



2026 CQC Sponsorship Prospectus

Why Sponsor CQC

The California Quality Collaborative (CQC), a quality improvement program of the Purchaser Business Group on Health, works with health care leaders statewide to advance quality, equity and value in care delivery.

Partnering with CQC in 2026 offers sponsors a powerful platform to elevate their brand, engage directly with health care decision-makers and align with high-impact initiatives driving system-level change across California. This prospectus outlines a variety of sponsorship opportunities that can be tailored to meet your goals—whether through visibility at our signature Catalyst for Health Forum and Health Care Leadership Summit or through targeted workshops, webinars and program-based initiatives.

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



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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



Health Care Leadership Summit 2026

Behavioral Health Integration

When: September 2026

Location: Southern California

Anticipated attendance:
100+ individuals

The Health Care Leadership Summit is an annual high-impact, one-day event hosted by the California Quality Collaborative. The Summit convenes health care leaders from plans, provider organizations and state government to tackle a specific, pressing challenge facing California's health care system.

Designed as an interactive working session, the Summit fosters collaboration, highlight lessons learned and drive shared commitments to improving care and quality. Sponsors gain visibility among influential stakeholders shaping policy and practice, with recognition that underscores their demonstrated commitment to actionable improvements.

This year's Summit will focus on integrating behavioral health into the primary care setting, offering sponsors a unique opportunity to engage with leaders driving progress in this priority area.

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) **ONE AVAILABLE**

The Welcome Reception is an intimate, invitation-only gathering of leaders advancing behavioral health integration across California. It provides sponsors with a unique opportunity to build relationships in a smaller setting, connect directly with decision-makers and foster meaningful dialogue outside of the main Summit program.

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



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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

Reception Sponsor cont.

Forum-Specific:

- 4 Summit tickets
- Verbal acknowledgment during the Summit welcome session
- Logo placement on event website, event agenda (digital and print), onsite signage, main stage slides, Summit promotional emails
- 3 dedicated LinkedIn posts showcasing your sponsorship
- Attendee list (name, title, organization) for all registered Summit participants
- 20% discount on additional Summit tickets
- *Optional* Exhibit table: (8x10), six-foot skirted table, 2 chairs, signage, wastebasket

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 Summit tickets
- 2 Welcome Reception tickets
- Verbal acknowledgment during the Summit 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 Summit tickets
- *Optional* Exhibit table: (8x10), six-foot skirted table, 2 chairs, signage, wastebasket

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 Summit tickets
- 1 Welcome Reception ticket

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.](#)

- Verbal acknowledgment during the Summit welcome session
- 1 dedicated LinkedIn post showcasing your sponsorship
- 10% discount on additional Summit tickets
- *Optional* Exhibit table: (8x10), six-foot skirted table, 2 chairs, signage, wastebasket

Exhibitor Sponsor | \$10,000

- Exhibit table: (8x10), six-foot skirted table, 2 chairs, signage, wastebasket
- Brand visibility including logo placement on the event website, agenda (digital and print), onsite signage, main stage slides and promotional emails
- 2 Summit tickets

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 Summit 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 safety net providers, community-based organizations and other under-resourced participants 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

California Quality Collaborative Sponsorship Agreement

Please submit completed form to Erika Lind at 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.



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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.



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