



Living in Vitality

Sponsorship Guide 2024



Advent Health

#LIVKC

2023 LIV Program Audience Demographics and Information

Age Group

18 to 24 – 1%
25 to 34 – 8%
35 to 44 – 21%
45 to 54 – 27%
55 to 64 – 22.5%
65 to 74 – 14%
75 to 84 – 5%

Employment

Full-time – 63%
Homemaker – 2.5%
Independent Contractor/Entrepreneur – 5%
Part-time – 7.5%
Retired – 20.5%
Student – .5%
Volunteer – .5%

Family Status

79% have children

Income

<\$25,000 – 2%
\$25,000 to \$35,000 – 4%
\$36,000 to \$45,000 – 3.5%
\$46,000 to \$55,000 – 4%
\$56,000 to \$65,000 – 7%
\$66,000 to \$75,000 – 9%
\$76,000 to \$85,000 – 6.5%
\$86,000 to \$95,000 – 9%
>\$100,000 – 11%
>\$125,000 – 22%
Did not answer – 22.5%

Ethnicity

African American – 4%
Asian – 2.5%
Caucasian – 86%
Hispanic – 2%
Multi-Cultural – 1.5%
Did not answer – 4%

Living in Vitality 2024

Friday, September 27, 8 am – 4 pm

Overland Park Convention Center

AdventHealth's Living in Vitality promotes, activates and amplifies the health and wellness of women in Kansas City and beyond. Through the uplifting and educational annual conference, wellness events, the LIV Training Team and the LIV Executive Women's Series our mission is to activate women to live healthier lives, mind, body and spirit. LIV gives women the tools to succeed. We invite you to join us on September 27, 2024!

The Overland Park Convention Center will become a vibrant hub for wellness enthusiasts as it hosts the empowering event "Living in Vitality." Welcoming over 1,200 women from diverse demographics and backgrounds, the event lives up to its theme, emphasizing holistic health encompassing mind, body, and spirit.

The day is a combination of informative breakout sessions, interactive keynote sessions, and inspiring discussions, catering to women of all ages seeking to enhance their overall well-being. Various speakers, experts, and wellness practitioners share their insights, fostering an environment of learning and growth.

Attendees are treated to a plethora of activities, ranging from self-defense to nutrition and fitness sessions. Engaging discussions and panels center on mental health, self-care practices, and fostering resilience, empowering each woman to embrace a balanced lifestyle with confidence.

The atmosphere will buzz with energy as connections are forged and experiences shared. Participants will leave feeling inspired, equipped with practical knowledge, and motivated to embark on their personal wellness journeys, armed with the tools to nurture their mind, body, and spirit.

"Living in Vitality" once again proves to be a beacon of empowerment, uniting women in their quest for well-being and encouraging them to embrace life with confidence.

Living in Vitality is committed to providing

- Fair and balanced information from nationally and locally credentialed experts. We encourage women to gain the knowledge they need to confidently speak with their doctor or health care provider and make important health care decisions that are right for them.
- An environment where women feel safe to be themselves, beautiful in their own bodies and pampered like never before.
- A place of warmth, friendship and unparalleled camaraderie. Women who learn together, grow together. The Living in Vitality programs and conference give women the opportunity to share their lives and experiences so that they can learn from each other.

To learn more about Living in Vitality and AdventHealth's commitment to the women of Kansas City, visit AdventHealthKC.com/LIV.



Make an impact as a LIV sponsor

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 conference exposure, as well as events throughout the year, promotional opportunities are also available through AdventHealth marketing vehicles and our media partners.

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

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

For sponsorship opportunities please contact:

Kate Buenger | kate.buenger@adventhealth.com

913-676-2299 office | 785-221-9870 cell

For more information, visit AdventHealthKC.com/LIV.

