



## “Growing Healthy Communities”

This year’s conference promises to be a rewarding, uplifting event where dedicated individuals and organizations from across New York State come together to learn and share information and ideas on “Growing Healthy Communities.” Several outstanding events have been scheduled and continuing education credits will be offered. We hope you will join us for:

### Nationally-known Speakers

#### **James Knickman, PhD**

Dr. Knickman is a national expert on health policy and a leading contributor to published literature on assessing the impact of philanthropic and social investments on health care improvement. An active philanthropy executive, scholar, and community leader, Dr. Knickman advocates for improving services for homeless families, elders, and individuals with HIV. He currently serves as the President & CEO of NYS Health Foundation. He previously served as chairman of the Robert Wood Johnson Health System in New Brunswick, New Jersey.

#### **John Rugge, MD**

Dr. Rugge, CEO of Hudson Headwaters Health Network, is nationally recognized for his work developing community based systems of health care. Dr. Rugge has served as senior health policy advisor to state and federal government, and is a member of the Health and Human Services Medicaid Commission and Chairman of the Governor’s Health Care Advisory Board. He has also served as President of the Community Health Care Association, and is a member of the New York State Hospital Review and Planning Council.

#### **Richard Daines, MD**

Dr. Daines, Commissioner of NYS Department of Health heads one of the nation's leading public health agencies with a budget of approximately \$49 billion. During the past year he helped shape significant health care reforms that were adopted in the state budget, including increased access to health insurance coverage for the uninsured, greater emphasis on primary and preventive care, quality improvement initiatives, and investment in health information technology. He is currently leading an effort to reform health care through more effective local health care planning.

### Policy Forum

The rural healthcare delivery system is vital to both the physical and economic well-being of our communities. Our system is faced with dramatic structural changes at all levels. The voices of rural health must be heard in shaping a successful vision for the health of rural New York.

### Educational Tracks

**Track I. Wellness:** *Creating a culture of healthy living.*

**Track II. Community Development:** *Educating, enabling and empowering to affect community change.*

**Track III. Sustainability:** *Integrating natural systems with human patterns and celebrating continuity, uniqueness, and place-making.*

### Networking Opportunities

#### **Exhibitor Luncheon: Monday, September 13<sup>th</sup>**

This is an excellent opportunity to showcase your organization’s role in rural health and to network with other agencies, organizations, and individuals.

#### **Awards Dinner: Monday, September 13<sup>th</sup>**

Join us for dinner as we recognize individuals and organizations that have made outstanding contributions to NYSARH and rural New Yorkers

#### **Annual Meeting Luncheon: Tuesday, September 14<sup>th</sup>**

Join us for lunch as we formally seat 2011 Board of Directors and hear from NYS Department of Health Commissioner, Dr. Richard Daines.

#### **Walk/Jog/Run: Tuesday, September 14<sup>th</sup>**

Enjoy the foothills of the Catskills and give your body a boost during a jog/walk in support of NYSARH.



## *“Growing Healthy Communities”*

### **SPONSORSHIP OPPORTUNITIES**

**Conference Sponsorship:** (Conference Sponsorship is on a first-come basis)

<p>_____ <b>Full Bloom Sponsor</b> will:</p> <p>Receive one Conference Registration Introduce NYSARH’s Opening Keynote Speaker, James Knickman Have the company name and logo on the conference program Have the company name and logo on the banner in main conference area Have the company name or logo on the Conference USB Flash Drive given to each registrant</p>	<p><b>\$7,000</b></p>
<p>_____ <b>Seedling Sponsor</b> will:</p> <p>Receive one Conference Registration Present NYSARH’s 2010 “Rural Health Worker of the Year” Award Have the company name and logo on the banner in main conference area Be recognized in the conference program</p>	<p><b>\$4,000</b></p>
<p>_____ <b>Sprout Sponsor</b> will:</p> <p>Receive one Conference Registration Present NYSARH’s 2010 “Outstanding Rural Health Program” Award Have the company name and logo on the banner in main conference area Be recognized in the conference program</p>	<p><b>\$3,000</b></p>

