



2025 SPONSORSHIP PROSPECTUS

**YOU POWERED**

S Y M P O S I U M

THANK YOU FOR YOUR INTEREST IN BECOMING A  
**YOU POWERED SPONSOR!**



**JW MARRIOTT**  
**ANAHEIM RESORT**  
Anaheim, California



**FEB 16TH TO**  
**FEB 19TH**  
2025

# LOCATION, LOCATION!

## FUN FACT

Anaheim is home to the famous Disneyland Resort built in 1954.

Anaheim is the oldest city in Orange County, incorporated in 1876 and originally established as a winemaking community.

There are several airports to choose from when joining us in Anaheim:

- Santa Ana (SNA)
- Long Beach (LGB)
- Los Angeles (LAX)

Anaheim is home to the 4th oldest active baseball stadium; Angels Stadium!

# What?



## **BOLD BENEFITS TRAILBLAZERS**

The symposium is built for YOU, by YOU.

We are a movement of savvy benefits change-agents. We don't do *anything* by the book.

We believe that **collaboration** is the only way to achieve greatness in any arena and our arena happens to be healthcare cost management. The number of advisors looking for alternative healthcare models is rapidly growing.

**If YOU want to make healthcare better, we want YOU to join us!**

Why?



# NO BUCA ALLOWED

The US healthcare system is rife with low quality, overpriced services that harm Americans both clinically and financially. Last year, over 530,000 Americans filed medical bankruptcy while the BUCA's (*Blue Cross, United Healthcare, Cigna, Aetna*) raked in over **31 billion** dollars of **profit**.

Benefits advisors have figured out how to build something better.  
And we'll teach you how to build it in your market, too.

# Who?

## PAST ATTENDEES:

**We've been growing!**

Each year, we've seen a 20% increase in the number of attendees that join us for the annual YOU Powered Symposium.

178

Advisors

24

Clinicians

10

Employers

160

Solutions

25

Pharmacies

5

Media

70

Sponsors

# OUR FOUNDER



*Emma Fox*

**Emma Fox** is an anti-BUCA activist and a leading change agent in the insurance industry. With almost 20 years of experience under her belt, starting as an employee benefits specialist to being featured in dozens of publications worldwide, speaking on global stages, and founding four healthcare advocacy organizations, including the **YOU Powered Symposium**.

Education & advocacy is at the forefront of everything Emma does. She specializes in connecting like-minded people through collaborative networking and educating future health insurance leaders. With the creation of the YOU Powered Symposium, Emma has successfully brought together hundreds of experts from various backgrounds and disciplines, creating tangible hope with one prevailing focus: **to improve the wellbeing of all patients across the nation.**

# THE CAST...

Some of the best in the industry have joined our **Cast & Crew** to become permanent fixtures at the symposium. Each year, we also invite *guest* cast members to join us in providing the light hearted entertainment we infuse into every conference.

