



# 2026 ENGAGEMENT PROSPECTUS



**Public Health**  
Prevent. Promote. Protect.



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**Dear Valued Partner,**

At a time when public health is more vital than ever, your support of **NACCHO—the National Association of County and City Health Officials**—plays a pivotal role in strengthening the health and safety of communities nationwide. The challenges facing health departments are growing, and so is the need for innovative partnerships that drive solutions.

Your investment in NACCHO is more than a marketing decision—it’s a commitment to advancing public health. With access to thousands of public health professionals and decision-makers, NACCHO offers unmatched opportunities to elevate your brand, expand your reach, and align with the issues that matter most.

We’re excited to share this preview of our **2026 Marketing Prospectus**. This exclusive **“sneak-peak”** describes just a few of the high-impact opportunities available for your organization to connect and engage with NACCHO’s members and conference attendees. Whether through event sponsorships, advertising, or our Affiliate Business Partner Program, each option is designed to position your organization as a leader in the public health space.

In 2026, our goal is clear: to create meaningful connections between our members and mission-driven partners like you. Let us help you build a customized engagement strategy that delivers measurable ROI and lasting impact. There’s no better time to stand with public health. Join us at NACCHO360, the Preparedness Summit, PHI\*con, and across our digital platforms to make your mark and help shape a stronger, **smarter, and more resilient public health future**.

**Together, we can make public health stronger—now and for generations to come**

NACCHO serves as a **national voice for local health departments**, advocating for policies and funding that support public health

NACCHO provides **resources, tools, and training for health departments** to improve services in maternal and child health, chronic disease prevention, and environmental health.

NACCHO helps local agencies **prepare for and respond to public health emergencies**, including pandemics, natural disasters, and bioterrorism.

NACCHO supports programs that address **mental health, food safety, tobacco control, immunizations, and infectious disease prevention**, among others.

Through conferences, webinars, and working groups, **NACCHO fosters collaboration** among public health professionals and **facilitates the sharing of best practices**.

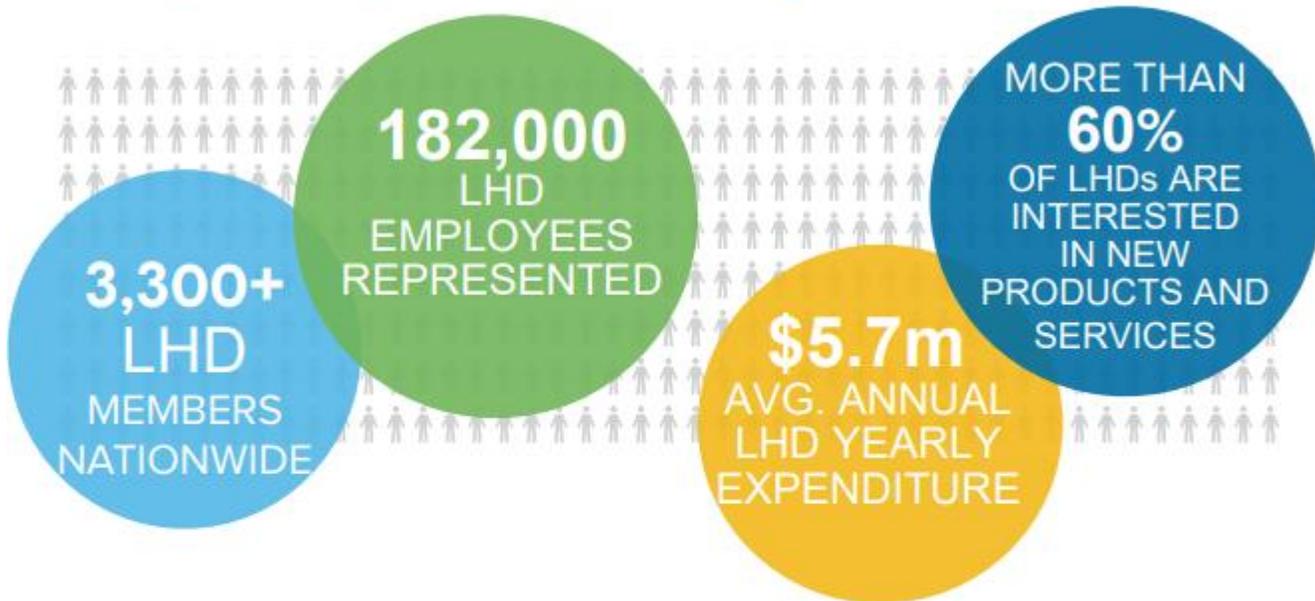
NACCHO **conducts research and develops innovative strategies** to improve public health systems and promote health equity.



