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2024

**NACHW  
ANNUAL  
MEETING  
SPONSORSHIP  
PROSPECTUS**



Virtual Event

**AUGUST 21-22, 2024**

“Our Voices Heard, Our Leadership Respected”

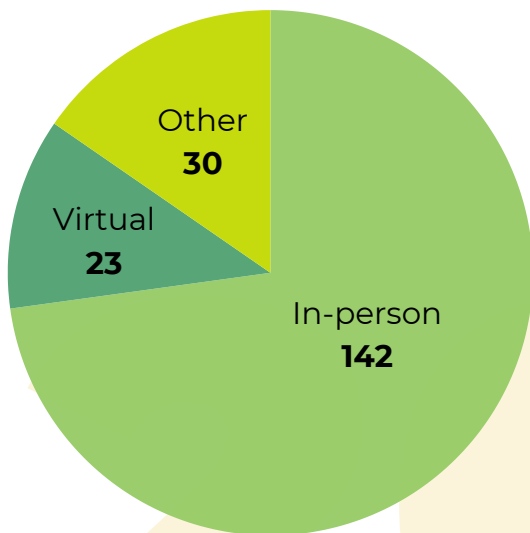
# ABOUT US

The [National Association of Community Health Workers \(NACHW\)](#), founded in April 2019 by Community Health Workers (CHWs) and their allies, is the national voice for CHWs across geography, race, ethnicity, language, sector, and lived experience. Our mission is to unite CHWs to support communities to achieve health, equity, and social justice. NACHW recognizes all CHWs, including Community Health Representatives from tribal nations (CHRs), Promotoras(es) de Salud, Peers, Outreach Workers, and over 95 other workforce [titles](#).

Our values – self-determination and self-empowerment of our workforce; integrity of character; dignity and respect for every human being, social justice, and equity to ensure fair treatment, access, opportunity, and outcomes for all individuals and communities – guide our work. They are north stars we will use to support our members, foster partnerships, advocate nationally, develop strategic objectives, and assess our impact.

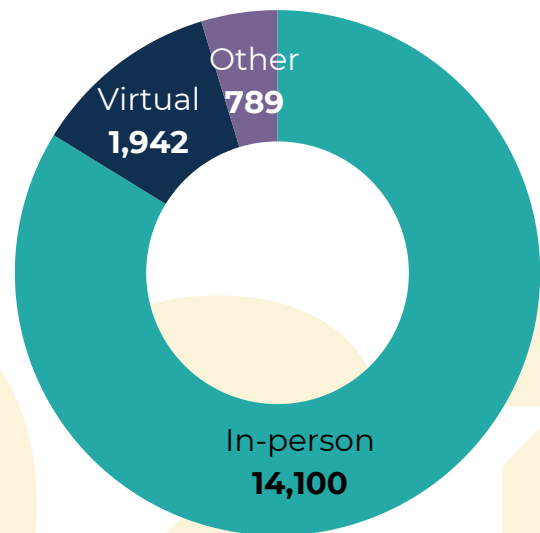
NACHW is led by an Executive Director who is also a CHW and enjoys governance from a national Board of Directors of predominately CHWs and allies with decades of research and practice expertise in CHW training and workforce development, community organizing, and engagement, intervention design, equity, and social justice advocacy, research, and policy leadership.

## NACHW EVENTS IN 2023



### EVENTS

NACHW events include webinars, meetings, trainings, regional meetings, speaking engagements, and advocacy gatherings.



### ATTENDEES

Attendees at NACHW events include CHWs, allies, strategic partners, public health leaders, members, and non-members.

