



2019 Sponsorship Guide



AdventHealth

LIV: Living in Vitality 2019

September 27, 8 a.m.-4 p.m.
Overland Park Convention Center

2018 LIV Program Audience Demographics and Information

Age Group

30 and under – 4.8%
31-40 – 13.5%
41-50 – 17.4%
51-60 – 28.5%
61 and above – 35.7%

Employment

Full-time – 52%
Part-time – 13%
Retired – 21%
Volunteer – 5.8%
Homemaker – 7.8%
Student – .3%

Family Status of Audience

77% have children

Household Income

Under \$20,000 – .8%
\$20,000 to \$29,999 – 2%
\$30,000 to \$49,999 – 8.6%
\$50,000 to \$74,999 – 14%
\$75,000 to \$99,999 – 12%
\$100,000 to \$149,999 – 22%
\$150,000 and over – 16%
Did not answer – 25%

Ethnicity

Caucasian – 87%
African American – 6.9%
Hispanic – .6%
Other (Asian, Native American, Alaska,
Hawaiian, multi-ethnic or other) – 5.5%

Vitality is the power to live or grow; the capacity for survival or for the continuation of a meaningful or purposeful existence. It's a state of mind, a state of being. Everyone chooses how they live. Are you surrounded by chaos and excuses or do you seize the moment and take advantage of everything life has to offer? AdventHealth, formerly Shawnee Mission Health, and our community partners are pleased to present *LIV: Living in Vitality*. Through our uplifting and educational annual conference, wellness events, activities and more, our mission is to empower Kansas City women to live healthier lives physically, mentally and spiritually. Whether you're juggling responsibilities as a new mom, or a woman looking to remain energized well into retirement, *LIV* can give you the tools to succeed. We invite you to step away for a moment to take time for yourself. We invite you to *LIV*.

Because there's more to good health than the absence of disease, in 2019, we will encourage women to *LIV* Whole. Beyond good health habits, *LIV*ing whole means having strong relationships, a positive attitude, an inspiring environment and a sense of connection to a higher power.

Now in its 22nd year, the signature conference, led by co-chairs Julie Kelly and Haley Prophet, will bring together more than 1,200 women at the Overland Park Convention Center on September 27, 2019, for a day of education and fun. The conference features three national keynote speakers and 18 breakout sessions on topics such as stress management, nutrition, fitness and skincare health screenings, an elegant lunch and breakfast, opportunity to visit various health sponsor booths and a bag full of goodies. Because women are often the managers of family health matters, the positive impact of *LIV* reaches far beyond those who attend the conference.

Here's what to expect from the 2019 *LIV* conference:

- Fair-balanced information from nationally and locally credentialed experts. We don't promote a specific doctor, or a specific treatment – we offer information about the many options available to women today. We encourage women to gain knowledge, talk to their doctor or health care practitioner and make these important decisions on their own.
- An environment of beauty and pampering. We know that women like to be surrounded by uplifting décor, showered with gifts and pampered with screenings and extras.
- A place of warmth, friendship and unparalleled camaraderie. Women who learn together, grow together. Our conferences and educational pieces give women the opportunity to share their lives and experiences so that they can learn from each other.

For more information, visit ShawneeMission.org/LIV.

Sponsorship Opportunities

Sponsorship support for *LIV* make this tremendous community program possible. It is also a chance to connect face-to-face with women who are leaders and decision makers in business, the community and their families. In addition to on-site exposure, monthly health programs and promotional opportunities are available through AdventHealth marketing vehicles and our media partners.

Contributions are made to AdventHealth Shawnee Mission, a 501 (C) (3) organization and are tax deductible to the fullest extent of the law.

Sponsorships

Presenting Sponsor	\$40,000
Lunch Sponsor	\$25,000
Supporting Sponsor	\$20,000
Featured Sponsor	\$15,000
Keynote Sponsor	\$12,000
Sustaining Sponsor	\$10,000
Health Screening/Exhibit Sponsor	\$5,000
Lanyard Sponsor	\$5,000
Healthy Refreshment Break Sponsor	\$4,000
Photo Booth Sponsor	\$4,000
Volunteer Sponsor	\$3,000
Breakout Session Sponsor	\$3,000
Patron Sponsor	\$1,200

We are happy to tailor sponsorship opportunities to meet your business objectives. Multi-year sponsorships are available. For sponsorship opportunities please contact:



Robin Patykiewicz
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913-789-5579 office, 913-707-5729 cell
For more information, visit ShawneeMission.org/LIV.

Robin Patykiewicz



Sample Conference Agenda

- 7:30 a.m. Registration**
Visit sponsor booths and health screenings
Continental breakfast
- 8:30 a.m. Welcome and Morning Keynote**
- 10:05 a.m. Health Break**
Visit sponsor booths and health screenings
- 10:35 a.m. Breakout Sessions***
Choose one of nine breakout sessions on topics related to your health, well-being and personal safety
- 11:45 a.m. Lunch**
Keynote
Drawing for prizes
- 1:10 p.m. Health Break**
Visit sponsor booths and health screenings
- 1:40 p.m. Breakout Sessions***
Choose one of nine breakout sessions on topics related to your health, well-being and personal safety.
- 2:25 p.m. Health Break**
Visit sponsor booths and health screenings
Refreshments provided
- 2:45 p.m. Afternoon Keynote**
Drawing for prizes
- 4 p.m. Event Concludes**
Turn in your survey and receive a rose.

