convention Sponsor (\$75,000 value)

March 31- April 5

- Sponsorship exclusivity (limited to three (3) sponsors)
- 10-minute presentation during meeting

- Promotion of your brand during 2023 Urgent Care Convention and the Strategic Advisory Group meeting at the Convention (April 3- 4, 2023)
- Newsletter sponsorship/logo placement during event promotion

### Strategic Advisory Group Leadership & Advocacy Conference Sponsor (\$75,000 value)

[DATE]

- Invitations for up to 3 attendees at the 2-day event; includes invitations to all social and networking events
- 10-minute presentation during meeting
- Acknowledgment on all collateral related to the Conference including promotional brochures, social media, UCA website, etc.
- Acknowledgment in future related marketing and educational resources
- Acknowledgement as a sponsor on all final collateral related to the event, designed exclusively for the Urgent Care industry

### Clinical Consortium Meeting at The Assembly - Premier Sponsor (\$50,000 value)

July 8-10, 2023

- Sponsorship exclusivity (limited to five (5) at Premier level)
- 5-minute presentation during meeting
- Premium booth at Solutions Showcase Exhibit Hall
- Sponsor Spotlight: Branded email campaign prior to event to promote your session
- Logo placement on invites to event
- 4 passes to The Assembly
- Invitation to Saturday & Sunday night dinner

### Delegates Council Meeting at The Assembly Sponsor (\$50,000 value)

July 8-10, 2023

- Sponsorship exclusivity (limited to three (3) sponsors per live meeting; one (1) virtual)
- 10-minute presentation during meeting
- Two (2) invitations to all VIP social networking events (Delegates Council Group Leader dinner during July 2023 event)
- Premium booth spacing at the Solutions Showcase Exhibit Hall during July 2023 Conference (12-foot table)
- Newsletter Sponsorship/logo placement during event promotion

### Delegates Council Leadership & Advocacy Conference Sponsor (\$50,000 value)

#### Date

- Invitations for up to three (3) attendees at the 2-day event; includes invitations to all social and networking events
- 10-minute presentation during meeting
- Acknowledgment on all collateral related to the Conference including promotional brochures, social media, UCA website, etc.
- Acknowledgement as a sponsor on all final collateral related to the event, designed exclusively for the Urgent Care industry

### Foundation Celebration Package – Presenting Sponsor (\$50,000 value)

- Four (4) premium placement tables
- 20 tickets and two (2) VIP booths to the After Party
- 30 tickets to the VIP reception
- Speaking and video display opportunity at VIP reception
- Two (2) full page program ads
- All company branding opportunities
- Podium recognition
- Recognition in Annual Report
- Recognition in the Journal of Urgent Care Medicine (JUCM)
- Company named in press release

## Advocacy Theater Sponsor (\$20,000 value)

- Branded USB with the Advocacy Toolkit
  - Other related resources can also be added to the USB drive
- Brand recognition on all promotion for the Theater
- 15-minute presentation: TED Talk-style presentation on Advocacy Strategies & Tactics
- Brand recognition options:
  - Popcorn machine
  - Logo bags
  - “Theater type” giveaways, etc.

## Group Descriptions:

### Strategic Advisory Group

*Formerly known as UCA Thought Leaders*

Members: CEOs from the 40 largest Urgent Care organizations

The 1 ½ day Strategic Advisory Group meeting is an invitation-only annual event with the top 40 Urgent Care CEOs in the country. Held during the Urgent Care Convention, for the past several years, this served as a closed special session for c-suite executives to discuss advancement and long-term success of the Urgent Care industry.

### Delegates Council

Members: CEOs from mid-size - smaller Urgent Care organizations (less than 30 centers) from all 50 states.

This new group provides thought leadership and direction on policy-decisions. Delegates Council members will represent all 50 states, coordinate partnerships at the state and local level around grassroots advocacy activities, lead Lobby Day activities at the state level and assist with state legislative strategies (e.g., testifying at hearings, meeting with lawmakers, media interviews, etc.).

### Clinical Consortium

Members: CMOs and clinical leaders from the 40 largest Urgent Care organizations.

This group, made possible by the Urgent Care Foundation (UCF) and College of Urgent Care Medicine (CUCM), focuses on the future of Urgent Care medicine. The group will convene annually at The Assembly, where the top medical professionals in the Urgent Care industry -- CUCM board members, Chief Medical Officers, medical leaders from large, multi-site Urgent Care organizations, clinical thought leaders and influencers – meet to discuss quality, clinical outcomes and advancing the specialty. Public health officials participate to address healthcare trends, best practices, and potential future threats to public health via panels and educational sessions.

**Thank you, always, for your support of the long-term success of our industry.**