**Event Sponsorship:** (Sponsorship for Events is on a first-come basis)

<p>_____ <b>Exhibitor Luncheon (Monday, September 13<sup>th</sup>)</b></p> <p>The sponsor of this event will: Receive one Conference Registration and Exhibitor Space Announce the winner of the 2011 Annual Conference Registration Scholarship Receive recognition in the conference program</p>	<p><b>\$3,000</b></p>
<p>_____ <b>Annual Awards Dinner (Monday, September 13<sup>th</sup>)</b></p> <p>The sponsor of this event will: Receive one Conference Registration Present NYSARH’s <i>Senator Patricia K. McGee Award</i> Be recognized in the Awards Dinner Program and in the conference program</p>	<p><b>\$5,000</b></p>
<p>_____ <b>Walk/Jog/Run (Tuesday, September 14<sup>th</sup>)</b></p> <p>An early morning walk/jog/run along the beautiful Villa Roma Resort The sponsor of this event will have their logo appear on the participants t-shirts and will be recognized in the conference program</p>	<p><b>\$2,000</b></p>
<p>_____ <b>Growing Healthy Communities Luncheon (Tuesday, September 14<sup>th</sup>)</b></p> <p>The sponsor of this event will: Receive one Conference Registration Introduce the Luncheon Keynote Speaker, Dr. Richard Daines Receive recognition in the conference program</p>	<p><b>\$3,000</b></p>



**“Growing Healthy Communities”**

**Track Sponsorship:** (Sponsorship for Tracks is on a first-come basis)

**Health & Wellness**

**\$1,500**

The Sponsor of this track will receive:  
One conference registration  
Signage at sessions  
Recognition in the conference program

**Community Development**

The Sponsor of this track will receive:  
One conference registration  
Signage at sessions  
Recognition in the conference program

**Sustainability**

The Sponsor of this track will receive:  
One conference registration  
Signage at sessions  
Recognition in the conference program

**Other Sponsorship Opportunities** (Sponsorship for promotional items is on a first-come basis)

Portable Notepads

- Your company logo will be placed on the cover of each registrant’s notepad.

Padfolio Pens \$400.00 (exclusive)

- Your company name or logo will be on each pen inserted in conference notepad.

Conference Name Badge \$400.00 (exclusive)

- Your company logo will appear on every registrant’s name badge.



**“Growing Healthy Communities”**

**SPONSORSHIP FORM**

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**Please check the level of sponsorship preferred:**

\_\_\_\_ **Full Bloom**  
(\$7,000)

\_\_\_\_ **Seedling**  
(\$4,000)

\_\_\_\_ **Sprout**  
(\$3,000)

\_\_\_\_ **Exhibitor Luncheon**  
(\$3,000)

\_\_\_\_ **Awards Dinner**  
(\$5,000)

\_\_\_\_ **Resort Walk**  
(\$2,000)

\_\_\_\_ **Event Luncheon**  
(\$3,000)

\_\_\_\_ **Wellness Track**  
(\$1,500)

**SOLD**

\_\_\_\_ **Sustainability**  
(\$1,500)

**SOLD**

\_\_\_\_ **Community Development Track**  
(\$1,500)

\_\_\_\_ **Notepad**  
(\$1,500)

**SOLD**

\_\_\_\_ **Pen**  
(\$400)

\_\_\_\_ **Name Badge**  
(\$400)

Please email your logo in a jpeg or tif file to [info@nysarh.org](mailto:info@nysarh.org) .

If further information is needed, please contact Reid Perkins:

Office Phone: 585-728-5738

Cell Phone: 585-233-9961

Email: [info@nysarh.org](mailto:info@nysarh.org)

Please mail this form and a check or money order made payable to NYSARH to:

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