

# CLAIM YOUR PLACE AMONG HEALTH LEADERS & LUMINARIES



# AGENTS OF CHANGE SUMMIT 2020

THE SCIENCE AND TECHNOLOGY OF  
BEHAVIOR CHANGE

FEBRUARY 10 & 11, 2020 / SAN DIEGO, CA

## SPONSORSHIP PROSPECTUS

Join distinguished leaders in public health, government, non-profit, digital and social media, marketing and technology to change health behaviors for social good. Become a Summit sponsor and claim your place as a leader in behavior change today.



#AOC20



@AOC20 / AOC20.ORG

700+

CHANGE AGENTS

30+

BREAKOUT  
SESSIONS

10+

KEYNOTES

5+

PUBLIC  
HEALTH  
ISSUES

1 VISION

TO ESTABLISH THE FIELD  
OF BEHAVIOR CHANGE  
MARKETING AS A **CATALYST**  
FOR **POSITIVE SOCIAL**  
**CHANGE.**

## CONNECT WITH HEALTH INNOVATORS

Over 2 days, hundreds of industry-leading practitioners, scientists and creatives in behavior change will be exploring new tools and forging new partnerships. Become part of the Agents of Change experience and showcase your products, brand, and thought leadership with health communicators, program managers, social marketers, to technology and media innovators looking to increase the impact of their programs.

### Sponsorship Highlights Include:

- Access to decision-makers from government, foundation and private entities
- Logo inclusion and brand exposure on Summit materials
- Personalized activation at the Summit
- Recognition leading up to, and throughout, the Summit via email, social media and promotional materials
- Participant survey data and market analysis

### What previous attendees said about Agents of Change

“All star lineup of speakers and it was awesome to hear the perspectives of private companies.”

“This was a great conference and a welcome change from the typical public health conferences.”

“Loved the format, the caliber of speakers, the new and different content.”

“One of the best conferences I’ve attended in years in terms of takeaways and feeling inspired with new ideas.”

**CHANGE AGENTS** WORKING TO TACKLE OUR **MOST PRESSING PUBLIC HEALTH ISSUES** INCLUDING:



**TOBACCO PREVENTION & CESSATION**



**OBESITY PREVENTION**



**OPIOID MISUSE & PREVENTION**



**ALCOHOL, MARIJUANA, & OTHER SUBSTANCES**



**SEXUAL HEALTH & FAMILY PLANNING**



**MATERNAL HEALTH & EARLY CHILDHOOD DEVELOPMENT**

**PUBLIC HEALTH PRACTITIONERS, HEALTH COMMUNICATORS, PROGRAM MANAGERS, AND SOCIAL MARKETERS** IN THESE FIELDS:



**HEALTH EDUCATION**



**POLICY CHANGE**



**NORM / CULTURE CHANGE**



**SOCIAL ENTERPRISE**



**BEHAVIORAL ECONOMICS**

**TECHNOLOGY AND MEDIA INNOVATORS** USING THE FOLLOWING **TOOLS** TO CREATE **BEHAVIOR CHANGE**:



**DIGITAL MEDIA**



**SOCIAL MEDIA**



**MOBILE & DEVICES**



**BIG DATA**



**WEARABLES**

The following **organizations** have attended **AOCS** over the last several years:

2-1-1 San Diego  
Ad Council  
Alaska Native Tribal Health Consortium  
Albuquerque Area Southwest Tribal Epidemiology Center  
Alma DDB  
AltaMed Health Services  
American Heart Association  
American Lung Association, MN  
Amerihealth Caritas District of Columbia  
Aporta - Breca Innovation Lab  
Appriss Health  
Arkansas Department of Health  
Association of University Centers on Disabilities  
Battelle Memorial Institute  
Bennet Group Strategic Communications  
Blue Cross and Blue Shield of Minnesota  
Booz Allen Hamilton  
Boulder County Public Health  
Butte County  
Cabarrus Health Alliance  
California Department of Public Health  
California State University, Sacramento  
California Youth Advocacy Network  
Campaign for Tobacco-Free Kids  
Capto  
Case Western Reserve School of Business  
CATCH Global Foundation  
CDC  
CDPHE  
Centers for Disease Control and Prevention  
Central District Health Department  
Central Valley Health District  
Central Valley Health District (and North Dakota State University)  
Centro Ararat, Inc.  
City of Houston  
City of Pasadena  
ClearWay Minnesota