## DEAR PROSPECTIVE SPONSOR:

NACHW pursues values-centered strategic priorities and partnerships with government/non-governmental public health, community-based organizations, health systems/plans, philanthropy, CHW-led Networks and Associations, and others in the U.S. and globally. We develop, implement, and disseminate data, stories, tools, resources, policies and initiatives to:



- Amplify the unique identities, qualities, competencies, expertise and voice of authentic Community Health Workers (see the Six [Pillars](#) of the CHW Profession)
- Articulate history, experiences and impact of CHWs on clinical and public health, community well-being and social justice (see our CHWs [Experiences](#) with the Unwinding of the Public Health Emergency and our article on CHW Labor [Exploitation](#))
- Advance innovations in CHW research, workforce development, integration, and career pathways (see our National CHW Data for Action [Series](#) and [Playbook](#) for Health Departments)
- Advocate for sustainable and equitable policies and funding that respect, protect and authentically partner with CHWs and CHW Networks and Associations (see our Document Resource [Center](#), National CHW Policy [Platform](#), 2nd Annual National CHW [Hill Day](#) and National CHW Awareness [Week](#))
- Activate CHW leadership, capacity and vision during [COVID-19](#) and beyond

NACHW now has over 2,200 members who represent diverse languages, cultures, and geographies working in primary care, hospital, and behavioral health settings, health departments, health plans, and community-based organizations and realizing our core CHW roles to address health equity and the social determinants of health. They hail from all 50 states and a growing number of U.S. sovereign tribes and territories.

As we approach our 5th anniversary, I want to thank you for considering the opportunities presented to you in this prospectus for strategic sponsorship with NACHW. Your generosity supports our Annual Meetings, Virtual or In-Person Conferences. Our events draw over 1,000 CHWs and allies annually and are the premiere environment for sharing CHW research, training, resources and initiatives. We look forward to learning more about your work and service on behalf of CHWs and your partnership with us!

**Denise Octavia Smith, MBA, CHW, PN**

*Inaugural Executive Director*

National Association of Community Health Workers

Email: [dsmith@nachw.org](mailto:dsmith@nachw.org)

# ANNUAL MEETING

NACHW's annual meeting is held yearly for our members. In this meeting, members can expect:

- Treasurer's report
- Words from NACHW's Executive Director
- Summary of NACHW's activities and current projects
- Panel from board candidates
- Voting Session: The opportunity to vote for new board members
- Closing remarks

This is a great opportunity for NACHW members to network with other CHWs, have their voices heard, learn about what has worked in other states for the CHW workforce, gather resources, and establish connections with other members in your same state.

## 2024 UNITY CONFERENCE

This year's Unity Conference will be held virtually on Zoom. Our 1-day virtual conference will take place Thursday, August 22nd, beginning at 1:00 pm EST / 10:00 am PST.

As in previous years, this virtual Unity Conference will include a keynote, virtual workshops selected from a Call for Speakers, the swearing-in of our new board members, and opportunities to network with other CHWs and Ally NACHW Members.

This year's conference theme is:

**Our Voices Heard, Our Leadership Respected.**

### LAST VIRTUAL UNITY CONFERENCE (2022)



1,000+ registrants



20+ Workshops and  
Roundtables



200+ Networking  
Participants

**How can I register for the Unity Conference?** Visit [www.nachwunity.org](http://www.nachwunity.org) to register and find more information about this event.

## Sponsorship Levels & Benefits

Benefits	Annual Meeting Sponsor <b>\$40k</b> <i>*(1 Sponsor ONLY)</i>	Platinum <b>\$20k</b>	Gold <b>\$15k</b>	Silver <b>\$10k</b>	Bronze <b>\$5k</b>	Donors <b>\$2.5k</b>
Logo on T-shirt	Y	Y	Y	Y	Y	Y
Branded item in gift box	Y	Y	Y	Y	N/A	N/A
Event Website <i>(Sponsorship page)</i>	1 video, downloadable resources, blurb, link to social media channels and link to website	1 video, blurb, link to social media channels and link to website	Blurb, link to social media channels and link to website	Link to website, and mission statement	Link to website	Logo
Logo on Event Website	Home Page & Sponsorship Page	Home Page & Sponsorship page	Sponsorship Page	Sponsorship page	Sponsorship page	Sponsorship page
Complimentary gift box	4	3	2	2	1	1
Special Event <i>*First 10 sponsors</i>	2 minutes at top of agenda to share mission/vision <b>OR</b> prerecorded video to be showcased at top of the agenda and during the voting session	1:1 45min meeting with NACHW's Executive Director (pre/post event) <b>OR</b> 2 min on the agenda	Private 45 min meeting with 2-3 board members <b>OR</b> NACHW Member's Focus Group (Up to 5 members)	30-45 sec video to be played during breaks	Recognition with Logo when showcasing BRONZE sponsors' slide	Recognition in our all sponsors logo slide
Social Media OR Newsletter	3 sponsor highlights <b>OR</b> org's publicity <i>(pending NACHW approval)</i>	2 sponsor highlights <b>OR</b> org's publicity <i>(pending NACHW approval)</i>	2 sponsor highlights <b>OR</b> org's publicity <i>(pending NACHW approval)</i>	1 sponsor highlight <b>OR</b> org's publicity <i>(pending NACHW approval)</i>	Logo included in highlight for all Bronze sponsors	Logo included in highlight for all Donor sponsors
Networking session with Sponsors	Y	Y	Y	Y	Y	Y
Complimentary Attendees	4	3	2	2	1	1
Commitment to sponsor 2025	Y	Y	Y	Y	Y	Y