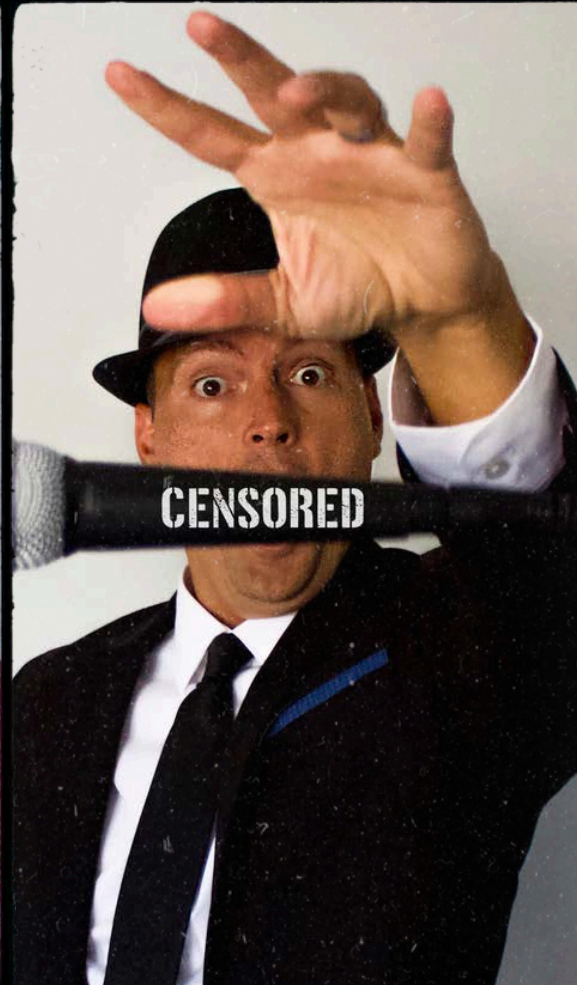
**LESTER**



**BEN**



**CHRIS**



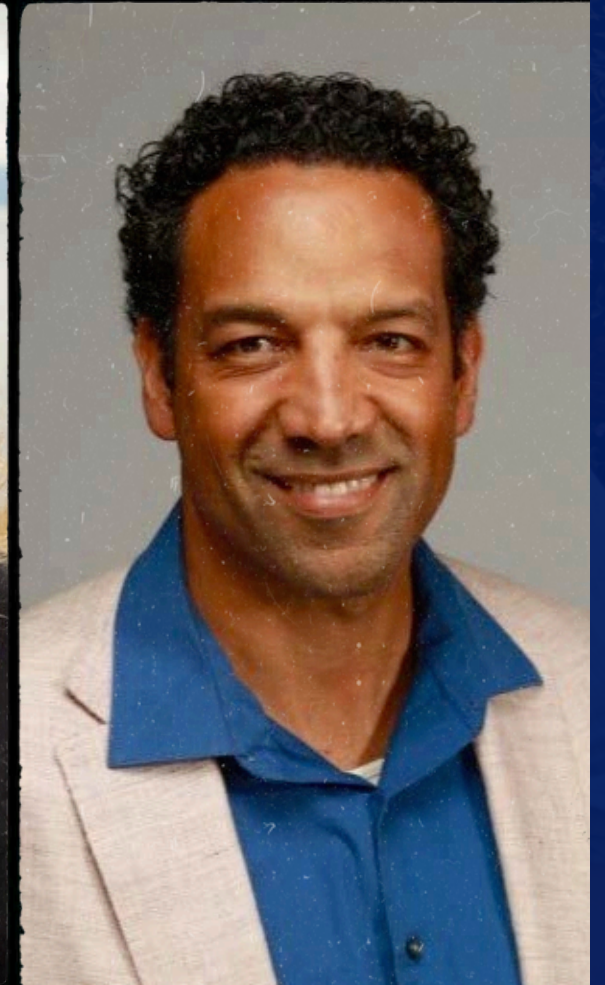
**SIMS**



**NANCY**



**DJ JOSE**





# ... AND THE CREW.

Our crew are the folks you'll see in staff shirts, selling fundraising tickets, directing guests, and generally working behind the scenes to bring you a seamless and enjoyable event.

**ALEXANDRA**



**DAVID**



**RACHEL**



**SALLY**



**JOEL**



**AARON**





# YOU POWERED SYMPOSIUM

**AVAILABLE SPONSORSHIPS:**

# THE BASICS

## SUPPORTER (10) \$3,000

- One (1) attendee registration
- Floor or wall decals with logo
- Logo in event program

## EXHIBITOR (6) \$7,500

- Two (2) attendee registrations
- Half page ad in event program
- Exhibitor booth
  - 6ft table with chairs & table cloth

## STORE FRONT (6) \$10,000

- Three (3) attendee registrations
- Full page ad in event program
- Exhibitor booth
- Private meeting room with window decals

# THE FUEL

## SNACK (2) \$5,000

- Two (2) attendee registrations
- Half page ad in event program
- **Snack Announcements**
- **Sponsored Snack Break with signage**

## BREAKFAST (3) \$6,000

- Two (2) attendee registrations
- Half page ad in event program
- **Sponsored breakfast that is exclusive to YOU**

