

NACHW Annual Meeting & Unity Conference 2025

EXHIBITOR AND SPONSORSHIP PROSPECTUS

JULY 30 - AUGUST 1, 2025



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AN INVITATION TO SPONSOR



The National Association of Community Health Workers (NACHW) invites you to join us as a strategic sponsor of the 2025 Annual Meeting and Unity Conference on July 30 – August 2, 2025. This one of its kind event celebrates and supports CHW leadership, capacity, and vision to transform community health and well-being in every community and population!

In the 5 years since our inception, NACHW has become the national voice for CHWs - coordinating impactful and innovative campaigns, advocacy events and partnerships with CHWs across the U.S. Our 2022 National COVID-19 testing initiative reached an audience of over 1.2 million site visitors, and 630,000 test kits ordered and distributed to vulnerable communities. Our annual CHW Hill Days educate legislators and promote CHW innovations at the state and federal level. In the Summer of 2024, NACHW and CHW partners across the country embarked on a coordinated campaign for CHW Awareness Week. Through various television, radio, podcast appearances, we were able to reach millions of Americans, communicating the value and unique qualities that make CHWs the vital workforce they are. Most recently, NACHW launched the first ever convening of CHW Network and Association leaders - diverse in race, ethnicity, language, gender, geography, sector and lived experiences - to unify our strategies and recommendations to advance racial equity, promote authentic community partnerships and sustain the CHW profession!

At the 2025 NACHW Annual Meeting and Unity Conference, you can join us as a strategic sponsor – as we Honor, Empower, and Promote CHWs. Thousands of CHWs will attend, giving us a chance to celebrate their essential value to clinical, public health and social needs systems and services by offering them exciting keynote speakers, curating dozens of career advancing workshops, creating mentoring and regional networking opportunities and engaging them in thought provoking policy and advocacy discussions and planning sessions. As in previous years – these incredible events culminate in a Gala and dance!

This year the Unity 2025 conference will be even more special. Funding from the pandemic is fast running out, and many CHWs will once again be asked to do heroic work, with little pay or appreciation! Unity is a time when CHWs come to feel supported, empowered, to find “their tribe”. With your support, we will keep our promise not to raise our registration fees and not to diminish this one-of-a-kind experience by CHWs for CHWS.

Please join us in making this event a reality. We offer a variety of sponsorship levels to suit your organization's needs. Each level includes unique benefits, such as logo placement on event materials, speaking opportunities, and exclusive networking events. Sponsoring this event provides a unique opportunity for our organizations to partner in the conception and planning of the event agenda.

We look forward to the honored of having your organization as a sponsor of this important event.

Denise Octavia Smith, MBA, CHW, PN

Inaugural Executive Director

National Association of Community Health Workers

Email: dsmith@nachw.org

ABOUT THE EVENT

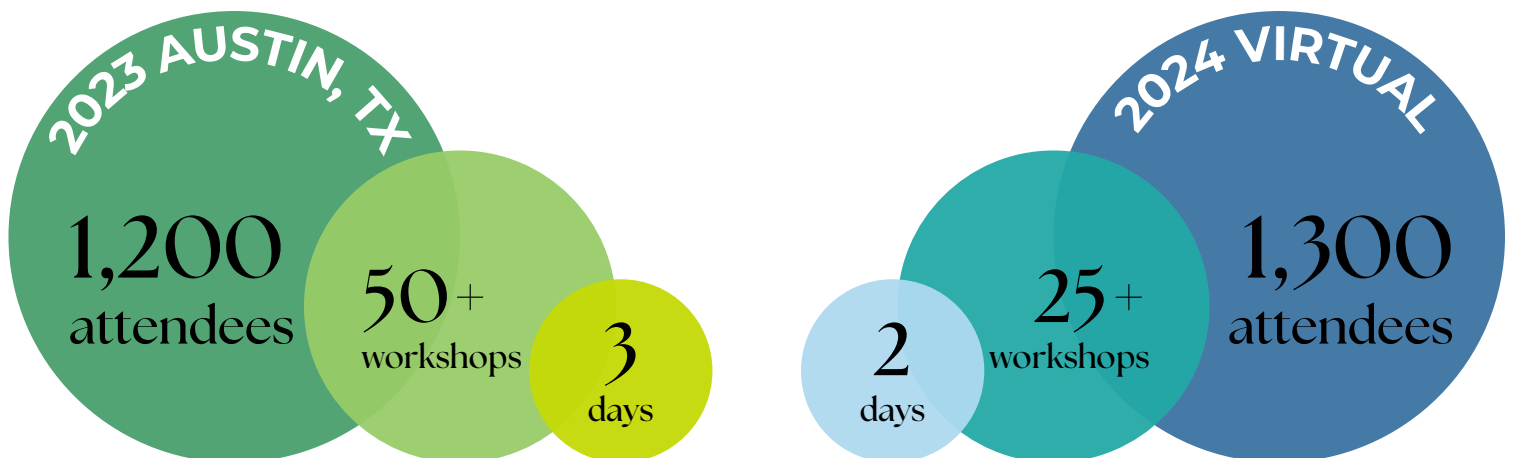
The Unity Conference is an interactive, educational and informative gathering convening community health workers (CHWs) and allies, members, and partners from across the country to celebrate the diversity and resilience of the workforce. This year's event will be held in **Columbus, Ohio on July 30 - August 1, 2025 at the Greater Columbus Convention Center.**