# THE POWER OF NACCHO

Align your brand with NACCHO to reach the largest group of public health professionals.

Raise your brand awareness. Educate our members. Achieve measurable results. There is no better way to grow your business than by choosing the multiple marketing channels we offer.



*NACCHO, the National Association of County and City Health Officials, is a nonprofit organization that represents over 3,300 local health departments across the country. Our core mission is to improve and strengthen the health of communities by supporting local public health agencies through leadership, advocacy, and capacity-building.*

NACCHO Sponsorships	NACCHO Events	NACCHO Advertising
<p>The success of sponsorship starts with evaluating the many opportunities NACCHO has to offer into an integrated multimedia package that offers your organization year-round exposure to our valued membership.</p>	<p>From visibility to credibility, sponsoring NACCHO events creates numerous benefits for your business. Establish a presence for your company and develop a powerful platform for meeting new customers and building your brand in person or virtually.</p>	<p>Keep your brand top-of-mind with NACCHO's robust advertising opportunities. The nuts and bolts of our products provide your company with a more targeted audience and a ton of value.</p>

## CONTACT

For sponsorship inquiries and customized packages, please contact:

Francine Garner, Event Sales and Services Manager

Email: [exhspon@naccho.org](mailto:exhspon@naccho.org) Phone: (202) 753-6080

# THANK YOU TO OUR 2025 SPONSORS AND PARTNERS



# Become a NACCHO Affiliate Business Partner

Join a powerful network of organizations committed to advancing public health across the nation. The [Affiliate Business Partner Program](#) offers your organization **year-round visibility, exclusive engagement opportunities, and tailored marketing benefits** with local and state public health departments. Whether you're looking to host webinars, conduct a focus group, or amplify your message through NACCHO's digital channels, this program is designed to align with your mission and budget.

By becoming a partner now, you'll receive:

- **Priority access** to webinars, focus groups, and digital outreach
- **Tailored marketing benefits** aligned with your goals and budget
- **Connect directly** with public health leaders and decision-makers
- **Showcase your solutions** to a targeted audience
- **Gain recognition and benefits** based on your level of participation



Benefits*	Diamond	Value	Platinum	Value	Gold	Value
Annual Membership Fee	\$35,000	\$76,800	\$25,000	\$45,700	\$15,000	\$26,950
Individual Memberships for Staff	15	\$3,000	12	\$2,400	6	\$1,200
Multi-Year Membership Discount (3 years)	10%	+	10%	+	10%	+
Educational/Engagement						
60-Minute Webinar**	1	\$10,000	1	\$10,000	50% off	\$5,000
Additional 60-Minute Webinar**	25% off	+	25% off	+	25% off	+
60-Minute Focus Group**	1	\$10,000	50% off	+	n/a	n/a
Subject Matter Collaboration	9 hours	\$2,000	6 hours	\$1,500	3 hours	\$1,000
Communications/Marketing						
Dedicated Newsletter	2	\$20,000	1	\$10,000	1	\$10,000
NACCHO Partner Level Logo	Yes	+	Yes	+	Yes	+
Listed in Online Partner Directory	Yes	+	Yes	+	Yes	+
Virtual Townhall Meeting (2x/year)	Yes	+	Yes	+	Yes	+
Posts in Membership Weekly/Social Media	9	\$18,000	6	\$12,000	3	\$6,000
Discount on Additional Posts	25% off	+	25% off	+	25% off	+
Annual Conferences						
10x10' Exhibit Booth (premium)	1	\$3,800	n/a	n/a	n/a	n/a
10x10' Exhibit Booth (standard)	n/a	n/a	1	\$3,300	50% off	\$1,750
Lead Retrieval with Booth	1	\$1,500	1	\$1,500	50% off	\$750
Standard Electricity with Exhibit Booth	1	\$500	1	\$500	50% off	\$250
Free Meeting Space***	1 days	\$5,000	½ day	\$2,500	n/a	n/a
ABP Recognition at Exhibitor's Booth	Yes	+	Yes	+	Yes	+
Recognition in Mobile App/Signage	Yes	+	Yes	+	Yes	+
Complimentary Conference Registration	3	\$3,000	2	\$2,000	1	\$1,000
Discounted Conference Registration	25% off	+	25% off	+	25% off	+

