



2023

# Unity Conference and Annual Meeting Sponsorship Prospectus



**August 3 – 5, 2023**  
**Austin, TX**

Austin Convention Center

**NACHW**  
NATIONAL ASSOCIATION OF  
COMMUNITY HEALTH WORKERS

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The NACHW 2023 Unity  
Conference  
is coming to **Austin, Texas!**

We invite you to become a  
sponsor today!



**Dear Community Health Worker Potential Sponsor:**

Federal, national and state level policy makers, funders and employers, want to partner with and integrate Community Health Workers (CHWs), in response to persistent and urgent challenges including public health worker shortages, weakness in public health infrastructure, ongoing COVID/Flu/RSV infections, rising barriers to social and behavioral health services, and historic racial and health inequities for marginalized communities.

CHWs are frontline public health professionals with deep trust, shared life experience and relationship with the persons they serve. This umbrella title includes a highly diverse, skilled and culturally aligned community of Promotoras, Community Health Representatives on tribal nations, Aunties in Asian, Native Hawaiian and Pacific Islander communities, outreach workers, peers, doulas, and dozens of other work titles.

For CHWs to thrive in their communities and careers, and improve the trust, quality and effectiveness of primary care, public health and social services, they need the unifying and coordinating leadership support of a national Association.

The [National Association of Community Health Workers \(NACHW\)](#) was launched in April 2019 as a 501(c)(3) nonprofit membership driven organization. Founded by CHWs and allies, our vision is to unify Community Health Workers - across geography, ethnicity, sector, gender and lived experience - to support communities to achieve health, equity and social justice.

In just three years, we have become ***the national voice and convening body*** for CHWs. NACHW has more than 2,300 active individual and organizational members who hail from all 50 states, and nearly 9,000 people on our national email listserv and 16,000 in our COVID listserv.

**We invite you to become a sponsor of the NACHW 2023 Unity Conference & Annual Meeting. This year's theme is "The Workforce We Need for the World We Want".**

If you were part of our 2022 experience as a sponsor, we thank you and invite you to keep supporting this great cause and this unique event that brings CHWs around the country together. With the help of sponsors, our 2022 Annual Meeting and Unity conference was an unforgettable event with our keynote, Pulitzer Prize Poet and Author Joy Harjo, certificate sessions on advocacy and self-care, and over 30 additional workshops and informal networking sessions. We engaged more than 1000 participants in 2022 - and our members and partners are eager to convene in person in 2023, safely and with even more exceptional offerings!

If you were not part of this amazing group of supporters, we hope you will join us in celebrating, educating, and advancing the Community Health Workers as a Sponsor of the 2023 Unity Conference!

**We look forward to your sponsorship!**

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

*Inaugural Executive Director,*

*National Association of Community Health Workers*

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



# The National Association of Community Health Workers

## ABOUT NACHW

NACHW is the only national professional organization led by a CHW in the Executive Director position - *and with CHWs in 50% of our Board positions* - who deeply understand the CHW profession and its history. Our Board of Directors are experts whose footprint includes the development of major CHW initiatives, including authoring seminal national research and workforce studies, leading the creation of the DOL classification for CHWs, co-creating the APHA CHW Section and their CHW policies, articulating nationally endorsed C3 Project core competencies, and launching dozens of state associations.

NACHW supports Community Health Workers (CHWs in an umbrella title used to refer to Community Health Representatives (CHRs), Promotoras(es), peers, outreach workers, and dozens of other [frontline](#), trusted, public health workforce members) through the lens of six values: unity, equity and social justice, self-determination, self-empowerment, dignity and respect, and integrity.

NACHW has been at the forefront of amplifying [CHW roles](#) to advance racial equity in testing, social needs and [vaccine distribution during COVID-19](#), and as thought leaders in critical discussions to improve public health capacity and infrastructure, and sustainably integrate CHWs as essential, critical contributors to population health and well-being.