During Unity, participants are invited to attend one of up to 50 different workshops which highlight CHW leaders in policy, research, workforce development, cross section partnership, infectious and chronic disease prevention and treatment, and CHWs leading in equity across all these topics. In addition to workshops, NACHW will have certificate eligible trainings, poster presentations, exciting keynotes, booths and local vendors. The conference will culminate in an exciting celebratory gala, where many CHW Leaders will be celebrated and awarded, along with a night of festivities.

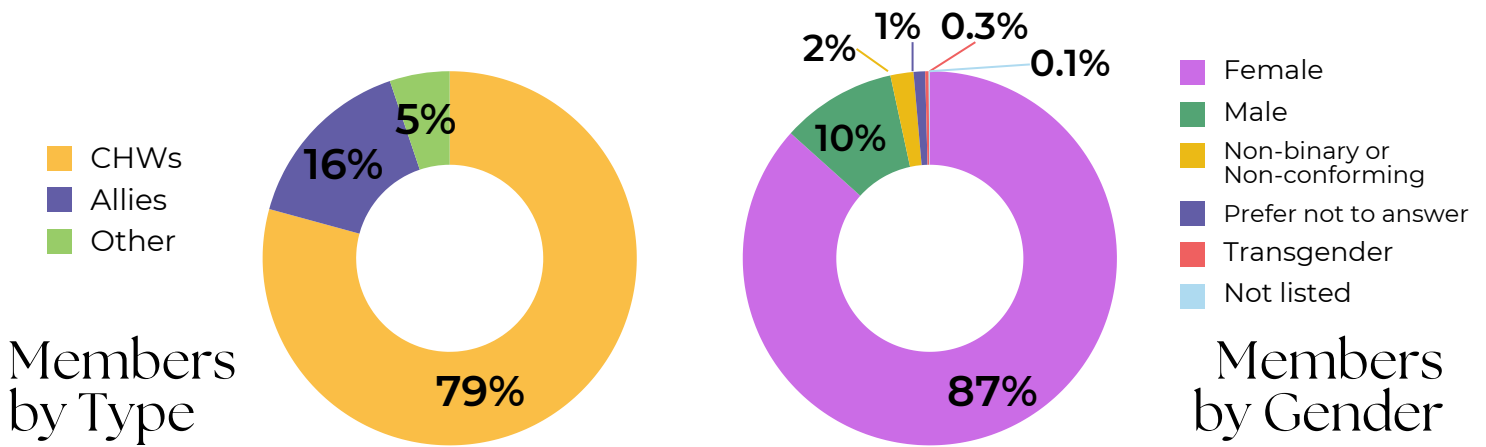
NACHW's annual meeting is held on the first day of the gathering for our members. In this meeting, members can expect:

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

This is a fantastic 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 their same state.



ABOUT OUR AUDIENCE



We are excited to have attained membership in all 50 states, as well as Puerto Rico, Guam, and the U.S. Virgin Islands. We also have a growing membership of Community Health Representatives (CHRs) in tribal nations and territories.

NACHW continues to learn about its members, using member data to better understand and serve the workforce. This data helps us tailor monthly webinars, identify relevant opportunities, and remain at the forefront of issues that pertain to CHWs.

