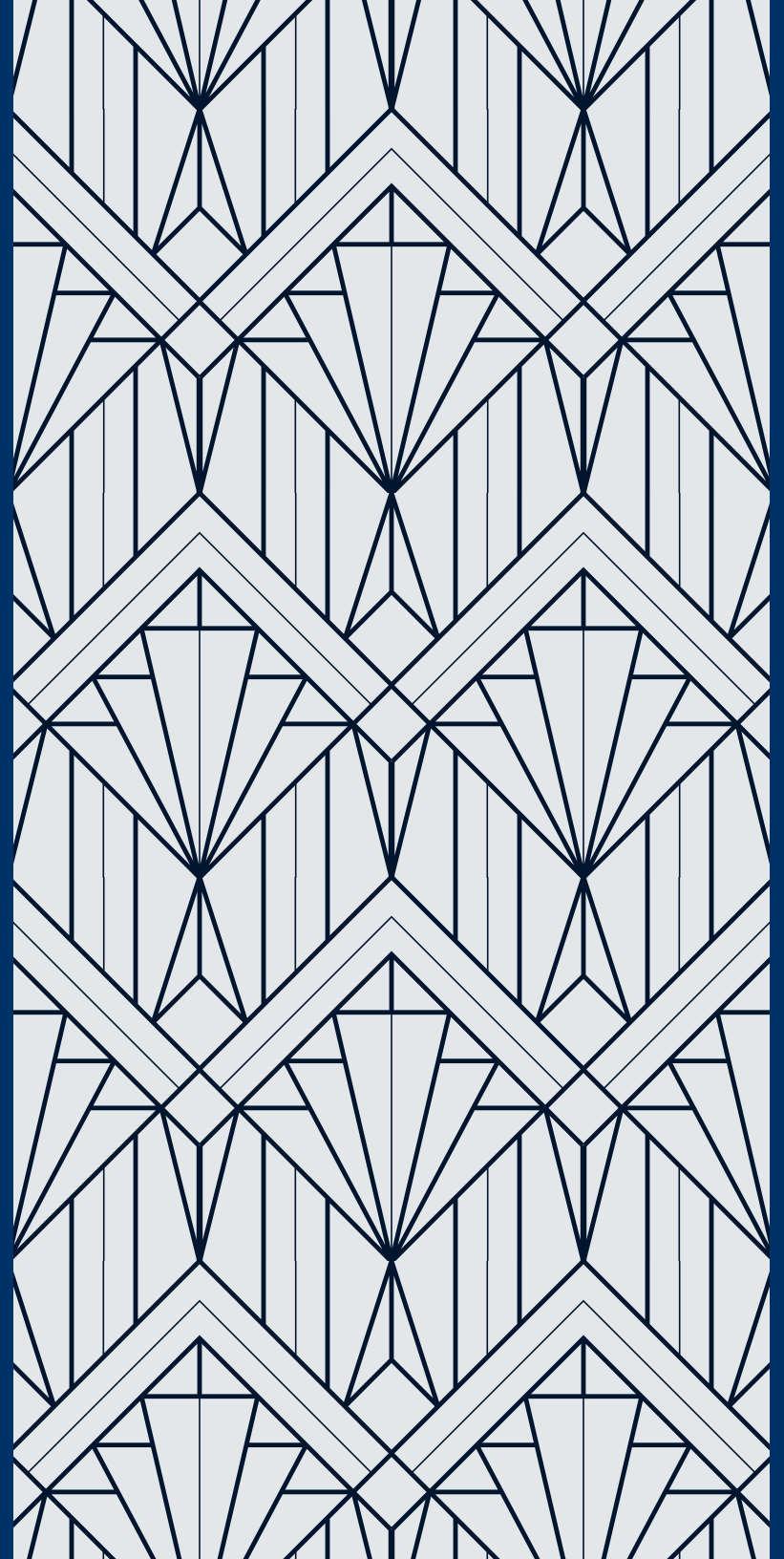


GALA NEW YORK  
eHEALTH  
COLLABORATIVE  
& AWARDS

SPONSORSHIP  
OPPORTUNITIES

NOVEMBER 30  
2021



**NYeC's Gala & Awards recognizes and honors the achievements of those improving healthcare through groundbreaking leadership and innovation. This year's awards program and ceremony will be held virtually the evening of November 30, 2021.**

