



# SCALING UP

Sponsorship Opportunities



# Sponsor Opportunities

Gain exposure and connect with the top decision-makers shaping the future of healthcare. Spark new growth opportunities for your brand by building awareness, increasing visibility, and discovering new partners.

At Scaling Up 2025, you'll connect with a niche group of healthcare marketing leaders focused on measurable growth. Attendees include performance-driven CMOs, Marketing VPs, Directors, and C-suite executives from some of the fastest-growing healthcare organizations in the country.

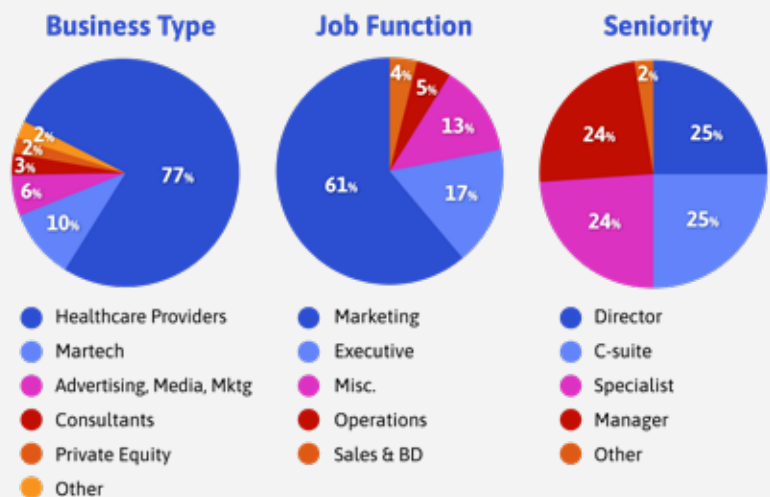
**In 2024, we welcomed over 500 registrants:**

**77%** from healthcare provider organizations

**61%** with marketing job functions

**50%** at the director level or above

As a sponsor, you'll have direct access to the decision-makers shaping the future of healthcare marketing.



*"We ended up deploying Call Rail after the last Scaling Up conference, and it's pretty cool. Now, we are kicking off a Salesforce implementation with the hopes of really building out a proper CDP. It's been hard convincing leadership to make these investments, but taking your advice has really paid off. Keep up the good work."*

JOE GIOVINCO



# Who Attends Scaling Up

We're calling all executives and marketing leaders at fast-growing, multi-location healthcare organizations. Those who champion the cause to help more people get quality healthcare by improving operational efficiency, sharing educational health information, and removing barriers to access care.

## HEALTHCARE MARKETING LEADERS

The conference for performance-driven healthcare organizations focused on boosting new patient volume. Calling all marketers who want to be the hero that takes your provider group on a journey of rapid expansion.

Attendee roles include:

- CMO
- VP of Marketing
- Director of Marketing

## PRIVATE EQUITY DEALMAKERS

There's no better place for PE healthcare dealmakers to learn from growth marketers on how to effectively maximize efficiency, drive topline growth, and build value for your portfolio companies.

Attendee roles include:

- Operating Partners
- Managing Partners
- Principals

*"Attending Scaling Up introduced me to new technologies and strategies to reactivate and retain patients. After implementing Brevium, we've already seen nearly 3,000 appointments created, and if the trend continues, it could generate up to \$1.8 million in revenue over the next year. Scaling Up is where you go to hear what's actually working, connect with other marketers, and find proven solutions without the legwork."*

ASHLEY BUEHNERKEMPER





# Presenting Sponsor | \$18k

3 Available

***Position your brand at the center of the event experience as a Presenting Sponsor, our highest-impact sponsorship tier.***

This package offers maximum visibility, from top-tier logo placement and co-branded content to live session integration.

You'll enjoy access to attendee leads, post-event content, custom engagement features like polls, plus premium branding on everything from livestream countdown screens to dedicated social media and email features. It's a powerful way to spark connection, build authority, and stand out before, during, and after the event.

## **BRANDING & VISIBILITY**

- "Presenting Sponsor" designation in all event materials
- Logo in top billing on:
  - Website and registration page
  - Event emails and social banners
  - Digital signage/overlays during livestream
- 30-second commercial played at the opening of each day
- Branded "waiting room" or "countdown screen" on select sessions
- Live shoutout and thank-you during the main session
- Option to co-brand 1 main stage session ("Presented by [Sponsor]")
- Opportunity to be a guest on Cardinal's podcast, *Ignite*

## **SPEAKING OPPORTUNITY**

- Live 30-minute presentation during the program
- Opportunity to introduce a keynote speaker or panel

## **LEAD GENERATION**

- Full opt-in attendee list with contact info
- Custom sponsored poll or survey during the event, with results shared
- Invitation to private VIP virtual roundtable with speakers and top attendees after the conference

## **ENGAGEMENT BOOSTERS**

- Hosted breakout room for product demo or Q&A during networking block

## **CONTENT & POST-EVENT VALUE**

- Dedicated sponsor highlight in post-event email recap
- 2 pre-conference, 1 post-conference dedicated social media post
  - Social media interview or quote card featuring sponsor rep
  - Brand highlight
  - Resource highlight
- 3 brand mentions in email marketing

# Supporting Sponsor | \$14k

## Multiple Available

***This package is ideal for a company wanting a solid blend of brand visibility, networking, and thought leadership.***

Looking for a high-impact presence without the top-tier price tag? The Supporting Sponsor package offers an ideal mix of visibility, thought leadership, and audience engagement.