Our members work in dozens of specialties, some of which include:



Mental Health



Diabetes



Returning citizens



Housing & basic needs



Nutrition



Addiction & substance use



Social welfare & economic opportunity



Women's health



HIV/AIDS & STIs

SPOTLIGHT ON NACHW

NACHW works in service of CHWs at the local, state, and federal level. Since our inception in 2019, we bring the work of CHWs to the forefront through print, radio, podcast, social, and video media.

We highlight the work of CHWs in responding to public health needs, the effectiveness of CHWs in strengthening public health programs and systems, and execute awareness campaigns showcasing the value of CHWs and a call to action to recognize, protect, and partner with them.

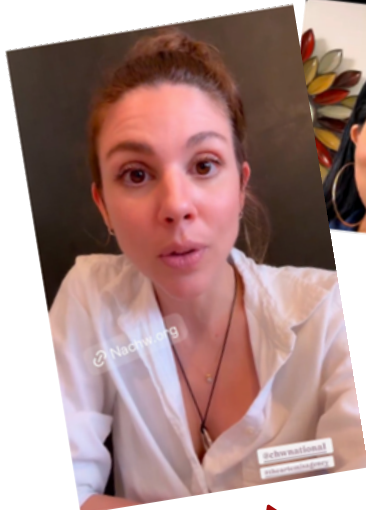


A special surprise on the Jennifer Hudson show



Publication in Health Affairs

Instagram Live with Influencer and model Eric Rutherford during CHW Awareness Week (@mr.rutherford)



Emmy Award winning actress, Kate Mansi, created an Instagram story thanking CHWs for their work, and drawing attention to CHW Awareness Week



NACHW Executive Director on local tv for CHW Awareness week. This and other appearances amassed over 32 million airings nationally. CHW Awareness week hashtags had a reach of over 1.6 million.

2025 THEME

From Legacy to Leadership: Healing and Transforming Communities Together

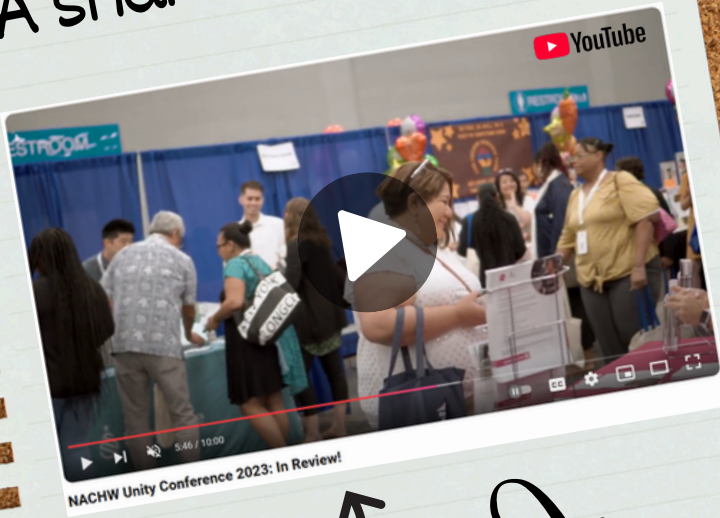
Unity 2025, will honor the **LEGACY** of those who laid the foundation for today's CHW workforce. The theme acknowledges the continuity between past and present, exemplified by the impact of a unified, grassroots approach to health equity.

The **LEADERSHIP** of CHWs is prevalent in their innovation through community and collaboration. CHWs are masters of getting this done, and keeping their communities pushing forward. Unity aims to amplify CHW leadership in service delivery, policy, and advocacy.

CHWs are **HEALING** their communities through the promotion of health and wellbeing. Unity 2025 will not only highlight their efforts and successes, it will also promote healing FOR CHWs. Self-care is vital for a workforce who bring their whole selves in service of others.

The impact of CHWs is felt at all levels of public health infrastructure. They are **TRANSFORMING** systems by sharing evidence and research, resources, and approaches. At Unity 2025, their expertise will be front and center.

IN PERSON: A shared experience



play me!



LOL



EXPERIENCE COLUMBUS

Join us in Columbus, Ohio

In 2024, Ohio had the 5th largest count of NACHW members. Ohio as a whole has over 1,000 registered CHW's that work in a wide range of sectors and represent state-wide networks and organizations

We will be hosting our event at the **Greater Columbus Convention Center**. Located in the heart of our Nation, Columbus, Ohio is within a day's drive or an hour flight from 50% of the US population. John Glenn Columbus International Airport is only 10 minutes from downtown with non-stop flights to and from 50+ destinations, making it a great congregation and meeting point.