## LUNCH (2) \$7,500

- Two (2) attendee registrations
- Half page ad in event program
- **Sponsored lunch that is exclusive to YOU**

# THE RECEPTIONS

## OPENING RECEPTION \$15,000

- Three (3) attendee registrations
- Full page ad in event program
- **Dedicated All-Star Emcee**
- **Sponsored drinks for all attendees**
- **Custom napkins**

## MONDAY RECEPTION \$15,000

- Three (3) attendee registrations
- Full page ad in event program
- **Sponsored drinks for all attendees**
- **Custom napkins**

## AWARDS RECEPTION \$15,000

- Three (3) attendee registrations
- Full page ad in event program
- **Sponsored Awards Reception with logo projection**
- **Sponsored drink**
- **Custom napkins**

# THE BIG EVENTS

## ANNUAL CHARITY EVENT The “Celebrity” Fashion Show

**\$12,500**

- Three (3) attendee registrations
- Full page ad in event program
- **Sponsor of the annual fundraising event**
- **“Celebrity” Fashion Show**

## THE ANNUAL BANQUET DINNER

**\$20,000**

- Four (4) attendee registrations
- Two page ad in event program
- **Host an award**
- **5-min stage time at black-tie banquet dinner**
- **Event countdown marketing**
- **Post event marketing**



# THE NOVELTIES

## DJ JOSE \$5,000

- Two (2) attendee registrations
- Half page ad in event program
- **Sponsored DJ music w/ shout outs**
- **Decal at DJ desk**
- **Photo ops with DJ Jose**

## ENTERTAINMENT \$5,000

- Two (2) attendee registrations
- Half page ad in event program
- **Sponsored live music for Kick-Off Reception and Awards Ceremony with shout outs**

## LANYARD \$5,000

- Two (2) attendee registrations
- Half page ad in event program
- **Company logo/name on conference lanyards**



# THE NOVELTIES

## PHOTO BOOTH \$5,000

- Two (2) attendee registrations
- Half page ad in event program
- **Sponsored photo booth at banquet night with logo on all prints**

## CHAIR MASSAGE \$5,000

- Two (2) attendee registrations
- Half page ad in event program
- **Signage of your company logo outside the massage area**

## MERCHANDISE \$5,000

- Two (2) attendee registrations
- Half page ad in event program
- **Anti-BUCAH hats & t-shirts for attendees (includes your logo on several pre-made designs)**





# THE NOVELTIES

## HEADSHOT \$7,500

- Two (2) attendee registrations
- Half page ad in event program
- **Sponsored headshots for attendees with company logo**

## WIFI \$7,500

- Two (2) attendee registrations
- Half page ad in event program
- **Your company name/logo as the wifi password**



# THE NOVELTIES

## CARICATURE \$7,500

- Two (2) attendee registrations
- Half page ad in event program
- **Sponsored caricature art for attendees with your logo**

## NAME BADGE \$10,000

- Three (3) attendee registrations
- Full page ad in event program
- **Your company name/logo on all attendee name badges**



# THE NOVELTIES

## SOUVENIR \$10,000

- Three (3) attendee registrations
- Full page ad in event program
- **Your company name/logo on the special event souvenir for all attendees**

## EVENT APP \$10,000

- Three (3) attendee registrations
- Full page ad in event program
- **Conference App sponsor with your logo on landing page**
- **Banners in the app**
- **Wall post shout-outs**

# THE STAGE

## STAGE (3) \$10,000

- Three (3) attendee registrations
- Full page ad in event program
- **Moderate or participate in a panel**
- **Year-round partnership on symposium website**

## KEYNOTE SPEAKER \$25,000

- Four (4) attendee registrations
- **Introduce our keynote speaker plus private photo session**
- **Host an award at the Awards Ceremony**
- **Full Attendee List**
- **Social media countdown marketing**
- **Post event and newsletter recognition**



Thank you for your continued support of this exciting and growing movement. I truly believe that together, we can create an alternative, affordable, high-quality healthcare system for all Americans.

*Ernie*



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