\*all benefits must be used within the membership year  
 \*\*includes webinar reg list, post webinar dissemination in  
 \*\*\*pending meeting space availability

# 2026 NACCHO Leadership Week

## Washington, DC - February 23-27, 2026

Powerfully communicate your company's message to NACCHO's leadership and beyond. Sponsoring the 2026 Leadership Week Meeting is an ideal way for you to put your organization in front of NACCHO's board, executive leadership, and State Associations of County and City Health Officials (SACCHO), representing nearly 100,000 members around the country as they gather to discuss key topics concerning governmental public health.

The in-person event culminates with NACCHO representatives converging on Capitol Hill for "Hill Day" to demonstrate our commitment to governmental public health and show that NACCHO members are united in addressing concerns related to strengthening and improving the health of their communities.

**Sponsorship opportunities available upon request.**





## Protecting Our Communities: State and Local Preparedness in Action

April 13-16, 2026

Baltimore | Virtual

[Click here to download the complete 2026 Preparedness Summit Prospectus](#)

The **Preparedness Summit** is the first and longest-running national conference on public health preparedness. Since its beginning in 2007, the National Association of County and City Health Officials (NACCHO) has taken a leadership role in convening a wide array of partners to participate in the Summit; presenting new research findings, sharing tools and resources, and providing a variety of opportunities for attendees to learn how to implement model practices that enhance the nation's capabilities to prepare for, respond to, and recover from disasters and other emergencies.

The 2026 Preparedness Summit, "**Protecting Our Communities: State and Local Preparedness in Action**," spotlights the need for increased self-reliance on state and local partnerships amid a changing federal policy and budget landscape. This hybrid conference continues the ongoing national conversation focusing on the evolution of the public health preparedness system. Join attendees who work at all levels of the government (federal, state, and local), emergency management, volunteer organizations, healthcare coalitions, and academia for a collaborative, solutions-focused exchange of ideas that strengthen community resilience and advance public health preparedness at every level.

### **In-Person Sponsored Educational Session**

60-minutes | \$10,000 or 90-minutes | \$15,000

By hosting your own 90-minute session, you can reach attendees at the Summit in an educational manner. This opportunity includes pre-conference promotion to participants. As a session sponsor, you agree to provide title, description, and list of presenters to the planning committee for review and approval.

### **Roundtable/Panel Discussion\***

90-minutes | \$15,000

Host a roundtable discussion involving several participants before a live and virtual audience. Be part of a moderated roundtable conversation with up to three (3) relevant stakeholders to provide various perspectives on a critical public health topic. The audience may simply observe or participate by asking questions. NACCHO will provide the moderator and help your organization select up to three speakers. The session will also be recorded and available on the Summit platform for up to six months.

### **Partner Focus Group\***

60 minutes | \$15,000

Host your focus group in your own meeting room for a 60-minute session. Focus groups cannot conflict with the General Sessions. NACCHO will send an invitation to registered attendees on your behalf to invite attendees to the focus group. Use this time to speak with your target audience and hear what they have to say about current public health and preparedness issues.