## VISIT US ONLINE

We invite you to visit our website, where you will find information about [partnership opportunities](#), view [state CHW policy](#) documents and [reports](#), get updates about our national [learning collaboratives](#) and national CHW leadership team, and explore our [COVID-19 portfolio](#).

For more information about the roles and leadership capacity of CHWs, read articles highlighting our values and work published by [CNN](#), the [Associated Press](#), [Kaiser Health News](#), [Johnson & Johnson](#), [Prism Reports](#) and [USA Today](#).



# 2023 Unity at a Glance



Our interactive, educational and informative gathering will convene Community Health Workers and Allies, members and partners from across the country to celebrate the diversity and resilience of the workforce.

**Unity 2023** will have over 50 different workshops which will 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, up-to 50 poster presentations, 2 keynotes, 100 different booths and vendors – and our 1<sup>st</sup> Annual Gala where many CHW Leaders will be celebrated and awarded, along with a night of festivities.

*August 3 – Annual Business Meeting    August 4 & 5 – Unity Conference*

**The theme for our Unity Conference 2023:  
“The workforce we need for the world we want.”**

## Why Sponsor?



- Visibility of brand within the CHW workforce nationwide
- Create connections with the biggest CHW network in the country
- Support individuals actively creating positive change in their communities
- Increased return on investment through leveraging of NACHW's national reach
- And many more reasons!

The Unity Conference has been a staple event for the CHW profession, previously held in-person every year in various locations across the country. **The 2023 Unity Conference will serve as the first in-person event since 2019**, having moved to a virtual format in the face of the COVID-19 pandemic. The 2023 event serves as an opportunity for CHWs to come together in fellowship, and for NACHW to honor the impactful work they have done, in response to COVID-19 and beyond.







# Join us in Austin!

Located in Central Texas on the eastern edge of the American Southwest, Austin is the capital of the state of Texas, the Lone Star State. Austin has an estimated population of 961,855 according to the 2020 U.S. Census.

Austin's mild climate allows you to enjoy outdoor activities virtually year round. Austin has 300 days of sunshine a year, with only 3 average days of rain in August.

Texas as a whole has the largest number of CHW members for NACHW. CHWs and allies in Texas work in a wide range of sectors, and represent several state-wide networks and organizations.

## Thank you to our 2022 Sponsors



EVERYDAY LIFE  
everydaylifechw.com



California Health Care Foundation  
HEALTH CARE THAT WORKS FOR ALL CALIFORNIANS



Humana  
Healthy Horizons™



Visión y Compromiso™



## Statistics from Unity 2022



**1,000+**  
Registrants



**20+** Workshops  
and Roundtables



**60+** Speakers and  
Co-Presenters



**200+**  
Networking  
Participants  
(Spaces in English & Spanish)



**2** Full Days



" I loved the CHWs commitment, compassion and enthusiasm for their work. "

" This conference made me realize how big this organization is, different people backgrounds and many shared experiences!!! "

" It was a great experience! The workshops sessions that I attended valued the things that we are doing in the community and empowered me to share my own story as a CHW. The sessions shine the light on what we do and how we have grown. "

" I really enjoyed the excitement of all people involved in the presentations. "

" Todos los temas y talleres fueron fabulosos. "

# 2022 TESTIMONIALS

"This conference was amazing! "

" I can't say enough how wonderful this was. "

" I love the coming together of CHW's from around the country. "

"Informative and engaging."

" I didn't just like it, I loved it!! "

" I loved hearing from other CHW's who share my passion "

" It was a great experience! The workshops sessions that I attended valued the things that we are doing in the community and empowered me to share my own story as a CHW. "