**Attendees may attend breakout options or visit the exhibits and health screenings.*

Sponsorship Opportunities

	Presenting Sponsor	Lunch Sponsor	Supporting Sponsor	Featured Sponsor	Keynote Sponsor
\$ Commitment	\$40,000	\$25,000	\$20,000	\$15,000	\$12,000
Benefits Included:					
Logo included in any print ads created to promote the event	✓				
Exclusivity in your industry	✓	✓	✓	✓	
Television Spots	✓	✓	✓	✓	
The opportunity to have one company representative on the sponsor video	✓	✓	✓	✓	
Logo on outside of gift bag given to all attendees	✓	✓	✓	✓	
Logo on postcard mailed to Women's Training Team 2020, no less than 10,000 Kansas City women	✓	✓	✓	✓	
Logo on Training Team Web pages accessible at WomensTrainingTeam.com	✓	✓	✓	✓	
Opportunity to give gifts to estimated 200, Training Team participants in 2020	✓	✓	✓	✓	
Logo on attendee ticket	✓	✓	✓	✓	✓
Logo rotating on keynote ballroom screens before and after morning and afternoon keynote sessions	✓	✓	✓	✓	✓
Logo on SMH e-newsletters, distributed to 50,000 households	3	3	2	2	2
Acknowledgement from podium	3 times	3 times	2 times	2 times	2 times
Logo included in ad and/or editorial in SMH's <i>MyHealthKC</i> magazine mailed to 30,000 - 40,000 households	✓	✓	✓	✓	✓
One booth in exhibit hall	up to 3 tables	up to 3 tables	up to 3 tables	up to 3 tables	1 table
Opportunity to have one company representative on <i>LIV</i> steering committee	✓	✓	✓	✓	✓
Logo on back of conference program	✓	✓	✓	✓	✓
Logo on <i>LIV</i> sponsor web page at ShawneeMission.org/ <i>LIV</i>	✓	✓	✓	✓	✓
Logo on an on-site listing of all event sponsors	✓	✓	✓	✓	✓
Invitation to Kick-off Breakfast in May	✓	✓	✓	✓	✓
Invitation to VIP Reception to be held the night before the event	✓	✓	✓	✓	✓
Tickets	40	30	30	20	10
Link from the <i>LIV</i> web page to the sponsor's home page	✓	✓	✓	✓	✓
The opportunity to contribute gifts to the gift bags given to all attendees	✓	✓	✓	✓	✓
Additional Benefits:					
Any place lunch is mentioned, sponsor will be acknowledged and logo on screens in lunch room		✓			
Introduce keynote speaker of sponsored session at conference with time at podium to acknowledge company sponsoring					✓
Listing as the sponsor of the breakfast and/or refreshment break on the online event agenda					
Listed as a Breakout Session Sponsor on the Kansas City <i>LIV</i> web pages, at ShawneeMission.org/ <i>LIV</i>					
Thank you from the podium during the morning session					
Logo on on-site signs at the breakfast and/or refreshment break buffets					
Sponsor logo on the lanyard worn by 1,200 attendees					
Logo and tag line on a button worn by volunteers throughout the day					
Logo on an on-site sign announcing the Breakout Session					
Listed as a sponsor of the sponsored session in the Breakout Session listings in the conference program					
A representative from the sponsoring company may introduce the Breakout Session Speaker					

“The best part of the LIV conference was spending time with my friend and remembering that I am important.”

About the Beneficiaries

LIV Fund

Your contribution allows us to produce *LIV* for the women of Kansas City. While other events strive to attract only the elite with ticket prices associated with a typical charity event, our ticket price is a low \$50 per person. Over the years, we've maintained this affordable amount to encourage a diverse audience to attend. We truly want this program to make a difference in the health of Kansas City women. For those who can't afford \$50, scholarship tickets are available. The real cost to produce the event is more than \$250 per person, which is why sponsorship is essential to underwriting the conference expenses and preserving the high quality for which *LIV* is known.

LIV is one of the few health conferences that offers free health screenings for women. This includes bone density, heart health, BMI, skin, glucose measurement, vision, hearing and massage therapy.

LIV Dental Fund

The *LIV* Dental Fund was created in 2000 to fill the gap in existing dental care services for women served by area shelters and job training programs who are ready to re-enter the work force. Frequently, such women are struggling to find jobs to support their families. These under and uninsured women have little to no resources to cover front tooth repair and replacement, which is considered a cosmetic procedure. This unique fund benefits these women, which is crucial to improving their appearance, self-esteem and employability. The *LIV* Dental Health Fund has profoundly changed the lives of women enabling them to successfully seek employment with confidence. Not-for-profit organizations serving Kansas City area women may refer eligible individuals to the Health Partnership Clinic of Johnson County in Olathe, Kan.

The Center for Women's Health AdventHealth Shawnee Mission at Shawnee Mission Medical Center

AdventHealth Shawnee Mission, formerly Shawnee Mission Medical Center, was one of the first hospitals in the nation to make women's health a priority. Founded in 1992, the Center for Women's Health is at the heart of our program, serving 42,000 women annually through education, services, counseling and outreach programs.

Through the Center for Women's Health's Women Helping Women program, *LIV* contributes to the Virginia Stowers Breast Cancer Fund, providing free mammograms to uninsured women; Camp Bluebird, a retreat for adult cancer patients; and Tess' Touch, providing resources for families of newborns.



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