Over 11 million people visit Columbus each year to attend conferences, sporting events at The Arena District, which is home to the Columbus Crew (MLS), the Columbus Blue Jackets (NHL), the Columbus Fury (PvF) and the Columbus Clippers, the Triple-A affiliate of the Cleveland Guardians (MLB); and visit the city's incredibly cultural offerings like The Short North Arts District, The German Village and brewery District, and the National Veterans Memorial Museum.



About our Sponsorship and Exhibitor Opportunities

General Sponsorship Levels and Benefits

General sponsorship helps us provide a world-class event for all our attendees. The table on the following page describes sponsorship levels and benefits. General sponsors help us cover general costs such as venue, audio-visual, and catering. These sponsors are placed on event branding throughout the event space.

Storytelling Sponsorship

Storytelling is central to advocacy, narrative change, and awareness. We are designing experiences and activities that amplify CHW voices. These unique brand exposures get to the heart-work of CHWs.

Language Access Sponsorship

This sponsorship is to ensure that we respect the language diversity of CHWs, the same language diversity that makes their work so impactful and effective.

Exhibitor Booth

Sponsors, commercial businesses, CHW networks, non-profits, educational institutions, local government departments, and local artisans and vendors are invited to reserve a booth in our exhibit hall.

Program Ads

You are invited to place an ad in our program book. The book will be presented in print and digital versions for our anticipated 1,400+ attendees.

Attendee Experience Support

There are many elements that make an event enjoyable for attendees. From printed materials, pens and notebooks for note taking, plaques for CHW awardees, and wifi for continued connectivity, there are many ways for supporters to help elevate the experience.

NOTE: All sponsorship levels can be selected separately or combined. For example, you can select a general sponsorship level AND choose to sponsor language access. **Any selection of multiple sponsorship/support types will include combined benefits.**



STORYTELLING SPONSORSHIP Opportunities

A legacy of resilience, a heritage of healing A walk-thru interactive experience | \$50,000

Community Health Representatives (CHRs) are the backbone of the nation's oldest-established Community Health Worker program, serving over 350 tribal nations across the United States.

This **powerful**, multimedia, artistic installation, "*A Legacy of Resilience, A Heritage of Healing*", will take over an entire space at the event, enveloping viewers into a **multi sensorial celebration** of the essential work of CHRs both past and present. Through compelling, firsthand accounts, attendees will be invited into the lives of CHRs, **hearing from those who pioneered this movement** as well as those currently continuing the legacy. The installation will feature large-scale projections of recorded videos, written stories, and powerful photos, showcasing not only the challenges CHRs face but also the deep motivations and enduring commitment that drive their work.



Through the tradition of caring for others, Tribal entities have survived genocide, plague, integration, and relocation. Trusted tribal community people are called "Chief", "Medicine Man", "Medicine Woman", "Fire Talker", "Healer", "Seer", "Mother", "Aunt", "Auntie", "Grandfather", "Uncle", and so many other names."

- Chief Michele Mitchum, Pine Hill Indian Tribe, South Carolina

from *Indigenous CHWs and Public Health Working Together to Improve Equitable Data Collection and Representation in South Carolina*

The sponsor for this installation will be:

- Prominently displayed within the installation
- Invited to present a Hope in Care Award to a CHW during the gala
- Featured on social media before and during the conference (a representative will be filmed and photographed onsite. If they are not present, a pre-recorded video may be used)
- Included on the official Unity merchandise
- Included in the program book. A full-page description of the installation with a direct quote
- Included in all full sponsors acknowledgements and branding

**This a single (1) sponsor opportunity and will be decided on a first come first serve basis.*

STORYTELLING SPONSORSHIP Opportunities

A Unified Voice: CHWs in their own words

\$25,000

CHWs are change agents in their communities. They leverage lived-experience and community trust to provide and connect folks to social and health services. CHWs are creative, improving health outcomes through various modes of practice. The work of CHWs is often vital to the success of public health initiatives, yet their voices are rarely amplified.

Through this installation, **the stories of CHWs, in their own written voice, will be front and center.** As attendees move around the event space, they will be welcomed by display pillars, showcasing the stories of different **CHWs from across the country** on each side. Giving a glimpse into their lives on their respective corners of our nation.