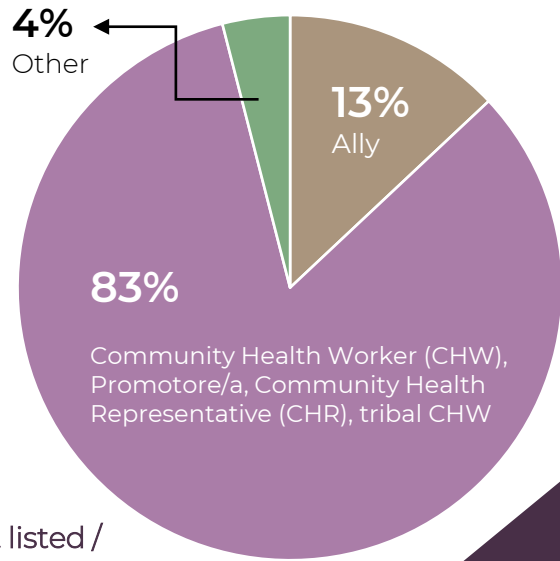
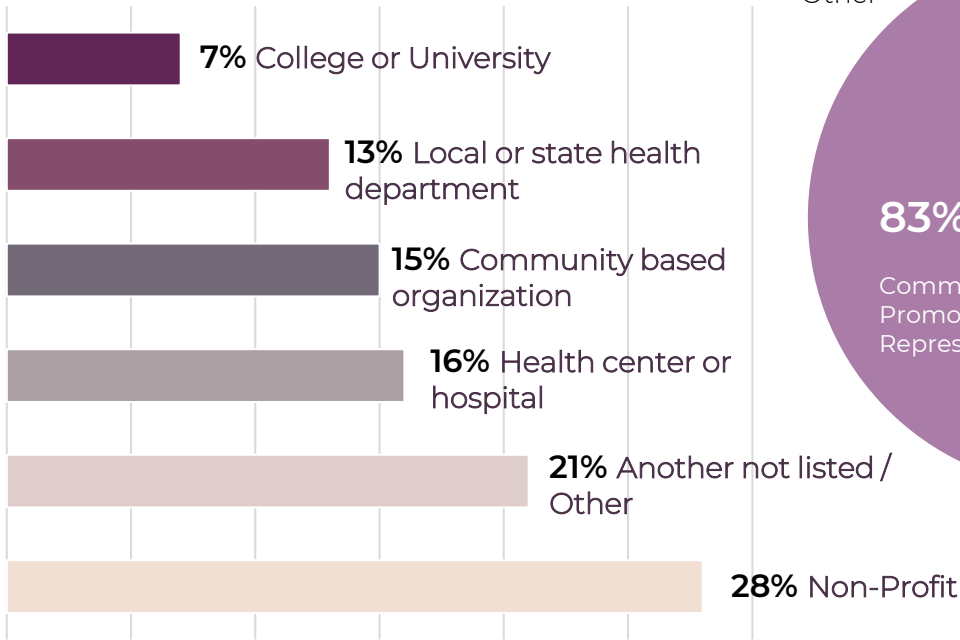
" Keynote Speaker was encouraging and inspiring. "

**NACHW**  
NATIONAL ASSOCIATION OF  
COMMUNITY HEALTH WORKERS



# MEET OUR AUDIENCE

## Organization Sector



**NACHW**  
NATIONAL ASSOCIATION OF  
COMMUNITY HEALTH WORKERS



Unity 2022 Participants by Race and Ethnicity included:

- White
- Hispanic/Latino
- Black African Ancestry only
- Native American/AI
- Multiracial
- Asian only
- Native Hawaiian/ Pacific Islander
- Another race not listed

Unity 2023 Conference Theme:  
“The workforce we need for the world we want.”





# Sponsorship Levels & Benefits

Sponsors	75K	60K	50K	40K	30K	20K	15K	10K	5K	2.5K
Special Benefits	Gala & Language	Unity Lunch & Keynote Speaker	2 hrs. Focus Group & Ambassador Scholarship	Annual Meeting Breakfast & CHW Awards	Welcome Bag & Self-Care Morning Remarks	Exhibit Hall Sweets Table & 1.15 hrs. Workshop	Exhibit Hall Coffee Table & Introduce a Workshop	Lanyard & Ticket sponsorship	Directional Signs	
Logo on Entrance Banner	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Logo on NACHW and Unity Conference Website	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Complementary Registrations	3	3	3	2	2	2	1	1	1	1
Newsletter Ad Space *Any Ad will be subject to NACHW's approval	X	X	X	X	X	X				
Press Release Inclusion	X	X	X							
In-person booth	X	X	X	X	X	X	X	X	X	X
Social Media Spotlight	5	4	3	3	2	2	1	1		