**Our virtual Gala will once again be a dynamic experience that maximizes attendee and sponsor engagement and interaction through the Virtual Tables event platform. Through the platform, attendees and sponsors will join their colleagues and peers at private virtual tables where they can network and socialize throughout our awards program & ceremony.**

# WHY SPONSOR THE 2021 GALA & AWARDS?

As health systems, payers, and the public sector continue to adapt to New York State's new healthcare landscape and rethink their technology and patient care needs, they're looking for solutions.

NYeC's Gala & Awards convenes senior-level executives, leaders, and policymakers who are serious about change. They're focused on reinventing healthcare. They're ready to talk and engage with partners who can help their organizations evolve and thrive.

Sponsoring NYeC's Gala & Awards will allow you to join key decision makers, showcase your organization's thought leadership, support your colleagues, and put you in a position to meet the needs of New York State's largest health systems, health plans, associations, and public sector entities.

**Join us and our community of New York State healthcare leaders.**

**TO BECOME A GALA SPONSOR, VISIT: [nyehealth.org/gala/why-sponsor](https://nyehealth.org/gala/why-sponsor)**

## 2021 HONOREE



**Kristin Myers**

Executive Vice President, Chief Information Officer,  
and Dean for Information Technology  
Mount Sinai Health System

## 2021 HONOREE



**Herbert Pardes, MD**

Executive Vice Chairman of the Board of Trustees  
NewYork-Presbyterian Hospital

## 2021 HONOREE



**Wayne J. Riley, MD**

President  
SUNY Downstate Health Sciences University

## 2021 HOST



**Cheryl Wills**

Anchor, Spectrum News NY1;  
Host, *In Focus* with Cheryl Wills

# 2021 SPONSORSHIP OPPORTUNITIES

## DIAMOND SPONSOR | \$50,000

- ◆ Opportunity to present an award to an honoree
- ◆ VIP attendee access: Visit any attendee table in the virtual gala platform through an all access pass that allows you to "table hop" the evening of the event  
Each sponsor will be provided a roster of gala attendees and their tables.
- ◆ Meeting introductions: You will have the opportunity to identify up to 5 registered, non-public sector attendees to whom NYeC will facilitate introductions to via email. A member of NYeC's leadership team will provide a brief formal introduction
- ◆ Dedicated non-commercial or product/company-specific thought leadership opportunities leading up to the event: Choice of one blog post on the NYeC website **OR** one guest column in NYeC's monthly eNewsletter sent to over 12,000 decision makers\*\*
- ◆ One dedicated email blast to our attendees leading up to the event (Sponsor develops content, NYeC deploys)\*
- ◆ 20 complimentary registrations, comprised of two private virtual tables to invite your colleagues, peers, and/or clients to join you at the event
- ◆ Logo featured on cover of digital Gala & Awards program seen by all attendees
- ◆ Full-page color acknowledgement in Gala & Awards program, premium position (e.g. first interior page)
- ◆ Logo prominently featured on all digital assets and displays, including virtual presentation platform
- ◆ Recognition as Diamond Sponsor on Gala & Awards website (logo with link), all promotional materials, and communications

## PLATINUM SPONSOR | \$25,000

- ◆ VIP attendee access: Visit any attendee table in the virtual gala platform through an all access pass that allows you to "table hop" the evening of the event  
Each sponsor will be provided a roster of gala attendees and their tables.
- ◆ Dedicated non-commercial or product/company-specific thought leadership opportunities leading up to the event: Choice of one blog post on the NYeC website **OR** one guest column in NYeC's monthly eNewsletter sent to over 12,000 decision makers\*
- ◆ One dedicated email blast to our attendees leading up to the event (Sponsor develops content, NYeC deploys)\*
- ◆ 15 complimentary registrations, comprised of two private virtual tables to invite your colleagues, peers, and/or clients to join you at the event
- ◆ Recognition as Platinum Sponsor (logo included) in digital Gala & Awards program seen by all attendees
- ◆ Full-page color acknowledgement in Gala & Awards program, prime position in front portion of program
- ◆ Logo prominently featured on all digital assets and displays, including virtual presentation platform
- ◆ Recognition as a Platinum Sponsor on Gala & Awards website (logo with link), all promotional materials, and communications

