



CHRISTIAN CONNECTIONS  
FOR INTERNATIONAL HEALTH

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*26<sup>TH</sup> ANNUAL CONFERENCE*  
*2012 SPONSORSHIP OPPORTUNITIES*

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**Health – Lifestyles – Christian Values:  
Pioneering Global Health Solutions in the 21<sup>st</sup> Century**

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**Friday, 8 June – Sunday, 10 June 2012**

**Marymount University  
Arlington, Virginia**

**[www.ccih.org](http://www.ccih.org)**

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## *CCIH's Mission*

Christian Connections for International Health promotes global health and wholeness from a Christian perspective. CCIH shares information and provides a forum for dialogue, networking, advocacy, and fellowship to the spectrum of Christian organizations and individuals working in international health.

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## *CCIH's Vision*

Motivated by transformational Christian values, Christian Connections for International Health, through its international network, will be a dynamic leader in bringing unity, support, and technical excellence to healing ministries worldwide, advocating for a world where all, without bias, have access to basic health and prevention services.

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## *2012 Annual Conference Theme*

### **Health – Lifestyles – Christian Values: Pioneering Global Health Solutions in the 21<sup>st</sup> Century**

Christians working in international health have unprecedented opportunities as they confront complex global health problems. Most of the challenges we face are not solved solely by medical or technological interventions; instead they require fundamental changes in values and lifestyles of both individuals and society at large. This is the world where Christians are to be salt and light (Matthew 5:13-15).

Key issues to address:

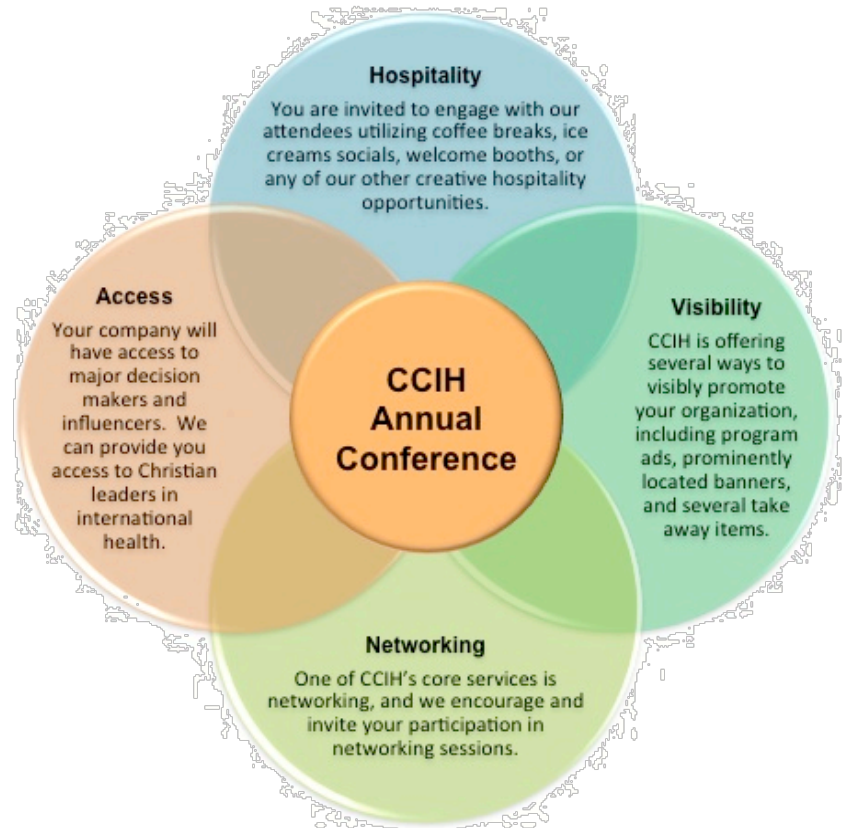
- What are some examples of disease intervention programs where the approach involved cultural transformation?
- What are some ways of effectively addressing gender issues in family planning, maternity care, domestic violence, others?
- How can organizations adhering to Christian values influence national government policy?
- How is/can technology being/be used in organizations' programming that is reflective of Christian values?

# Partnership Opportunities

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As an internationally respected voice, CCIH partners with faith-based, secular, and governmental organizations to advance international health policies and programming from a Christian perspective. CCIH has developed its 2012 conference sponsorship program to provide maximum exposure for organizations seeking to support CCIH's mission.

The 2012 Annual Conference will provide preeminent access to key influencers, thought-leaders, and decision-makers in the Christian international health field – a valuable opportunity for visibility. Additional program features include opportunities to build and maintain unique relationships with CCIH members and international health communities.