# \$75,000 Level

## Special Benefits

- Full Gala Sponsorship
- Language Support

This level of sponsorship will have the opportunity to receive **2** complementary registrations to our Gala Night, as well as receive co-branding on any announcements related to this event. As a sponsor you will have the opportunity to share some **remarks during the gala for 10 min.** This level will also receive recognition for sponsoring translation/language support for our participants during the conference.

## Other Benefits

- **3** complementary registrations
- **3** Ad Spaces on NACHW's newsletter (The ads will be subject to NACHW's approval)
- **20x20** In-person booth (both days of conference)
- **5** Sponsor spotlights on social media
- Press Release Inclusion
- Logo on banner by conference entrance
- Logo on main NACHW Website & Official Unity 2023 website
- Logo on event's printed agenda
- Website branding - includes standalone webpage with video and resource inclusion

# \$60,000 Level

## Special Benefits

- Keynote Speaker
- Lunch for Conference

This level of sponsorship will have the opportunity to provide lunch *(you will pick ONE of the two days)* for **EVERYONE** attending Unity. This level gives you the unique advantage to address all our participants gathered in one place. You will have **10min** to make some remarks. This level also sponsors our Keynote speaker on the day you choose to sponsor lunch, therefore, you will have the pleasure to **introduce our Keynote speaker** on that day.

## Other Benefits

- **3** complementary registrations
- **3** Ad Spaces on NACHW's newsletter (The ads will be subject to NACHW's approval)
- **4** Sponsor spotlights on social media
- **20x20** In-person booth (both days of conference)
- Press Release Inclusion
- Logo on banner by conference entrance
- Logo on main NACHW Website & Official Unity 2023 website
- Logo on event's printed agenda
- Website branding - includes video and blurb



# \$50,000 Level

## Special Benefits

- 2-hour Focus Group
- Ambassador Scholarship

This level of sponsorship will have the opportunity to host a 2-hr focus group during our unity conference. **You will be given a room within the conference center to host this group!** This level will also sponsor our NACHW Ambassadors to attend and will be invited to meet them during a meeting the day before Unity starts.

*(The focus guide will be subject to NACHW's approval).*

## Other Benefits

- **3** complementary registrations
- **2** Ad Spaces on NACHW's newsletter (The ads will be subject to NACHW's approval)
- **3** Sponsor spotlights on social media
- **20x20** In-person booth (both days of conference)
- Press Release Inclusion
- Logo on banner by conference entrance
- Logo on main NACHW Website & Official Unity 2023 website
- Logo on event's printed agenda
- Website branding - includes video and blurb

# \$40,000 Level

## Special Benefits

- CHW Awards
- Annual Meeting Breakfast

This level of sponsorship will have the opportunity to provide breakfast during our annual meeting. This meeting is held to share a report on NACHW with our members, choose new board members, etc. **We will place your logo** on all the slides used during this meeting.

This level also provides you with **1 complementary** registration to our gala night, where the CHW Awards will take place. You will have **5 min to address everyone** attending the gala.

## Other Benefits

- **2** complementary registrations
- **2** Ad Spaces on NACHW's newsletter (The ads will be subject to NACHW's approval)
- **3** Sponsor spotlights on social media
- **10x10** In-person booth (both days of conference)
- Logo on banner by conference entrance
- Logo on main NACHW Website & Official Unity 2023 website
- Logo on event's printed agenda
- Website branding - includes image and blurb





# \$30,000 Level

## Special Benefits

- Welcome Bag
- Self-care Morning

This level of sponsorship gives you the opportunity to provide our participants **with a welcome bag!** All items provided will have your logo on them. This is a great opportunity for participants to remember your organization's name!

Along with this, you have the amazing chance to give **5 min remarks** at one of the activities happening during our self-care morning (day 2 of conference).