### **Private VIP Event\***

60 minutes | \$15,000

A private, invitation-only event to meet and greet Preparedness Summit VIPs and present a brief (15 minute) educational presentation. Food/beverage responsibility of sponsor.

*\*available to current or new affiliate business partners.*



# Protecting Our Communities: State and Local Preparedness in Action

April 13-16, 2026

Baltimore | Virtual

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Networking Lunch with Speaker – \$50,000
- Attendee Wi-Fi – \$25,000
- Water Station Branding – \$10,000
- Pet Therapy – \$7,500
- Conference Tote Bag – \$15,000
- Conference Tote Bag Insert – \$2,500
- Directional Signs - \$2,000
- General Session Drop – \$3,500
- Note Pads with Pens – \$15,000
- Custom Sponsored e-Blast - \$4,000
- Conference App Push Notifications - \$1,500
- Exhibit Hall Banner Ad -Exclusive! - \$5,000
- Online Platform Rotating Banner Ads - \$3,500
- Preparedness Summit e-Newsletter Email Banner - \$2,000
- Online Platform Tile Ads - \$3,500

## EXHIBITING OPPORTUNITIES

Type of Booth	Cost
10x10 Non-Profit	\$2,300
10x10 Inline	\$3,300
10x10 Corner	\$3,800
10x20 Premium	\$7,500
20x20 Island	\$15,000
Tent Pavilion/Oversized Booth	\$15,000

\*available only to current or new affiliate business partners

## CONTACT

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**Francine Garner, Event Sales and Services Manager**

**Email: [exhspon@naccho.org](mailto:exhspon@naccho.org) Phone: (202) 753-6080**

[Click here for the complete 2026 PHI\\*con Prospectus](#)

In a world where data drives every decision, local public health departments must evolve to meet the moment. This conference empowers leaders to unlock the full potential of informatics and accelerate the journey toward data modernization. Through dynamic sessions, expert insights, and real-world success stories, attendees will gain actionable strategies to harness cutting-edge tools and technologies. Discover how modern data practices can revolutionize public health initiatives, improve community outcomes, and build a more agile, resilient public health infrastructure. Join us and be part of the transformation



### Digital Public Health Innovation Playground

90-minutes session | \$15,000

As a premier participant of the Digital PHI Playground, your organization may participate in a highly interactive session showcasing emerging innovative technology solutions. Showcase live demonstrations and applications of your technology. Your organization will receive high-impact exposure and engagement opportunities designed to deliver measurable return on investment.

### Dedicated Vendor Session: Connecting Innovation with Public Health Leadership

30-minutes session | \$5,500 or 60-minutes session | \$10,000

Be part of an exclusive group of informatics and information technology vendors to participate in an exclusive sponsored session designed to connect innovation with leadership. This focused session offers vendors high-value direct interaction with local and state public health decision-makers, including CIOs, data modernization leads, and IT strategists who are driving digital transformation to shape the future of public health data systems and digital infrastructure.

### “Tech Tank”

15-minutes rapid presentations | \$12,000

In this fast-paced, interactive session, **vendors and health departments** will have **10 minutes** to pitch an innovative project, product, or partnership idea, followed by **5 minutes** of Q&A. Participants will share how their solutions address real-world public health challenges, whether advancing data modernization, improving interoperability, or supporting workforce efficiency. After each presentation, the audience votes on which innovations they’d like to explore further. This collaborative, “Shark Tank–style” format ensures lively discussion, peer learning, and immediate connection between problem-solvers and solution-seekers.





**\* July 13-14-2026**

**Transforming Public Health Through Health IT and Data Modernization:  
Bridging Innovation and Implementation**

### **In-Person Sponsored Educational Session**

90-minutes | \$15,000

By hosting your own 90-minute session, you can reach attendees at the Summit in an educational manner. This opportunity includes pre-conference promotion to participants. As a session sponsor, you agree to provide title, description, and list of presenters to the planning committee for review and approval.