## Key Reasons to Partner with CCIH:

### Marketing

- Positioning with global health leaders
- Extend reach internationally
- Hone in on a niche market

### Business Development

- Develop a partners database
- Gain collaborative insights
- Facilitate deeper relationships

### Promotion

- Promote services
- Demonstrate products
- Merchandizing opportunities

### Branding and Positioning

- Positioning with global health leaders
- Demonstrate expertise and leadership
- Increase brand loyalty
- Create awareness and visibility
- Demonstrate brand attributes
- Change or reinforce image
- Establish and strengthen good will

### Corporate Citizenship

- Support and advance the global health community
- Strengthen knowledge of faith-based health initiatives
- Support the Christian international health profession through scholarships, professional development, and other opportunities
- Showcase community responsibility and leadership

# Sponsorship Opportunities

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As part of fulfilling its mission and vision, CCIH invites and encourages students and developing country professionals to fully participate in the Annual Conference. To facilitate this, CCIH offers scholarships to these attendees, which include a waived registration fee and a discount on meals and lodging. In order to keep the registration fee amenable to other participants, CCIH needs support for the conference to help offset the scholarship and other conference costs.

Gold	Silver	Bronze
\$5,000	\$3,000	\$2,000
CONFERENCE SPONSOR	SUPPORTING SPONSOR	SPONSOR
<p><b>BENEFITS INCLUDE:</b></p> <ul style="list-style-type: none"> <li>• Sponsor name and logo included in conference print and electronic material</li> <li>• Sponsor may display materials of educational nature related to international health or primary health care on Sponsorship Table</li> <li>• Sponsor may bring welcoming words at the start of a plenary session</li> <li>• Sponsor may produce and distribute promotional item to attendees at Sponsor's cost (item to be approved in advance by CCIH; minimum 175 pieces)</li> <li>• Full page ad in the printed program</li> <li>• Four conference registrations (exclusive of meals and lodging)</li> </ul>	<p><b>BENEFITS INCLUDE:</b></p> <ul style="list-style-type: none"> <li>• Sponsor name and logo included in conference print and electronic material</li> <li>• Sponsor may display materials of educational nature related to international health or primary health care on Sponsorship Table</li> <li>• Sponsor may bring welcoming words at the start of a plenary session</li> <li>• Half page ad in the printed program</li> <li>• Two conference registrations (exclusive of meals and lodging)</li> </ul>	<p><b>BENEFITS INCLUDE:</b></p> <ul style="list-style-type: none"> <li>• Sponsor name and logo included in conference print and electronic material</li> <li>• Quarter page ad in the printed program</li> <li>• One conference registration (exclusive of meals and lodging)</li> </ul>

# A la Carte Sponsorship Opportunities

A la Carte Sponsorship Opportunity		Sponsorship Level
Conference Program	The conference printed program is a compendium of information related to the conference, including session abstracts, speaker biographies, and a list of attendees. Both the hard copy and digital format have a long shelf-life, as they become a resource and reference for attendees and for attendees to share once they return home from the conference. Sponsorship includes a full color back-page in the program dedicated to the sponsor that includes logo, web address, and description of the organization.	\$4,000
Videographer	Extend your reach beyond the conference. CCIH hopes to build upon its efforts at last year's conference to record additional conference sessions and post them on our YouTube website. This allows people to revisit our conference and offers an opportunity for those who could not attend the conference to view the sessions. Sponsorship includes acknowledgment on the posted video.	\$3,750
Dessert Break	Everyone appreciates a dessert break, and we have one scheduled for the Saturday afternoon of our conference. Your sponsorship will be acknowledged with signage in the snack area.	\$1,500
Lanyards	Lanyards provide an exclusive, highly visible level of exposure, both during and after the conference. This sponsorship puts your company's name/logo on the lanyards worn by all attendees.	\$1,200
Snacks	Break bread with CCIH conference attendees. CCIH provides snacks at several opportunities throughout the conference: early arrival, registration and check-in, breaks, and fellowship. Your sponsorship will be acknowledged with signage in the snack area.	\$500
Individual Student Scholarship	Partner with CCIH to enrich the conference and promote diversity! CCIH offers discounted attendance at its annual conference to encourage student participation, mentoring, networking, and information sharing. Student sponsorships will assist students as they begin to integrate into the work place and seek ways to explore their Christian faith along with their global health calling.	\$285
Individual DCP Scholarship	Partner with CCIH to enrich the conference and promote diversity! CCIH offers discounted attendance at its annual conference to encourage developing country professional (DCP) participation, networking, and information sharing. Your sponsorship will assist DCPs as they use this unique opportunity to celebrate and share their Christian faith, to foster new contacts, and to apply what they learn to health care needs in their own countries.	\$285

# Advertising Opportunities

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**Conference Program:** The conference program is the information guide for conference attendees and contains the overall schedule, special events, presentation sessions, and speaker biographies. The advertising section places your ad directly in the hands of those who provide Christian-based health ministries. Ad reach extends beyond the conference as attendees share what they learned with colleagues back home and use the program post-conference as a reference tool. The conference program is also uploaded to CCIH's website post-conference for access by any website visitors.

	Member or Affiliate	Non-Member
Full Page Ad	\$750	\$2,000
Half Page Ad	\$500	\$1,250
1/4 Page Ad	\$250	\$750

**Conference Web Page Banner:** The conference web page is the main source of information before, during, and after the conference. Attendees often visit throughout the months prior to the conference in order to plan their participation, and others unable to attend frequently visit the site for updates and new information.

	Member or Affiliate	Non-Member
Website Banner	\$1,600	\$3,200