

# Elevate Health

## MEDIA SPONSORSHIP PROPOSAL

### WHO WE ARE

Elevate Health, established in 2016 as part of Washington's Accountable Care Act, is an Accountable Communities of Health (ACH) organization based in Pierce County. As one of nine ACHs across the state, Elevate Health is a structured, cross-sectoral alliance of healthcare, public health, and other organizations that work together to improve population health and health equity for all residents in Pierce County. Our work focuses on whole-person health. We believe healthy people can better achieve their full potential and that better health for all is the cornerstone of community vitality.



### OUR VALUE

In our ongoing efforts to heighten awareness and increase community access to useful and practical information that encourages whole-person health, Elevate Health seeks strategic media collaborations with other similarly-aligned organizations and entities.

Specifically, Elevate Health proposes to partner with local sponsors and community partners in various digital and social media endeavors to promote and co-advertise the missions and activities of such organizations.

**Elevate Health seeks sponsorships on its existing media channels:**

### ELEVATE HEALTH PODCASTS

Elevate Health Podcast is posted weekly on **8 major listening platforms**, including Spotify, Apple Music, iHeart Radio, and Google Music. From Oct. 2021 – Dec. 2021, podcast pageviews on the Elevate Health website increased by **489%**, and viewership continues to grow rapidly. The podcast includes **3 series** that explore a broad range of topics:

- **Community Care Conversations:** These podcasts, hosted by Kim Bjorn, a licensed clinical social worker and Elevate Health's Director of Clinical Integration and Transformation, address issues that include mental and behavioral health for adults and kids, substance abuse disorders, domestic violence, homelessness, and many others.



- **80/20 Project:** This series focuses on the many social determinants of health (SDOHs), which include food security, housing, transportation, the environment, and a multitude of other factors that can significantly influence whole-person health in a community.
- **Radical Shift:** This series features regional and national health authorities, discussing leading-edge health reform ideas and policies that directly affect day-to-day health.

## COMMUNITY STORIES



These weekly Elevate Health generated articles highlight the people and organizations that help our community flourish. Topics explored include health care integration, behavioral health services, services for special needs individuals, and more. Currently, these stories are delivered to **1000+ contacts** on the Elevate Health mailing list. However, distribution lists could be easily expanded to include recipients designated by sponsors under a sponsorship agreement.

In addition, editorial content could include topics about Elevate Health sponsors and feature subject matter experts employed by or affiliated with those sponsors. Community Stories are posted on the Elevate Health website, which received **35k+** pageviews in 2021, increasing **404%** since 2020. Our user base grew by **230%** in 2021, gaining **12,000** new visitors.

## SOCIAL MEDIA

Elevate Health, which is active on Facebook, Instagram, LinkedIn and Twitter, posts **4-5 times** each week on these platforms to provide general health information, community announcements, event registrations and grant opportunities. Such posts could include the logos and specific mentions of sponsors. Our engagement rate is an average of **7.5%** higher on all channels than the industry standard for nonprofits.



### Facebook

- **Followers:** 156
- **Engagement rate:** 10.01% (compared to .035% industry average)

### Instagram

- **Followers:** 186
- **Engagement rate:** 12.61% (compared to .51% industry average)

### LinkedIn

- **Followers:** 720
- **Engagement rate:** 6.71% (compared to .35% industry average)

### Twitter

- **Followers:** 173
- **Engagement rate:** 1.77% (compared to .31% industry average)

## SPONSORSHIP LEVELS

### BRONZE

**Cost:** \$1,000 - \$4,999  
**Social Media Posts:**  
1-4  
**Website:** 1  
Community Story  
article  
**Email Push:** 1  
**Podcast Mentions:**  
featured in 5-9  
Podcasts, 1 Mention  
Per Episode

### SILVER

**Cost:** \$5,000 - \$9,999  
**Social Media Posts:**  
4-6  
**Website:** 1-2  
Community Story  
articles and logo  
featured on podcast  
page for 6 months  
**Email Push:** 2  
**Podcast Mentions:**  
featured in 10-29  
Podcasts, 2 Mentions  
Per Episode, affiliate  
link in description

### GOLD

**Cost:** \$10,000 - \$25,000  
**Social Media Posts:** 6-  
10  
**Website:** 2-3  
Community Story articles  
and logo featured on  
podcast page for 12  
months  
**Email Push:** 2-4  
**Podcast Mentions:**  
featured in 30-50  
podcast episodes, 2+  
Mentions Per Episode,  
affiliate link in  
description