



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

April 22-23, 2026 | Sacramento, California

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, 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.

Benefits Included in All Tiers of Sponsorship

- Company logo included on event webpage
- Company logo on event marketing emails
- Company logo on sponsorship signage near registration desk at event
- Company logo displayed on presentation screen during opening and closing remarks
- Company logo displayed on presentation screen during networking breaks
- Attendee list (name, title, organization, email) for all registered event participants

~~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.

- Exclusive branding at the Welcome Reception
- Opportunity to deliver brief welcome remarks at the Welcome Reception
- 4 Forum + Welcome Reception tickets
- Concierge introductions to 3 key attendees during the Reception
- Dedicated recognition as the Reception Sponsor across all event materials
- Verbal acknowledgment during the Forum welcome session
- 3 dedicated LinkedIn posts showcasing your sponsorship
- 20% discount on additional Forum tickets



California Quality
Collaborative

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Who You'll Reach

- 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

Custom Sponsorships

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.

Leader Sponsor | \$25,000 **LIMITED AVAILABILITY**

- 4 Forum + Welcome Reception tickets
- Verbal acknowledgment during the Forum welcome session
- 2 dedicated LinkedIn posts showcasing your sponsorship
- Concierge introductions to 2 key attendees during the Reception
- 15% discount on additional Forum tickets

Partner Sponsor | \$15,000 **LIMITED AVAILABILITY**

- 3 Forum + Welcome Reception tickets
- Verbal acknowledgment during the Forum welcome session
- 1 dedicated LinkedIn post showcasing your sponsorship

Supporter Sponsor | \$5,000

- 2 Forum + Welcome Reception 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

Benefits Included in All Tiers of Sponsorship

- Company logo included on event webpage
- Company logo on event marketing emails
- Company logo on sponsorship signage near registration desk at event
- Company logo displayed on presentation screen during opening and closing remarks
- Company logo displayed on presentation screen during networking breaks
- Attendee list (name, title, organization, email) for all registered event participants

Who You'll Reach

- 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

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Exhibitor Vendor Opportunities

Exhibit Table at Forum | \$7,500

- Exhibit table: (8x10), six-foot skirted table, 2 chairs, signage, wastebasket
- 3 Forum + Welcome Reception tickets

Lanyard Sponsor | \$5,000

- Company logo featured prominently on attendee name badge lanyards
- 3 Forum + Welcome Reception tickets

Breakfast Sponsor | \$10,000

- Company logo displayed on signage and presentation screen during networking breakfast
- Company name included in agenda
- 3 Forum + Welcome Reception tickets

Lunch Sponsor | \$15,000

- Company logo displayed on signage and presentation screen during lunch
- Company name included in agenda
- 3 Forum + Welcome Reception tickets

Health Care Leadership Summit 2026

Behavioral Health Integration

September 16-17, 2026 | San Diego, California

The Health Care Leadership Summit is an annual high-impact 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, highlights lessons learned and drives 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.

Benefits Included in All Tiers of Sponsorship

- Company logo included on event webpage
- Company logo on event marketing emails
- Company logo on sponsorship signage near registration desk at event
- Company logo displayed on presentation screen during opening and closing remarks
- Company logo displayed on presentation screen during networking breaks
- Attendee list (name, title, organization, email) for all registered event participants

Host Sponsor | \$30,000 **ONE AVAILABLE**

The Welcome Reception is an intimate gathering of leaders advancing behavioral health integration across California. It provides the sponsor 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.

- Exclusive branding at the Welcome Reception
- Opportunity to deliver welcome remarks at the Welcome Reception
- 4 Summit + Welcome Reception tickets
- Concierge introductions to 3 key attendees during the Summit
- Dedicated recognition as the Host Sponsor across all event materials
- Verbal acknowledgment during the Summit welcome session
- 3 dedicated LinkedIn posts showcasing your sponsorship

Partner Sponsor | \$15,000

- 3 Summit + Welcome Reception tickets
- Verbal acknowledgment during the Summit welcome session
- 1 dedicated LinkedIn post showcasing your sponsorship

Supporter Sponsor | \$7,500

- 2 Summit + Welcome Reception tickets
- 1 dedicated LinkedIn post showcasing your sponsorship

Benefits Included in All Tiers of Sponsorship

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Who You'll Reach

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- Company logo featured prominently on attendee name badge lanyards
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Breakfast Sponsor | \$10,000

- Company logo displayed on signage and presentation screen during networking breakfast
- Company name included in agenda
- 3 Summit + Welcome Reception tickets

Lunch Sponsor | \$15,000

- Company logo displayed on signage and presentation screen during lunch
- Company name included in agenda
- 3 Summit + Welcome Reception tickets

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.

Event & Sponsorship Level

Catalyst for Health, a CQC Forum

Reception (\$30,000)

Leader (\$25,000)

Partner (\$15,000)

Supporter (\$5,000)

Exhibitor (\$7,500)

Lanyard (\$5,000)

Breakfast (\$10,000)

Lunch (\$15,000)

Health Care Leadership Summit

Host (\$30,000)

Partner (\$15,000)

Supporter (\$7,500)

Exhibitor (\$7,500)

Lanyard (\$5,000)

Breakfast (\$10,000)

Lunch (\$15,000)

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.