*\*available to current or new affiliate business partners.*

### **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

- Networking Lunch with Speaker – \$45,000
- Networking Breakfast with Speaker – \$30,000
- Reception Sponsor – \$25,000
- Refreshment Breaks – \$15,000
- Wi-Fi Access – \$15,000
- Branded Water Stations– \$5,000
- Lanyards – \$7,500
- Tote Bag (Exclusive) – \$10,000
- Tote Bag Insert – \$1,200
- General Session Drop – \$2,000
- Note Pads with Pens – \$15,000

### **EXHIBITING OPPORTUNITIES**

<b>Type of Booth</b>	<b>Cost</b>
10x10 Non-Profit	\$2,300
10x10 Inline	\$3,300
10x10 Corner	\$3,800
10x20 Premium	\$7,500
20x20 Island	\$15,000
Tent Pavilion/Oversized Booth	\$15,000

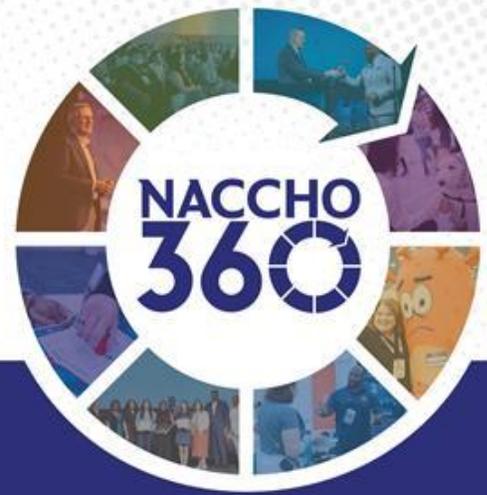
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# RACING FORWARD, SWINGING BIG UNITED FOR PUBLIC HEALTH



**Louisville, Kentucky, July 14-17, 2026\***

Virtual Attendance Available

[Click here to download the complete 360 sponsorship prospectus.](#)

Annually, **NACCHO360** is the largest gathering of local health department leaders and public health professionals in the United States. In 2026, **NACCHO360** heads to **Louisville**, where the spirit of the **Kentucky Derby** and the power of the **Louisville Slugger** inspire bold leadership and teamwork. This year's theme, "**Racing Forward, Swinging Big: United for Public Health's Future**" calls on the public health community to stay focused, swing with purpose, and race toward a future built on innovation, and resilience, and access for all.

As the public health workforce navigates complex challenges and rapid change, NACCHO360 offers a moment to regroup, recharge, and reimagine. This is not a time for despair, it's a time to lead with vision, engage communities as co-creators, and build a future where governmental public health is adaptive, community-driven, and prepared to meet tomorrow's challenges with strength and innovation. Join us in Louisville for NACCHO360— where public health swings big and races forward.

## **In-Person Sponsored Educational Session**

60-minutes | \$10,000 or 90-minutes | \$15,000

By hosting your own 90-minute session, you can reach attendees at the Summit in an educational manner. This opportunity includes pre-conference promotion to participants. As a session sponsor, you agree to provide title, description, and list of presenters to the planning committee for review and approval.

## **Roundtable/Panel Discussion\***

90-minutes | \$15,000

Host a roundtable discussion involving several participants before a live and virtual audience. Be part of a moderated roundtable conversation with up to three (3) relevant stakeholders to provide various perspectives on a critical public health topic. NACCHO will provide the moderator and help your organization select up to three speakers. The session will also be recorded and available on the 360 platform for up to six months.\

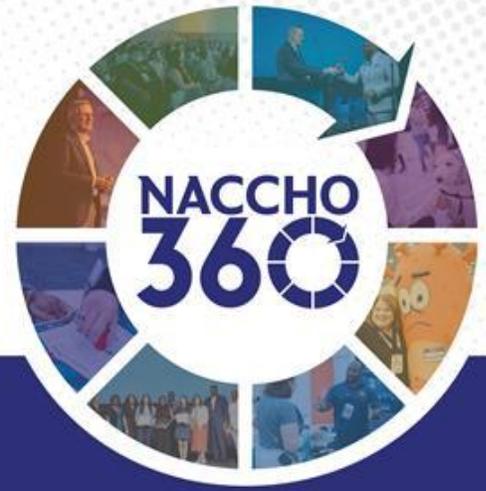
## **Partner Focus Group\***

60-minutes | \$15,000

Host your focus group in your own meeting room for a 60-minute session. Focus groups cannot conflict with the General Sessions. NACCHO will send an invitation to registered attendees on your behalf to invite attendees to the focus group. Use this time to speak with your target audience and hear what they have to say about current public health and preparedness issues.

