

Voters' Health Care Platform: Town Hall

CodeBlueNow! is holding a **Voters' Health Care Platform: Town Hall** on September 18th, 2008 to build a bipartisan health care reform platform through consensus building as a means to stimulate strong public will for legislative action.

For this landmark occasion, we present the following exciting program:

- **Bipartisan keynote speakers making a case for change.** Keynote speakers Governor Arne Carlson, R-MN, and Richard Lamm, D, CO have extensive experience in health care reform, balancing budgets, and navigating legislation.
- **Release of CodeBlueNow! Pulse survey results.** This survey of Iowa and Washington voters, as well as partner organizations such as The Grange and Newspaper Publisher's Association in WA state, and nationally, Faithful in Reform, demonstrates that more consensus exists on key health care issues than previously recognized or acknowledged.
- **Confluence Think Tank** of top leaders the following half-day, to begin to formulate a **Voters' Health Care Platform**, using aggregate data from the Pulse surveys to assure broad consensus on key elements.
- **Co-presenters** to date include National: U.S. Women's Chamber of Commerce, Faithful Reform in Health Care. Seattle: CityClub, Executive Alliance, Leadership Tomorrow. Seattle Human Services Coalition, SW Youth and Family Services.

A bipartisan Voters' Health Care Platform will emerge from this process. The platform will be fleshed out further in a larger Confluence meeting in Spring 2009, where participants will examine various approaches to realigning the health care system, from delivery to management to financing.

Town Hall Sponsor Opportunities

As a **Voter's Health Care Platform: Town Hall** sponsor, your contribution enables CodeBlueNow! to have the greatest impact in its public call for health reform now.

Guiding Sponsor	\$10,000
Catalyst Sponsor	\$7,000
Allied Sponsor	\$4,000

Cornerstone Sponsor Opportunity **\$15,000 - \$30,000 per year**

As a Cornerstone Sponsor, your contribution throughout the year enables CodeBlueNow! to fulfill its mission of creating strong public will for health system change by engaging the public in designing, shaping, and promoting a template for a new health care system.

Voters' Health Care Platform: Town Hall

Guiding Sponsor: \$10,000

As a Guiding Sponsor, your contribution enables CodeBlueNow! to make visible the strong public will for health system change through consensus building.

Benefits:

- Recognition as a Guiding Sponsor
 - Your company or organization name in all promotional materials, which may include:
 - * Postcards
 - * E-mails
 - * Media releases
 - * Flyers
 - * Invitations
 - Your company or organization logo on all promotional materials as possible
 - Your company or organization on CodeBlueNow!'s web page promoting this event, with link to your web site
 - Signage recognizing your company or organization on the stage and in the lobby
 - Opportunity to make brief introduction of one speaker from the podium
 - Your company or organization name mentioned in opening remarks from the podium during event
 - Reserved seating for up to 30 attendees
 - Option to set up promotional table in lobby
 - Option to place handout in program
 - Option to place materials on literature table
 - Potential media visibility: though not guaranteed, CodeBlueNow! is in discussion with TVW, The Seattle Channel, and Scan TV, to tape this event. This would give your organization exposure on TVW to a statewide audience and on Scan TV and Seattle Channel to the local Seattle audience. Possible exposure may occur through other print and broadcast media as well.
 - Opportunity to discuss other possible tie-ins
- Other opportunities to participate as a Guiding Sponsor
 - Participation in the Planning Task Force for this event
 - 10 attendees in private pre-event reception, with keynote speaker, CodeBlueNow! Board members, and other significant supporters
- CodeBlueNow! Pulse[®] survey of your members/employees, with analysis and comparison to wider survey results

Voters' Health Care Platform: Town Hall

Catalyst Sponsor: \$7,000

As a Catalyst Sponsor, your contribution enables CodeBlueNow! to have significant impact through this event's public call for health reform now.

Benefits:

- Recognition as a Catalyst Sponsor for one specific forum
 - Your company or organization name in all promotional materials, which may include:
 - * Postcards * E-mails * Media releases
 - * Flyers * Invitations
 - Your company or organization logo on all promotional materials as possible
 - Your company or organization on CodeBlueNow!'s web page promoting this event, with link to your web site
 - Signage recognizing your company or organization in the lobby
 - Your company or organization name mentioned in opening remarks from the podium during event
 - Reserved seating for up to 20 attendees
 - Option to set up promotional table in lobby
 - Option to place materials on literature table
 - Potential media visibility: though not guaranteed, CodeBlueNow! is in discussion with Scan TV, TVW and the Seattle Channel to tape this event. This would give your organization exposure on TVW to a statewide audience and on Scan TV and Seattle Channel to the local Seattle audience. Possible exposure may occur through other print and broadcast media as well.
 - Opportunity to discuss other possible tie-ins

- Other opportunities to Participate as a Catalyst Sponsor
 - Participation in the Planning Task Force for this event
 - 5 attendees at private pre-event reception, with keynote speaker, CodeBlueNow! Board members, and other significant supporters.

- CodeBlueNow! Pulse[®] survey of your members/employees, with analysis and comparison to wider survey results

Voters' Health Care Platform: Town Hall

Allied Sponsor: \$4,000

As an Allied Sponsor, your contribution enables CodeBlueNow! to strategically mobilize its public call for health reform now.

Benefits:

- Recognition as an Allied Sponsor
 - Your company or organization name in all promotional materials, which may include:
 - * Postcards
 - * E-mails
 - * Media releases
 - * Flyers
 - * Invitations
 - Your company or organization logo on all promotional materials as possible
 - Your company or organization on CodeBlueNow!'s web page promoting event, with link to your web site
 - Signage recognizing your company or organization in the lobby
 - Your company or organization name mentioned in opening remarks from the podium during event
 - Reserved seating for up to 10 attendees
 - Option to set up promotional table in lobby
 - Option to place materials on literature table
 - Potential media visibility: though not guaranteed, CodeBlueNow! is in discussion with Scan TV, TVW and the Seattle Channel to tape this event. This would give your organization exposure on TVW to a statewide audience, and on Scan TV and Seattle Channel to the local Seattle audience. Possible exposure may occur through other print and broadcast media as well.

- Other opportunities to Participate as an Allied Sponsor
 - 2 attendees at private pre-event reception, with keynote speaker, CodeBlueNow! Board members, and other significant supporters.

- CodeBlueNow! Pulse[®] survey of your members/employees, with analysis and comparison to wider survey results