



2027 CQC Sponsorship Prospectus

About CQC

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

26

stakeholder
partners

20M+

Californians served through
aligned partners

CQC Stakeholder Partners

CQC stakeholders comprise a diverse group of organizations from the healthcare industry — representing providers, health systems, payers, purchasers, government and advocacy groups — whose leadership provides strategic direction and guidance for CQC's quality improvement work to transform the delivery system.

Aetna

Aledade

America's Physician Groups

Blue Shield of California

California Department of Health Care Services

California Health Care Foundation

California Pan-Ethnic Health Network

California Physician Services Organization

California Public Employees' Retirement System

CalOptima

Covered California

Health Net

Health Services Advisory Group

Hill Physicians Medical Group

Integrated Healthcare Association

Kaiser Permanente

L.A. Care Health Plan

Molina Healthcare

Optum California

Purchaser Business Group on Health

Sharp Rees-Stealy

Sutter Health

UC San Diego Health

UnitedHealthcare

Valley Health Plan

Vivant Health

White Memorial Medical Center



California Quality
Collaborative

Why Sponsor CQC

Partnering with CQC in 2027 offers sponsors a powerful platform to elevate their brand, engage directly with healthcare 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 Healthcare Leadership Summit or through targeted workshops, webinars and program-based initiatives.

An Audience with Influence

CQC events convene a highly engaged, cross-sector audience of healthcare executives, clinical leaders, public officials, improvement experts and innovators. CQC intentionally curates intimate formats to create environments where meaningful conversations happen. Sponsors gain direct access to senior leaders responsible for strategy, benefits design, care delivery, population health, quality improvement, policy, and health care transformation initiatives. Unlike larger conferences, CQC events emphasize engagement over attendance, creating opportunities for sponsors to build authentic relationships with executives and influencers actively shaping the future of healthcare.

Sponsorship Note

CQC is an independent, nonpartisan organization with a 20 year track record of aligning health plans, providers and purchasers to co-design scalable solutions that improve quality, equity and outcomes across California.

Sponsorship of CQC events does not influence speaker selection, content, topics of discussion, or programming. This policy enables CQC to maintain our strong credibility, remain committed to our mission, and assure all our sponsors and attendees of the quality and objectivity of CQC events.

Senior Decision Makers

An audience of leaders with the authority and expertise to influence strategy, partnerships, programs, and purchasing decisions.

Roles held by event attendees:

- 28% VP, chief, or president-level titles
- 65% director-level or higher titles



California Quality
Collaborative

Catalyst for Health, a CQC Forum

April 20-21, 2027 | Long Beach, 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 healthcare 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 healthcare. 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 printed on sponsorship signage near registration desk at event
- Company logo displayed on presentation screen during opening and closing remarks
- Company description, contact information and logo printed in attendee packets

Leader Sponsor | \$40,000 1 AVAILABLE

The Leader Sponsor is the premier partner of Catalyst for Health and the exclusive sponsor of the Welcome Reception, a high-touch, intimate gathering of healthcare leaders held the evening prior to the convening that offers the most relationship-focused opportunity of the Forum. As the event's highest-level sponsorship opportunity, the Leader Sponsor is positioned as a trusted partner in advancing healthcare transformation while gaining unparalleled access to decision-makers and thought leaders shaping the future of healthcare quality, affordability, and innovation across California.

- Highest brand visibility throughout entire Catalyst for Health event
- Exclusive sponsor of the Welcome Reception
- Company logo printed on Reception table tents
- Opportunity to deliver brief remarks at the Reception
- Concierge introductions to 3 key attendees during the Reception
- 5 Forum + Reception tickets; 20% discount on additional tickets
- Prominent recognition as Leader Sponsor across all printed event materials
- Verbal acknowledgment during the Forum opening session
- 3 dedicated LinkedIn posts showcasing your sponsorship
- Attendee list (name, title, organization, email) for all registered event participants



California Quality
Collaborative

Benefits Included in All Tiers of Sponsorship

- Company logo included on event webpage
- Company logo on event marketing emails
- Company logo printed on sponsorship signage near registration desk at event
- Company logo displayed on presentation screen during opening and closing remarks
- Company description, contact information and logo printed in attendee packets

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.

