

# Sponsorship Strategy and Data FY22 and FY23

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## Strategy Goal:

Through Connect for Health Colorado's sponsorship strategy, we aim to strengthen our role as a trusted community partner and enhance the effectiveness of our community outreach by sponsoring various events based on Connect for Health Colorado strategic initiatives in both urban and rural areas.

## FY22 and FY23 Sponsorships



Total Sponsorships: 174

Total Urban: 97

Total Rural: 65

Total Statewide: 12



# Connect for Health's Sponsorship Strategy

- Desired outcomes: What is the value of sponsoring the event?
- Initiatives: How does sponsoring the event align with Connect for Health Colorado's strategic areas of focus?
- Target Audiences: Does this event help us reach communities that are typically uninsured?

# FY22 and FY 23 Sponsorships: Outcomes

79%

Brand Awareness

61.5%

Partnership Building &  
Strengthening

50%

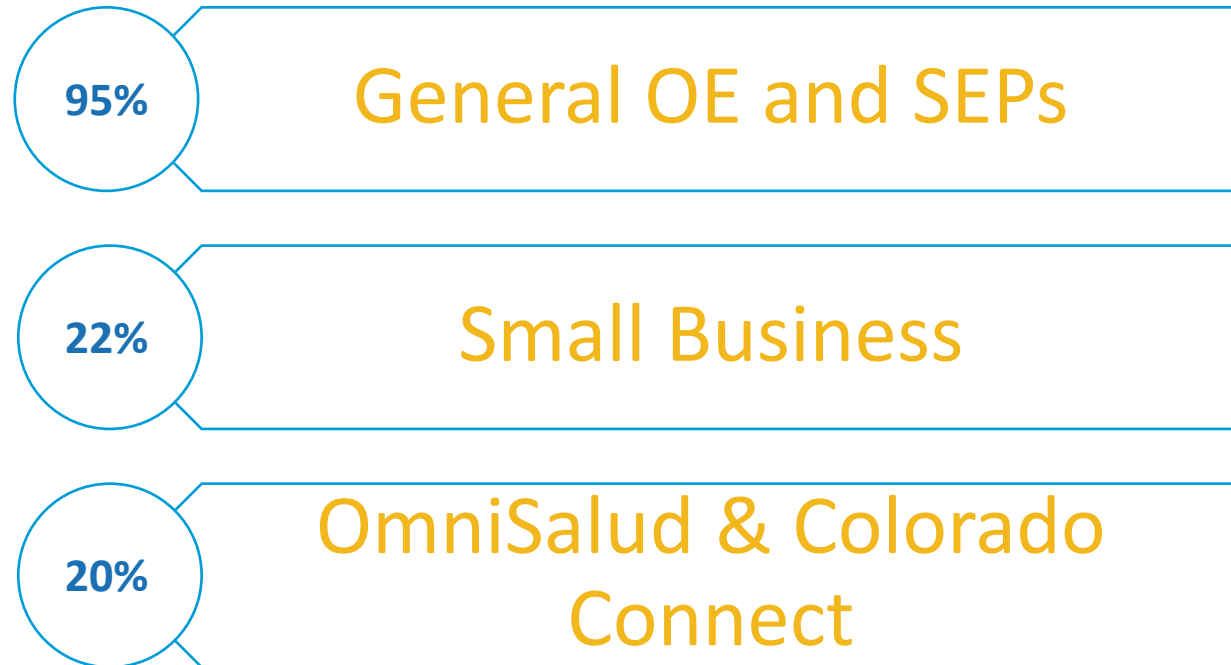
Education

26%

Referral Channel

9%

Leadership Visibility



## FY22 and FY23 Sponsorships: Strategic Areas of Focus

20%

LGBTQIA+

17%

Black & African American

17%

Hispanic & Latinx

11.5%

Immigrant & Refugee

10%

Undocumented

FY22 and FY23  
Sponsorships:  
Target  
Audiences

# FY22 and FY23 Sponsorships: Types of Events

65%

Community Event

25%

Health & Wellness Event

19%

Small Business/Entrepreneur

11.5%

Events with Elected Officials &  
Community Leaders

10%

Educational Events &  
Conferences