CLUES  
CO Dept of Public Health and Environment  
Code for America  
Columbus Regional Hospital  
CommunicatieBaas  
Community Advocates, Inc.  
Community Anti-Drug Coalitions of America  
County of Los Angeles  
County of Nevada, California  
County of San Diego  
Creighton University  
Crook County Health Department  
Dalit Welfare Association (DWA)  
Darkness to Light  
Dept. of Navy  
Elemental Advisors  
Elkhorn Logan Valley Public Health Department  
Emergent Element  
Erie County Department of Health  
Essex CHIPS  
Fairfax County Government  
FDA/CTP-OHCE  
Fierce Pride  
Food and Drug Administration  
Fors Marsh Group  
Frederick County Health Department  
Gallatin City-County Health Department  
GEER Australia  
Global Health Advocacy Incubator  
Goln for Tobacco Free Florida  
Google  
Griffith University  
Hawaii Public Health Institute  
Houston Health Department  
ICF  
IDEO  
Indiana University School of Public Health, Bloomington  
Institute for Transportation Research and Education  
Iowa Dept. of Public Health  
John Snow, Inc.

Johnson County Department of Health and Environment  
Kaiser Permanente  
KDH Research & Communication  
Kirby Marketing Solutions  
KW2  
KYNE  
LaMoore County Public Health Department  
Leah's Pantry  
LiveStories  
Loma Media  
Los Angeles County  
Louisiana Public Health Institute  
MaineHealth  
Maniiaq Health Center  
Mayo Clinic  
Media Cause  
Memorial Sloan Kettering Cancer Center  
Mercer County Behavioral Health Commission  
Michigan Department of Health and Human Services  
Mille Lacs Band of Ojibwe  
MyHealthEd, Inc.  
National Association of Chronic Disease Directors  
National Recreation and Park Association  
NCADD  
NEC/NYCAMH  
Nevada County Public Health  
New York City Department of Health and Mental Hygiene  
NORC at the University of Chicago  
Northwest Strategies  
NYC DOHMH  
NYU Langone Health  
NZ Drug Foundation  
NZ Drug Foundation | Odyssey  
Octane Public Relations and Advertising  
Oklahoma Tobacco Settlement Endowment Trust  
Ontario Ministry of Agriculture, Food and Rural Affairs

Oregon Health Authority - Public Health Division  
Ori.ai  
Pasadena Public Health Department  
PHSKC  
Planned Parenthood Federation of America  
Public Health Institute  
Queensland University of Technology  
Queensland University of Technology, Australia  
Reddit  
RI Department of Health  
Robert Wood Johnson Foundation  
RTI International  
Sacramento County DHSS  
Native American Health Center  
San Diego State University  
San Diego Unified School District  
Santa Barbara County Public Health Department  
SEGES  
Shasta County HHS  
Shatterproof  
Southeast Alaska Regional Health Consortium (SEARHC)  
Southern Nevada Health District  
Special Olympics International  
Sports Backers  
Stanford University  
Stanislaus County Office of Education  
Stanislaus County Sheriff  
State of Alaska  
State of Idaho  
Swinburne University of Technology  
Systems of Care  
Tacoma-Pierce County Health Department  
The Being Well Center  
The George Washington University  
The National Campaign to Prevent Teen and Unplanned Pregnancy

The Social Changery  
The Tomorrow Project  
Transdev North America  
Trenton Health Team  
Trust for America's Health  
Truth Initiative  
Turkish Green Grescent Society  
Twitter, Inc  
U.S. Food and Drug Administration (FDA)  
UC CalFresh Nutrition Education  
UC CalFresh Nutrition Education Program  
UC-CalFresh  
Umatilla County  
University of California, Davis  
University of California, Irvine  
University of Kansas Center for Public Partnerships & Research  
University of New Mexico  
University of Tennessee  
University of Texas Health Science Center at Houston  
Vanderbilt University Medical Center  
Vermont Department of Health  
VI Marketing and Branding  
Virginia Foundation for Healthy Youth  
Vital Strategies  
VIVA Strategy + Communications  
Washoe County Health Department  
WebMD  
Wells House, Inc.  
Winooski Partnership for Prevention  
Wisconsin Division of Public Health  
Yuma County Public Health

# YOU'RE INVITED TO A PUBLIC HEALTH GATHERING LIKE NO OTHER.

## VISIONARY / \$50,000

### SOLD OUT

This ultimate package provides a sponsor the opportunity to co-host the overall Summit experience with contributing content coupled with unique client activation.