Innovator Sponsor | \$15,000 3 AVAILABLE

- Premium Hospitality Recognition (Select One: Breakfast, Lunch or Networking Break Sponsor)
- Speaking opportunity or product demonstration add-on available (hosted during breakfast or lunch)
- 4 Forum + 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
- Attendee list (name, title, organization, email) for all registered event participants

Supporter Sponsor | \$5,000

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

Exhibitor | \$7,500 4 AVAILABLE

- Exhibit table at Forum: (8x10), six-foot skirted table, 2 chairs, signage, wastebasket
- 3 Forum + Reception tickets
- Attendee list (name, title, organization, email) for all registered event participants



California Quality
Collaborative

Healthcare Leadership Summit 2027

Fall 2027 | Northern California

The Healthcare Leadership Summit is an annual high-impact event hosted by the California Quality Collaborative. The Summit convenes healthcare leaders from plans, provider organizations and state government to tackle a specific, pressing challenge facing California's healthcare 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 maternal and child health, 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

Leader Sponsor | \$20,000 1 AVAILABLE

The Leader Sponsor is the premier partner of the Healthcare Leadership Summit. As the event's highest-level sponsorship opportunity, the Leader Sponsor is positioned as a trusted partner in advancing healthcare transformation while gaining unparalleled access to decision-makers and thought leaders shaping the future of healthcare quality, affordability, and innovation across California.

- Highest brand visibility throughout Healthcare Leadership Summit
- Invitation to moderate or participate as a session speaker
- Concierge introductions to 3 key attendees during the Summit
- 5 Summit tickets; 20% discount on additional tickets
- Prominent recognition as Leader Sponsor across all printed event materials
- Verbal acknowledgment during the Summit opening session
- 3 dedicated LinkedIn posts showcasing your sponsorship
- Attendee list (name, title, organization, email) for all registered event participants

Benefits Included in All Tiers of Sponsorship

- Company logo included on event webpage
- Company logo on event marketing emails
- Company logo printed on sponsorship signage near registration desk at event
- Company logo displayed on presentation screen during opening and closing remarks
- Company description, contact information and logo printed in attendee packets

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.

Innovator Sponsor | \$ 10,000 2 AVAILABLE

- Choose One: Breakfast, Lunch, or Networking Break Sponsor
- Speaking opportunity or product demonstration add-on available (hosted during breakfast or lunch)
- 4 Summit tickets
- Verbal acknowledgment during the Summit welcome session
- 2 dedicated LinkedIn posts showcasing your sponsorship
- Concierge introductions to 2 key attendees during the Summit
- 15% discount on additional Summit tickets
- Attendee list (name, title, organization, email) for all registered event participants

Supporter Sponsor | \$5,000

- 2 Summit tickets
- 1 dedicated LinkedIn post showcasing your sponsorship

Exhibitor | \$7,500 4 AVAILABLE

- Exhibit table at Summit: (8x10), six-foot skirted table, 2 chairs, signage, wastebasket
- 3 Summit tickets
- Attendee list (name, title, organization, email) for all registered event participants



California Quality
Collaborative

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.



California Quality
Collaborative

Event & Sponsorship Level

Catalyst for Health, a CQC Forum

- ☐ Leader (\$40,000)
- ☐ Innovator (\$15,000)
- ☐ Supporter (\$5,000)
- ☐ Exhibitor (\$7,500)

Healthcare Leadership Summit

- ☐ Leader (\$20,000)
- ☐ Innovator (\$10,000)
- ☐ Supporter (\$5,000)
- ☐ Exhibitor (\$7,500)

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 2027 CQC event chosen. Payment for all sponsorships is due 30 days after receipt of invoice.



California Quality
Collaborative