**Networking session with sponsors:** A 1-hour meeting for all sponsors to network with each other, share resources, create development opportunities, and learn from each other's models to work with CHWs.

**Commitment to sponsor 2025:** You are committing to sponsor Unity 2025. Please note, that you are not required to sponsor 2025 at the same level you chose this year, you can sponsor at a higher or lower level.

# COMMITMENT TO UNITY CONFERENCE 2025

This year's sponsorship looks a little different. Unlike previous years, we ask for our 2024 sponsors to commit to returning as sponsors for our in-person 2025 conference. The 2025 sponsorship commitment does NOT have to match that of this year.

**Why are we asking for this commitment?** In 2023, NACHW hosted its first in-person Unity Conference since 2019. This interactive, educational, and informative gathering of CHWs and allies from across the country drew in over 1,200 attendees in Austin, TX. The event was successful beyond our expectations, with attendees praising the opportunity to convene as a workforce in a way they hadn't since pre-pandemic. The success of this event was years in the making and wouldn't have been impossible without our generous sponsors.

We have taken all the feedback from 2023 and **plan to host the 2025 Unity Conference in person again.** We want the event to be bigger, and even more impactful. Your 2-year commitment to joining us as a sponsor means that NACHW can commit now, to creating an event that is high-quality, high-impact, and honors the value of CHWs in promoting public and community well-being.

## UNITY 2023 SUCCESSES:

- 3-day conference
- Over 1,200 attendees
- More than 50 workshops highlighting CHW leaders in policy, research, workforce development, cross-section partnership, infectious and chronic disease prevention and treatment, and CHWs leading in equity
- Poster presentations
- 2 keynote speakers
- Sponsor and vendor booths
- 1st Annual Gala where many CHW Leaders were celebrated and awarded, along with a dance night!

The Unity Conference has been a staple event for the CHW profession and we look forward to having you at the next **in-person** Unity Conference taking place in the **summer of 2025!**

## THANKS TO OUR 2023 SPONSORS



# PAYMENT INSTRUCTIONS

[Sponsorship Form](#)

## Steps to Complete Your Payment:

1. Please fill out this form: [Click here](#) (all sponsors are required to fill this form despite your payment method).
2. Follow the instructions based on your preferred payment method:
  - a. Payment made by credit card:
    - i. Contact Marlys Vaughan at [mvaughan@hria.org](mailto:mvaughan@hria.org)
  - b. Payment made by physical checks
    - i. **Make check out to:** National Association of Community Health Workers, c/o HRiA Check memo line: NAC201 - NACHW 2024 Annual Meeting Sponsorship
    - ii. **Mail your check to:** (Please complete the form provided in STEP ONE to avoid delays in conference benefits)

Health Resources in Action  
Attn: Finance Office  
RE: NACHW 2024 Annual Meeting Sponsorship  
2 Boylston Street, Suite 401  
Boston, MA 02116

**To Request an Invoice:** Please EMAIL Marlys Vaughan at [mvaughan@hria.org](mailto:mvaughan@hria.org) and copy Karla Whatcott at [kwhatcott@hria.org](mailto:kwhatcott@hria.org) with the subject line: *Invoice Request Annual Meeting 2024 – Sponsorship*



Thank you for your support!  
As a reminder, sponsorship  
commitments are  
due **by June 30, 2024.**