*\*available to current or new affiliate business partners*

# RACING FORWARD, SWINGING BIG UNITED FOR PUBLIC HEALTH



**Louisville, Kentucky, July 14-17, 2026\***

\*Virtual Attendance Available

## Private VIP Event\*

60-minutes | \$15,000

A private, invitation-only event to meet and greet NACCHO360 VIPs and present a brief (15 minute) educational presentation. Food/beverage responsibility of sponsor. \*available to current or new affiliate business partners

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Networking Lunch with Speaker – \$50,000
- Attendee Wi-Fi – \$25,000
- Water Station Branding – \$10,000
- Pet Therapy – \$7,500
- Conference Tote Bag – \$15,000
- Conference Tote Bag Insert – \$2,500
- Directional Signs - \$2,000
- Custom Sponsored e-Blast - \$4,000
- Conference App Push Notification - \$1,500
- Online Platform Rotating Banner or Tile Ad - \$3,500

## EXHIBITING OPPORTUNITIES

Type of Booth	Cost
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## EXCLUSIVE SPONSOR OF THE 2026 MODEL PRACTICES AWARDS

NACCHO invites your organization to become the exclusive sponsor of the [2026 Model Practice Awards](#), a nationally recognized initiative that celebrates and disseminates innovative, evidence-based public health practices developed by local health departments across the United States. This sponsorship offers a unique opportunity to demonstrate your commitment to public health, elevate your brand among key stakeholders, and directly support the advancement of community health nationwide.

### What are Model Practices?

The Model Practices Program nationally honors and recognizes outstanding local public health departments (LHDs) for implementing programs that demonstrate exemplary and replicable outcomes in response to an identified public health need. By submitting a practice, LHDs contribute to the overall improvement of public health through effective evidence-based practice methods. Each awarded practice is peer-reviewed by a committee of peers, made up of other local health department professionals, and selected from a competitive collection of applications. The winning practices are announced at the NACCHO360 Conference and then shared through the Model Practices Database.

### Why Model Practices Matter

Local health departments (LHDs) are the backbone of community health. This program:

- Identifies and shares replicable solutions to pressing public health challenges.
- Improves health outcomes by promoting strategies that are proven to work.
- Builds capacity by equipping LHDs with tools and models to adapt and implement.
- Fosters innovation, ensuring that successful practices reach diverse communities.

### Measurable Impacts

Over 850 documented practices in the Model Practices Database, covering areas like chronic disease prevention, emergency preparedness, health equity, and maternal and child health.

- Replicable outcomes that have been adopted by other jurisdictions, amplifying impact.
- Improved local capacity through shared learning and access to proven strategies.

### Success Stories from Past Awardees

- Los Angeles County Department of Public Health (CA): Launched the Community Health Ambassador Program to address HIV prevention in high-risk populations.
- Kentucky River District Health Department (KY): Implemented “The Hub Model” to meet individuals with substance use disorders where they are to offer compassionate, effective care.
- Harris County Public Health (TX): Developed an electronic 213 system to improve emergency response efficiency.
- Tri-County Health Department (CO): Created Healthy Farmers Markets to promote nutrition and community engagement.

## Branding & Marketing Opportunities with your Sponsorship

- **Logo Placement and Recognition** on all promotional and marketing materials
  - NACCHO and NACCHO360 websites
  - NACCHO membership publications
  - NACCHO360 Event Signage
  - NACCHO360 Press Release
  - 2026 Model Practice Award
- **Spotlight** highlighting your organization’s support and alignment with public health innovation.
- **Present** the 2026 Model Practices Awards during the Annual Awards Luncheon at NACCHO360.
- **Moderate** the “Best of the Best 2026 Model Practices” session at the NACCHO360.
- **Host** a post-NACCHO360 webinar on award-winning practices or related public health topics.
- **Network** with local health department award recipients.