#### Visionary Sponsor Highlights:

- Sponsored plenary keynote sessions
- Co-Host the Agents of Change Dinner

#### Visionary Sponsor Benefits Include:

- Keynote speaking opportunity
- Breakout session speaking opportunity
- Main stage programming
- Day-of Activation for your brand
  - Unique branded experiences
  - Activation space
  - Logo on the main stage
- VIP seating
- Complimentary Summit registration for five
- Inclusion on all Summit marketing materials
  - Pre and post-Summit custom messages via email and social media
  - Post-Summit Best Practices Publication
  - Day-of Signage
  - Company logo on AOCS website
  - Name inclusion on press releases
  - Full page ad in the program book

## INNOVATION LEADER / \$25,000

### 1 REMAINING

Claim your place as a leader in the field of behavior change, and engage with conference attendees throughout the Summit.

#### Innovation Leader Sponsor Highlights:

- Lead a breakout session
- Co-Sponsor the Agents of Change Dinner

#### Innovation Leader Benefits Include:

- Breakout session speaking opportunity
- Day-of Activation for your brand
  - Unique branded experiences
  - Activation space
- Preferred seating
- Complimentary Summit registration for four
- Inclusion on Summit marketing materials
  - Pre and post-Summit custom messages via email and social media
  - Day-of Signage
  - Company logo on AOCS website
  - Name inclusion on press releases

## CHANGE MAKER / \$15,000

### 2 REMAINING

Weave your brand into the Summit fabric by sponsoring a key experience, and get your brand in front of every Summit attendees throughout the conference.

#### Change Maker Sponsor Highlights:

- Sponsor a key Summit experience.
- Opportunities include:
  - Unique branded experiences
  - Wireless provider
  - Charging station provider
  - Mobile app provider
  - Live stream provider
  - Abstracts provider
  - Branded conference materials

#### Change Maker Benefits Include:

- Company-branded activation experience
- Day-of Activation for your brand
  - Unique branded experiences
  - Activation space
- Preferred seating
- Complimentary Summit registration for three
- Inclusion on all Summit marketing materials
  - Pre and post-Summit custom messages via email and social media
  - Day-of Signage
  - Company logo on AOCS website
  - Name inclusion on press releases

## BREAKOUT SPEAKER / \$3,000

### 8 REMAINING

Get an opportunity to present one of your unique behavior change programs to the AOCS audience during a concurrent breakout sessions.

#### Contributor Highlights:

- One breakout session presentation
- One complimentary Summit registration
- Inclusion on Summit marketing materials
- Day-of Signage
- Company logo on AOCS website

#### Sponsored Breakout Session Include:

- Breakout presentations are 20 minutes long and are scheduled by the conference
- Sponsor must speak about a program that aligns with the AOCS themes and focus on behaviors related to obesity prevention, substance abuse & misuse, sexual health, tobacco prevention & cessation, or behavior change fundamentals
- An abstract must be provided for approval

## In-Kind SPONSOR

We welcome fellow B Corp businesses, food and product companies and anyone that wants to share their products and services with the Agents of Change Summit. We are open to ideas for this opportunity, please email [info@AgentsOfChangeSummit.org](mailto:info@AgentsOfChangeSummit.org) for inquiries to discuss further information for this wonderful opportunity.

Contact [Info@Agentsofchangesummit.org](mailto:Info@Agentsofchangesummit.org) with questions or ideas on how your brand will contribute to the Summit.

DON'T MISS THE **EVENT OF THE YEAR**, CLAIM YOUR PLACE AS A **LEADER IN BEHAVIOR CHANGE**.



## LOCATION

The 2020 Agents of Change Summit will be held at the Sheraton Marina Tower with views of the marina and harbor. It is a 5-minute ride from the airport and 10 minutes from downtown San Diego.

**Sheraton San Diego Hotel and Marina**  
1380 Harbor Island Dr, San Diego, CA 92101

THE **2020 SUMMIT** FEATURED **LEADERS**  
FROM **PUBLIC HEALTH** AND **TECHNOLOGY** INCLUDING:



## BECOME AN AGENT OF CHANGE

Contact [info@AgentsofChangeSummit.org](mailto:info@AgentsofChangeSummit.org) with questions or ideas on how your brand will contribute to the Summit.