## Other Benefits

- **2** complementary registrations
- **1** Ad Spaces on NACHW's newsletter (The ads will be subject to NACHW's approval)
- **2** Sponsor spotlights on social media
- **10x10** In-person booth (both days of conference)
- Logo on banner by conference entrance
- Logo on main NACHW Website & Official Unity 2023 website
- Logo on event's printed agenda
- Website branding - includes image and blurb

# \$20,000 Level

## Special Benefits

- Exhibit Hall Sweets Table
- 1.15-hour Workshop

This level of sponsorship will have the opportunity to provide sweets/snacks for anyone that visits the Exhibit Hall (where all sponsors will be located). **This table will be branded with the sponsor's logo.** This sponsor will also have the benefit to host a **1.15-hour workshop** during our Unity Conference.

*\*(To present a workshop you are required to submit your commitment to sponsor by **March 10<sup>th</sup>**. You will also be required to have a CHW/Promotora as a presenter or co-presenter).*

## Other Benefits

- **2** complementary registrations
- **1** Ad Spaces on NACHW's newsletter (The ads will be subject to NACHW's approval)
- **2** Sponsor spotlights on social media
- **10x10** In-person booth (both days of conference)
- Logo on banner by conference entrance
- Logo on main NACHW Website & Official Unity 2023 website
- Logo on event's printed agenda
- Website branding - includes image and blurb



# \$15,000 Level

## Special Benefits

- Exhibit Hall Coffee Table
- Introduce a Workshop

This level of sponsorship will have the opportunity to provide coffee for anyone that visits the Exhibit Hall. **This table will be branded with the sponsor's logo.** On this level you also get to sponsor a workshop that aligns with your organization's values. During this workshop you will have **10 min** to talk about your organization and then you will introduce the speaker leading this session.

## Other Benefits

- 1 complementary registrations
- 1 Sponsor spotlights on social media
- **10x10** In-person booth (both days of conference)
- Logo on banner by conference entrance
- Logo on Official Unity 2023 website
- Logo on event's printed agenda
- Website branding – includes blurb

# \$5,000 Level

## Special Benefits

- Directional Signs

## Other Benefits

- 1 complementary registrations
- **10x10** In-person booth (both days of conference)
- Logo on banner by conference entrance
- Logo on Official Unity 2023 website
- Logo on event's printed agenda

# \$10,000 Level

## Special Benefits

- Conference Lanyard
- Ticket Sponsorship

This level of sponsorship will have the opportunity to provide our participants with the **conference lanyard**. Your logo will be placed on the lanyard. Along with this you will **sponsor registration** for 10 CHWs/Promotoras to attend Unity 2023.

## Other Benefits

- 1 complementary registrations
- 1 Sponsor spotlights on social media
- **10x10** In-person booth (both days of conference)
- Logo on banner by conference entrance
- Logo on Official Unity 2023 website
- Logo on event's printed agenda
- Website branding - includes summary

# \$2,500 Level

## Benefits

- 1 complementary registrations
- **10x10** In-person booth (both days of conference)
- Logo on banner by conference entrance
- Logo on Official Unity 2023 website
- Logo on event's printed agenda

# Payment Instructions

## 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:

**Payment made by credit card:** Contact Marlys Vaughan at [mvaughan@hria.org](mailto: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 2023 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 2023 Conference  
2 Boylston Street, 4th floor  
Boston, MA 02116

**To Request an Invoice:** Please **EMAIL** Marlys Vaughan at [mvaughan@hria.org](mailto:mvaughan@hria.org) and copy Karla Salinas at [ksalinas@hria.org](mailto:ksalinas@hria.org) with the **subject line:** *Invoice Request Unity 2023 – Sponsorship*

**THANK YOU FOR YOUR  
UNITY 2023 CONFERENCE SPONSORSHIP!  
SEE YOU IN AUSTIN, TEXAS  
AUGUST 4-5TH, 2023!**

*Thank you for your support!*

As a reminder, sponsorship commitments are  
due by June 30, 2023.