The sponsor for this installation will be:

- Prominently displayed within the installation
- Featured on social media before and during the conference
- Included on the official Unity merchandise
- Included in the program book. A full-page description of the installation with a direct quote
- Included in all full sponsors acknowledgements and branding

**This a single (1) sponsor opportunity and will be decided on a first come first serve basis.*



STORYTELLING SPONSORSHIP Opportunities

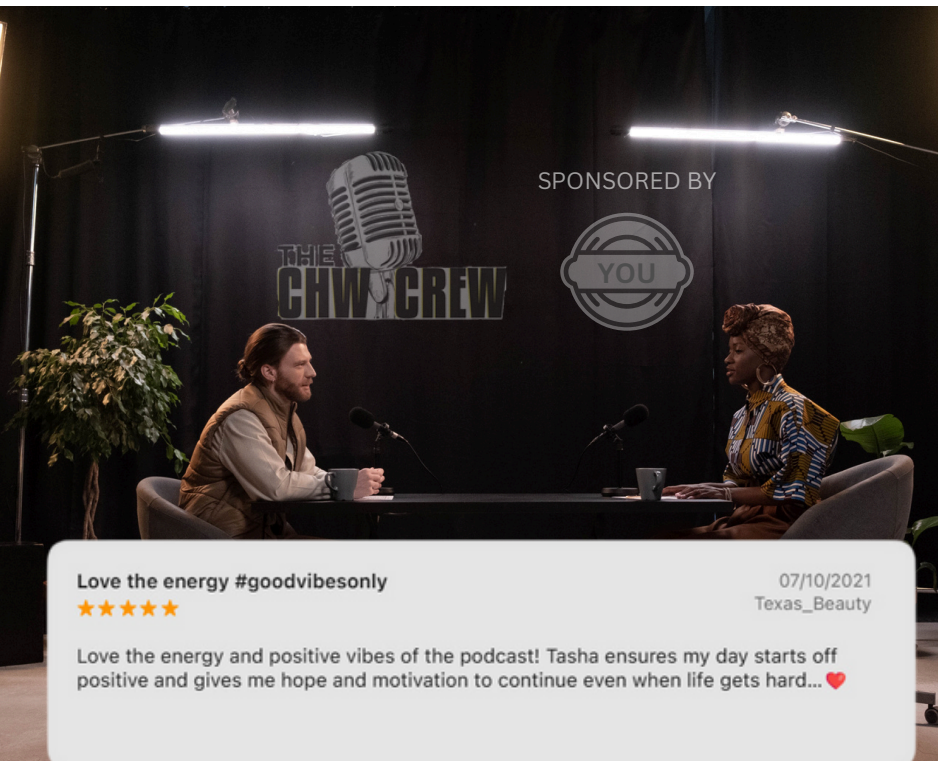
Rooted: A C.H.W CREW Live podcast recording | \$20,000

As part of our Unity 2025 celebration, join us for a special event honoring the rich history and enduring impact of CHWs. This live podcast recording will feature the voices and stories that have shaped the CHW movement and continue to drive its evolution.

Hosted by Texas CHW and NACHW's CHW Network Manager, Tasha Whitaker, this engaging session will be recorded for the C.H.W. Crew Podcast, a platform dedicated to amplifying the voices of CHWs across the nation. Tasha will lead a dynamic conversation with CHWs, reflecting on their own personal stories and answering the question: **"Why do we do the work we do?"**



This is a unique opportunity to hear firsthand accounts of how CHWs are healing, transforming, and leading efforts to address health disparities, promote equity, and build stronger communities. This event will be **a powerful celebration of grassroots leadership**, community resilience, and the pivotal role that CHWs play in shaping the future of healthcare and our society.



Love the energy #goodvibesonly

★★★★★

07/10/2021
Texas_Beauty

Love the energy and positive vibes of the podcast! Tasha ensures my day starts off positive and gives me hope and motivation to continue even when life gets hard... ❤️

The sponsor for this installation will be:

- Prominently displayed within the installation
- Featured on social media before and during the conference
- Included on the official Unity merchandise
- Included in the program book. A full-page description of the podcast with a direct quote
- Included in all full sponsors acknowledgements and branding

**This a single (1) sponsor opportunity and will be decided on a first come first serve basis.*

LANGUAGE ACCESS Sponsorship Opportunity

Translation and Interpretation | \$25,000

In our national CHW survey, 41.3% of CHW respondents spoke a language other than English exclusively. 35.4% of respondents specifically speak Spanish or Spanish and English. Attendees at the annual meeting and Unity Conference shape the momentum of the national organization by voting in board members and shaping advocacy priorities. It is vital that they access all the information, resources, and opportunities in their preferred language.