Your branded moments are woven throughout the event, from intermission shoutouts to co-hosted networking rooms. Along the way you'll build awareness and connection in all the right places.

It's a smart way to align your brand with industry innovation while generating leads, growing recognition, and staying part of the post-event conversation.

### BRANDING & VISIBILITY

- "Partner Sponsor" designation in sponsor tier
- Logo placement on:
  - Event website and registration page
  - Event emails and intermission screens
- 30-second video ad or branded slide deck shown during session intermissions
- Branded question or tip-of-the-day featured during event

### LEAD GENERATION

- Attendee list without email addresses

### NETWORKING & VISIBILITY

- Co-host a topic-specific networking room
- Live shoutout and thank-you during the main session

### POST-EVENT PERKS

- Mention in post-event blog, recap email, and social posts
- Event recording snippets for sponsor to use in marketing
- 1 pre-conference dedicated social media post
- 3 brand mentions in email marketing

# Spotlight Sponsor | \$10k

4 Available

Looking to elevate your brand's presence and leave a lasting impression? Become a Spotlight Sponsor. Choose one of these memorable brand activations to highlight your company by weaving entertainment and restorative moments into the event.

Want to spark curiosity? Host a life hacks session with rapid-fire demos that wow attendees with surprising solutions.

Or, be the brand that brings calm and clarity through a wellness break led by a yoga or breathwork expert.

Or, bring the laughs with industry-themed stand-up or improv, giving your audience a needed moment of joy.

These are more than just breaks! They're branded activations that the audience will remember and appreciate.

**Choose from one of these options, or suggest your own custom idea:**

## LIVE MUSIC PERFORMANCE

A 15-20 minute performance by a musician/band.

Set the tone with a memorable musical moment, whether it's a soulful acoustic set, a jazzy midday reset, or energizing lo-fi vibes to kick off the day. Your brand will be front and center as the sponsor of a shared experience attendees will associate with connection, mood, and creativity.

## WELLNESS OR SELF-CARE SPECIALIST

A 15-20 minute yoga, body posture, or breathing experience.

Help attendees recharge and refocus with a guided wellness break. It's perfect for combating screen fatigue and promoting presence. Your brand becomes a champion of balance, calm, and self-care in the midst of a high-energy day.

## TECH TIPS OR LIFE HACKS

A 15-20 minute compilation of pre-recorded demos or videos of the best hacks on the internet

Sponsor a rapid-fire, crowd-pleasing segment full of surprising shortcuts and clever ideas people can actually use. It's the kind of value-packed content that gets bookmarked, shared, and remembered with your brand at the heart of it.

## VIRTUAL MAGICIAN OR MENTALIST

Provide light-hearted and mind-blowing entertainment through an interactive show.

Surprise and delight attendees with illusions that defy logic and create buzz. As the sponsor, you'll be associated with wonder, creativity, and a truly unexpected moment of magic.

## STAND-UP COMEDY OR IMPROV

A 15-20 minute light comedy set tailored to Cardinal's attendees.

Inject energy and laughter into the event with a set designed just for this audience. Think smart, sharp, and industry-savvy. Your brand brings the comic relief, the good vibes, and a moment everyone looks forward to.

## BARISTA OR MIXOLOGIST EXPERIENCE

A 15-20 minute live demo featuring craft coffee or cocktail creation.

Delight attendees with a hands-on session where a professional barista or mixologist demonstrates how to brew the perfect pour-over, shake a signature cocktail, or craft a no-proof mocktail masterpiece. Your brand becomes the one that fuels the fun, bringing flavor, flair, and a sensory break that everyone will be buzzing about.

# Speaker Swag Spotlight | \$3000

## Add-on

*Shine a light on your brand in the hands of our speakers.*

This exclusive add-on gives sponsors the opportunity to place one branded item in the official Speaker Gift Box, delivered directly to every speaker.

Whether it's a branded tech gadget, a luxury sample, or wellness item, your product or promotional item will be part of the curated unboxing experience and receive extra visibility among high-profile thought leaders.

### WHAT'S INCLUDED:

- Inclusion of one item in all speaker swag boxes
- Optional: Share a 1-line "why you included this item" message for added personal connection
- Deadline and Shipping Specifications:
  - Sponsorship confirmation: August 22
  - Item delivery: August 29

Limited to 3 sponsors to ensure spotlight value. First-come, first-served.





# SCALING UP

Contact Ashley Petrochenko if you're  
interested in sponsoring Scaling Up.  
[ap@cardinaldigitalmarketing.com](mailto:ap@cardinaldigitalmarketing.com)

Sponsorship deadline is September 10.