## TO LEARN MORE ABOUT SPONSORSHIP OPPORTUNITIES, CONTACT:

**Jesse Giuliani, Director, Development & Special Events** ◆ [jgiuliani@nyehealth.org](mailto:jgiuliani@nyehealth.org) ◆ (646) 817-4109

\*Publication & dissemination of content is subject to NYeC review and approval.

# 2021 SPONSORSHIP OPPORTUNITIES

## NETWORKING ACCESS SPONSOR | \$20,000

- ◆ Visit any attendee table in the virtual gala platform through an all access pass that allows you to “table hop” the evening of the event. Each sponsor will be provided a roster of gala attendees and their tables
- ◆ 10 complimentary registrations, comprised of one private virtual table to invite your colleagues, peers, and/or clients to join you at the event
- ◆ Recognition as Networking Access Sponsor (logo included) in digital Gala & Awards program seen by all attendees
- ◆ Full-page color acknowledgement in Gala & Awards program
- ◆ Logo featured on all digital assets and displays
- ◆ Recognition as a Networking Access Sponsor on Gala & Awards website (logo with link), all promotional materials, and communications

## GOLD SPONSOR | \$15,000

- ◆ 10 complimentary registrations, comprised of one private virtual table to invite your colleagues, peers, and/or clients to join you at the event
- ◆ Recognition as Gold Sponsor (logo included) in digital Gala & Awards program seen by all attendees
- ◆ Half-page color acknowledgement in Gala & Awards program
- ◆ Logo featured on all digital assets and displays
- ◆ Recognition as Gold Sponsor on Gala & Awards website (logo with link), all promotional materials, and communications

## SILVER SPONSOR | \$10,000

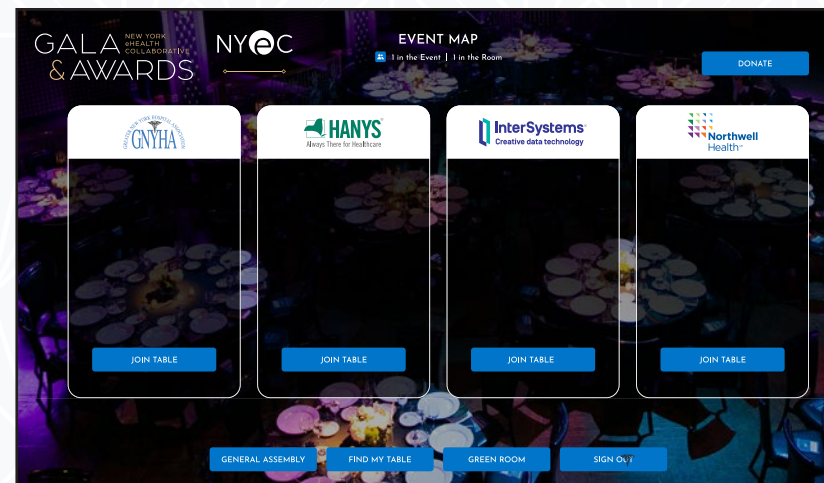
- ◆ 10 complimentary registrations, comprised of one private virtual table to invite your colleagues, peers, and/or clients to join you at the event
- ◆ Recognition as Silver Sponsor (name listed) in digital Gala & Awards program seen by all attendees
- ◆ Name featured on all digital assets and displays
- ◆ Recognition as Silver Sponsor on Gala & Awards website (link)

## DIGITAL PROGRAM ACKNOWLEDGEMENT

- ◆ Full-Page: \$10,000
- ◆ Half-Page: \$5,000
- ◆ Quarter-Page: \$2,500



2020 HONOREE: Dr. Philip Ozuah, President & Chief Executive Officer, Montefiore Medicine



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