Sample Conference Agenda

- 7:30 am Registration**
Visit sponsor booths and health screenings
Continental breakfast
- 8:30 am Welcome and Morning Keynote**
- 10:05 am Health Break**
Visit sponsor booths and health screenings
- 10:35 am Breakout Sessions***
Choose one of nine breakout sessions on topics related to your health, well-being and personal safety
- 11:45 am Lunch**
Keynote
Drawing for prizes
- 1:10 pm Health Break**
Visit sponsor booths and health screenings
- 1:40 pm Breakout Sessions***
Choose one of nine breakout sessions on topics related to your health, well-being and personal safety.
- 2:25 pm Health Break**
Visit sponsor booths and health screenings
Refreshments provided
- 2:45 pm Afternoon Keynote**
Drawing for prizes
- 4 pm 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	Presenting Key-note Sponsor	Lunch Sponsor	Supporting Sponsor	Featured Sponsor	AM, Lunch or PM Keynote Sponsor (choose one)
\$ Commitment	\$40,000	\$35,000	\$25,000	\$20,000	\$15,000	\$10,000 (each)
Benefits Included:						
Logo included in any print ads created to promote the event	✓	✓				
Exclusivity in your industry	✓	✓	✓	✓	✓	
Logo included in 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 LIV Training team, no less than 10,000 Kansas City women	✓	✓	✓	✓	✓	
Opportunity to give gifts to estimated 200, Training Team participants in 2024	✓	✓	✓	✓	✓	
Logo rotating on keynote ballroom screens before and after morning and afternoon keynote sessions	✓	✓	✓	✓	✓	✓
Logo on Living in Vitality e-newsletters	all	all	all	all	all	all
Acknowledgement from podium	3 times	3 times	3 times	2 times	2 times	2 times
Acknowledgement on LIV Instagram page	all	all	5 times	4 times	3 times	1 time
Logo included in ad and/or editorial in AdventHealth's MyHealthKC 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	up to 3 tables	1 table
Opportunity to have one company representative on LIV steering committee	✓	✓	✓	✓	✓	✓
Logo on back of conference program	✓	✓	✓	✓	✓	✓
Logo on LIV sponsor web page at AdventHealthKC.com/LIV	✓	✓	✓	✓	✓	✓
Logo on an on-site listing of all event sponsors	✓	✓	✓	✓	✓	✓
Logo on Monthly Event session collateral						
Invitation to Kick-off Breakfast in May	✓	✓	✓	✓	✓	✓
Invitation to VIP Reception to be held the night before the event	✓	✓	✓	✓	✓	✓
Tickets	40	35	30	30	20	10
Link from the LIV 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 LIV web pages, at AdventHealthKC.com/LIV						
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 on all volunteer t-shirts worn during the event						
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						
Logo on on-site signs at the LIV lounge seating area						
Logo on on-site signs at the Reconnect Tech Zone						

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

About the Beneficiaries

LIV Program Support

Your contribution allows us to produce LIV for the women of Kansas City. We truly want this program to make a difference in the health of Kansas City women. LIV is one of the few health conferences that offers free health screenings for women. This includes bone density, heart health, vision, hearing and massage therapy.

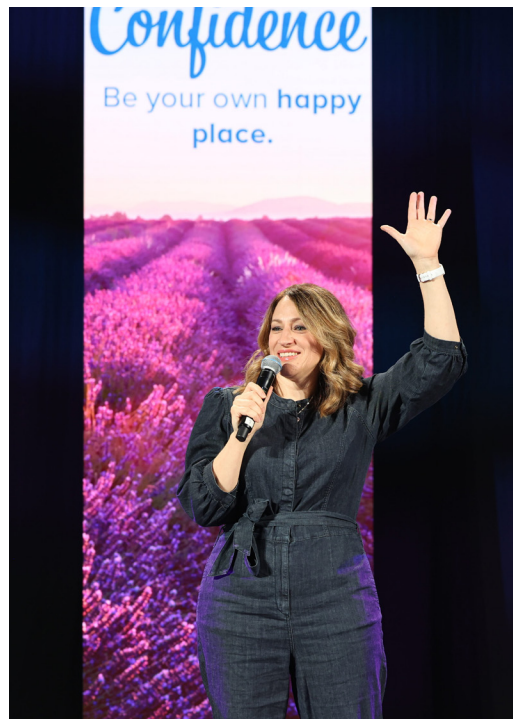
LIV Dental Care Support

The LIV Dental Support 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. These under and uninsured women have little to no resources to cover front tooth repair and replacement. Not-for-profit organizations serving Kansas City area women may refer eligible individuals to the Health Partnership Clinic of Johnson County in Olathe, Kan. or to UMKC School of Dentistry.

AdventHealth Frontline Employee Support

At AdventHealth, we put our people first. Without them, they can't care for the community we've been called to serve. The AdventHealth Kansas City Foundation has been supporting our caregivers and Living in Vitality is proud to support that effort.





For more information, visit AdventHealthKC.com/LIV.

