



# 2026 CQC Sponsorship Prospectus

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# Catalyst for Health, a CQC Forum

**When:** Spring 2026

**Location:** Sacramento, CA

**Anticipated attendance:**  
125+ individuals

The Catalyst for Health Forum is the California Quality Collaborative's annual flagship convening, bringing together leaders, innovators and implementers from across California's health care ecosystem. More than a traditional conference, the Catalyst for Health is designed as an interactive forum where decision-makers explore bold ideas and practical solutions to the state's most urgent challenges.

Sponsors gain direct access to leaders from provider organizations, health plans, public agencies and purchaser groups, positioning their brand alongside innovative strategies shaping the future of California health care. The Forum's purpose is action: generating insights, connections and commitments that accelerate high-impact solutions statewide.

## Why Sponsor?

- Direct access to California's health care decision-makers
- Year-round visibility across flagship events and digital channels
- Alignment with initiatives advancing quality, equity and innovation

## Reception Sponsor (~~\$30,000~~) **SOLD OUT**

The Welcome Reception is a high-touch, invitation-only gathering of California's health care leaders. Held the evening prior to the full-day convening, this event offers the most intimate and relationship-focused opportunity of the Forum.

### Reception-Specific:

- Exclusive branding at the Welcome Reception
- Opportunity to deliver brief welcome remarks at the Reception
- 4 Reception tickets
- Concierge introductions to 3 key attendees during the Reception
- Dedicated recognition as the Reception Sponsor across all event materials

### *Reception Sponsor cont.*

#### Forum-Specific:

- 4 Forum tickets
- Verbal acknowledgment during the Forum welcome session
- Logo placement on event website, event agenda (digital and print), onsite signage, main stage slides, Forum promotional emails
- 3 dedicated LinkedIn posts showcasing your sponsorship
- Attendee list (name, title, organization) for all registered Forum participants
- 20% discount on additional Forum tickets

#### **Bundle and Save**

Maximize your impact and your investment. Sponsors committing to multiple CQC 2026 opportunities receive bundled pricing and enhanced recognition across all sponsored programs. Bundling allows you to extend your reach, reinforce your brand presence, and engage with diverse audiences throughout the year—at a reduced rate. [Contact us to learn more.](#)

#### **Leader Sponsor (\$25,000) LIMITED AVAILABILITY**

- Prominent brand visibility throughout the event including logo placement on the event website, agenda (digital and print), onsite signage, main stage slides and promotional emails
- 4 Forum tickets
- 2 Welcome Reception tickets
- Verbal acknowledgment during the Forum welcome session
- 2 dedicated LinkedIn posts showcasing your sponsorship
- Attendee list (name, title, organization) for all registered Forum participants
- Concierge introductions to 2 key attendees during the Reception
- 15% discount on additional Forum tickets

#### **Partner Sponsor (\$15,000) LIMITED AVAILABILITY**

- Brand visibility including logo placement on the event website, agenda (digital and print), onsite signage, main stage slides and promotional emails
- 3 Forum tickets
- 1 Welcome Reception ticket
- Verbal acknowledgment during the Forum welcome session
- 1 dedicated LinkedIn post showcasing your sponsorship
- 10% discount on additional Forum tickets

### Who You'll Reach

CQC sponsorship puts your brand in front of the people shaping California's health care future:

- Senior leaders from provider organizations and health systems
- Executives from state and regional health plans
- Purchasers and employer coalitions
- Policymakers, regulators and quality improvement leaders

### Supporter Sponsor (\$5,000)

- Brand visibility including logo placement on the event website, agenda (digital and print), onsite signage, main stage slides and promotional emails
- 2 Forum tickets
- 1 dedicated LinkedIn post showcasing your sponsorship

### Scholarship Sponsor (\$2,500)

**The Scholarship Sponsorship can be purchased on its own or in addition to any other sponsorship tier.**

- Provide access for partner safety net providers, community-based organizations and other under-resourced participants in your network by underwriting registration costs
- Recognition in all sponsor acknowledgment materials including event website, agenda (digital and print), onsite signage and main stage slides

## Custom Sponsorship Packages

We recognize that every organization's goals are unique. CQC offers custom sponsorship packages tailored to your priorities—whether that's reaching a specific audience, aligning with particular topics or combining opportunities across our portfolio. Contact us to explore how we can design a sponsorship package that meets your needs and delivers measurable value.

## Contact

For questions or to confirm your sponsorship, please contact:

Erika Lind  
Manager, Events & Learning  
California Quality Collaborative  
[elind@pbgh.org](mailto:elind@pbgh.org)

# California Quality Collaborative Sponsorship Agreement

Please submit completed form to Erika Lind at [elind@pbgh.org](mailto:elind@pbgh.org).

Primary Contact (First/Last Name)

Title

Phone Number

Email Address

## Sponsor Details

Company Name

Company Website

Representative Name

Representative Title

Representative Phone Number

Representative Email Address

**Please note:** Company representative listed above does not need to be in attendance at the event; however, they should be available by phone or email to receive administrative updates from CQC staff and inquiries from attendees about your company.

## Event & Sponsorship Level

### Catalyst for Health, a CQC Forum

Reception (\$30,000)

Leader (\$25,000)

Partner (\$15,000)

Supporter (\$5,000)

Scholarship (\$2,500)—Add-On

### Health Care Leadership Summit

Reception (\$30,000)

Leader (\$25,000)

Partner (\$15,000)

Exhibitor (\$10,000)

Supporter (\$5,000)

Scholarship (\$2,500)—Add-On

Following the finalization of this sponsorship agreement, CQC will reach out via email to collect your company logo, description and other key sponsorship details.

Signature

Date

*By signing this agreement, your organization is committing to sponsoring the selected tier above for the 2026 Catalyst for Health: A CQC Forum. Payment for all sponsorships is due 30 days after receipt of invoice.*