Our language access sponsor will help us provide attendees with **print and digital materials translated into Spanish and other languages, video recording translations,** and for those in the room, **simultaneous interpretation.**

The sponsor for this installation will be:

- Prominently displayed at the interpreter station
- Featured on social media before and during the conference
- Included on the official Unity merchandise
- Included in the program book. A full-page description of the service with direct quote
- Included in all full sponsors acknowledgements and branding

*This is a single (1) sponsor opportunity and on a first come first serve basis.

Thank you to our 2024 Sponsors



Program Book Advertising

The event program book is an important source of information for our anticipated 1,400+ attendees and exhibitors. It serves as a guide during the event and a resource long after. Our book will be made available in print format for all attendees, and published digitally online.

Share your work with our vast network!

AD SIZE	FEE
Full Page 8.5" x 11" include 1/8" bleed	\$2,500
Half Page 7.5" x 4.75"	\$1,500
Quarter Page 3.5" x 4.75"	\$800



Become an Exhibitor

Join us in the exhibit hall in your very own 10' x 10' booth. Exhibitors can display their services and network with thousands of CHWs, leaders, and decision makers at the forefront of the CHW workforce. Connect with new partners and re-connect with existing ones.

Are you a local artisan or small business owner? We invite you to sell your wares in our market. We provide a discounted booth fee for local vendors.

NOTE: Food items are not permitted for sale in the convention center.

VENDOR TYPE	FEE
Commercial	\$1,500
Education or Government	\$1,200
Non-profit	\$900
Local Vendor/Artisan <i>*NON FOOD ITEMS</i>	\$300
CHW Network	\$200
Ohio CHW Network	FREE



Attendee Experience Support

OPPORTUNITY	GIFT
Scholarships: For <i>CHW attendance or membership</i>	\$500 - \$10,000
Printing (poster sessions)	\$5,000
Printing (Program book and handouts)	\$20,000
Learning essentials (pens, notepads)	\$10,000
Wellness items (mints, stress reliever)	\$10,000
Wellness items (sanitizer)	\$12,500
CHW Awards Plaques	\$10,000
Lanyards (branded)	\$15,000
Snack station (cookies or brownies)	\$15,000
Snack station (ice-cream)	\$15,000
Conference bag	\$20,000
On-site event app	\$30,000
Wi-fi access for attendees at Columbus Convention Center	\$50,000



Deadline Dates

General and Storytelling Sponsorship: Friday, June 13, 2025

Exhibitor and Vendor Purchase: Friday, June 13, 2025

Event Support Sponsorship: Wednesday, June 25, 2025

Program Book Ad Spaces: Monday, June 30, 2025

Payment Procedures

Based on the type of support you would like to provide, please complete one of our forms at the links below.



If you would like to become a **general sponsor, storytelling sponsor, or attendee experience supporter**, please complete the form at [THIS LINK](#)



If you would like to secure a **booth in our exhibit hall**, please complete the form at [THIS LINK](#)



If you would like to purchase an **ad in our program book**, please complete the form at [THIS LINK](#)



If you would like to provide **scholarships for CHWs** to attend Unity or obtain NACHW membership, please complete the form at [THIS LINK](#)

After completing the appropriate form, the NACHW team will be in touch regarding next steps and payment. Please ensure that you complete the correct form as to avoid any delays.

Payment made by credit card: Contact Marlys Vaughan at mvaughan@hria.org

Payment made by physical checks:

- i. Make check out to: National Association of Community Health Workers, c/o HRiA
Check memo line: for NAC201 - NACHW 2025 Conference 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 Unity 2025 Conference
2 Boylston Street, 4th floor
Boston, MA 02116

To Request an Invoice: Please EMAIL Marlys Vaughan at mvaughan@hria.org with the subject line: Invoice Request Unity 2025 – Sponsorship.

For all other questions, or to schedule a meeting, please contact Bernadine Jeranyama, Associate Director of Communications, at bjeryama@hria.org