## Your Sponsorship Drives Public Health Excellence

Sponsorship of this prestigious award starts at \$150,000 annually, with your support, an individual from each award-winning health department may receive:

- Travel and lodging to attend NACCHO360, connecting them with national leaders and peers.
- Custom-designed award, full-color and professionally engraved, honoring their achievement.
- National Recognition across NACCHO’s press releases, newsletters, and social media.
- Spotlight Features in NACCHO publications and digital platforms.
- Priority Speaking Opportunities to share their innovations with the field.

## Explore the Model Practices Database

Sponsors and partners can access the full Model Practices Database to explore award-winning submissions and learn more about their outcomes and implementation strategies. Visit the Model Practices Database: <https://www.naccho.org/membership/awards/model-practices>

## Next Steps

To discuss sponsorship and benefits, please contact: Francine Garner, Event Sales & Services Manager. Email: [exhspon@naccho.org](mailto:exhspon@naccho.org) Phone: (202) 753-6080



## Membership Engagement Opportunities

Educational Webinar	Member Rate	Non-Member Rate	Specifications
30-minutes	\$5,000	\$7,500	<i>via Zoom: Tuesday, Wednesday, Thursday 2 or 3 PM ET topic/content preapproved by NACCHO</i>
60-minutes	\$10,000	n/a	
Educational Outreach	Member Rate	Non-Member Rate	Specifications
Dedicated eNewsletter	\$10,000	\$15,000	<i>up to 250 words, includes logo placement topic/content preapproved by NACCHO</i>
Educational Marketing	Member Rate	Non-Member Rate	Specifications
Social Media Post	\$2,000	\$3,500	<i>choose one: Facebook, LinkedIn, or X/Twitter topic/content preapproved by NACCHO</i>
Educational Focus Group	Member Rate	Non-Member Rate	Specifications
60-minutes	\$10,000	n/a	<i>NACCHO invites up to 20 local health departments to participate. Use this time to engage with our members and learn what they have to say about a topic(s) of your choice. *topic/content preapproved by NACCHO</i>
90-minutes	\$15,000	n/a	
Membership Query	Member Rate	Non-Member Rate	Specifications
Ask up to 4 Questions	\$6,500	n/a	<i>Query NACCHO's membership on the topic of your choice. NACCHO will send the query to members; your organization will provide the platform, questions, and summary data. Questions pre-approved by NACCHO.</i>
Ask up to 8 Questions	\$12,000	n/a	

Membership Weekly e-Newsletter				Specifications
Type	Dimensions	Member Rate	Non-Member Rate	
top page banner ad	Width: 960 pixels Height 300 pixels	\$2,500.00	n/a	<i>includes URL placement; format in JPEG or PNG format, no larger than 1.1 MB.</i>
mid page banner ad/post	Width: 960 pixels Height 300 pixels	\$2,000.00	\$2,700.00	<i>frequency: weekly - open rate: 42%+</i>
text with logo ad/post	up to 250 characters	\$1,500.00	\$2,100.00	<i>reach: 100K+ health department staff</i>
text only ad/post	up to 250 characters	\$1,000.00	\$1,450.00	<i>discount with multi-issue purchase</i>

NACCHO Conference Website			Specifications
Type	Member Rate	Non-Member Rate	
Conference Platform Rotating Banner Ad	\$5,000.00	n/a	<i>Choose Preparedness Summit, NACCHO360, or PHI*Con. includes URL placement; format in JPEG or PNG format, no larger than 1.1 MB.  Spec sizes will be provide for each type of ad.</i>
Conference Platform Tile Ad	\$3,600.00	\$5,700.00	
Website Sub-Page Banner Specs	\$3,100.00	\$5,000.00	

To learn more, please contact: Francine Garner, Event Sales and Services Manager  
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