

June 20, 2024

# 2024 Rural Health Innovation Challenge:

## Fostering Innovation for Health Equity

Presented by Oklahoma State University and Public Health Institute of Oklahoma  
Tandy Medical Building, Oklahoma State University, Center for Health Sciences  
Tulsa, Oklahoma



CENTER FOR  
HEALTH SYSTEMS  
INNOVATION

Spears Business and Center for Health Sciences



Public Health  
Institute of  
Oklahoma

## Sponsorship Prospectus

On June 20th, 2024, the OSU-Center for Health Systems Innovation and the Public Health Institute of Oklahoma will host the Rural Health Innovation Challenge in Tulsa, Oklahoma. Innovation is the cornerstone of progress, especially in the realm of healthcare. Yet, for rural communities, providing innovative solutions for their unique health challenges can be daunting.

The Rural Health Innovation Challenge (RHIC) stands as a beacon of hope, a platform where innovation converges with a steadfast commitment to fostering health equity across Oklahoma's rural landscapes. As we embark on this journey, ***we invite you to join us in empowering rural communities by catalyzing transformative change through strategic sponsorship of the RHIC.***

We look forward to partnering with you and your organization as we unlock the innovative potential of health and social care partners from across rural Oklahoma. If you have any questions, please contact Laura Ross, [laura@publichealthok.org](mailto:laura@publichealthok.org) or Marjorie Erdmann at [marjorie.erdmann@okstate.edu](mailto:marjorie.erdmann@okstate.edu)

### Challenge Categories:

*Cardiovascular Health*

*Diabetes & Obesity*

*Mental Health & Substance Use*

*Drivers of Health*

*Health Equity & MORE!*



Challenge categories are aligned with the priorities of the [Oklahoma State Health Improvement Plan](#), [Obesity Prevention Plan](#), and the [Health Equity State Plan](#)



### Opportunities for Engagement:

Networking

Community Leadership Highlights

Shared Learning

“Meet the Innovators”

Innovation Challenges

Reverse Pitch Sharing

Exhibitor Spaces

Name an Innovation Category

Managed Care Rural Strategy

Spotlights

CHIO Stakeholder Meeting

Product Demonstrations

“Minute at the Mic”

## Why Sponsor the Rural Health Innovation Challenge?

20+ teams of innovators serving rural Oklahoma will be selected to compete for dollars to bring their innovative ideas, products, programs for improving their community's health to life. **Your sponsorship puts you at the heart of supporting the innovative spirit of Oklahoma's rural communities.**

Rural Health Innovation Challenge sponsorship isn't merely about brand exposure; **it's about making a tangible difference in the lives of those who need it most.** By aligning your organization with RHIC, you become a catalyst for change, driving innovation and fostering health equity in rural Oklahoma.

**Driving Innovation:** RHIC serves as a **launchpad for groundbreaking ideas and solutions**, empowering innovators to address the root causes of health disparities and drive meaningful change.

**Fostering Health Equity:** By sponsoring RHIC, you become a **champion for health equity**, ensuring that all communities, regardless of their geographic location, have access to innovative healthcare solutions.

**Building Connections:** RHIC isn't just an event; it's a community united by a shared vision of a healthier, more equitable future. As a sponsor, you **gain access to a network of like-minded individuals and organizations committed to driving positive change.**

**Making an Impact:** Your sponsorship dollars go beyond mere marketing; they **directly fuel new and novel initiatives that have the power to transform lives and communities**, leaving a lasting legacy of equity and opportunity.

## What's Different About Sponsoring the Rural Health Innovation Challenge?



Unlike other innovation competitions where solutions are developed in a day and forgotten, in this competition teams form months in advance with the **aim to develop high quality, actionable ideas they want to execute in their rural community.**

Teams are offered support from Oklahoma State University and the Public Health Institute of Oklahoma, connecting local doers with subject matter experts.

Supporters of the RHIC are not only providing resources for the event; **supporters are invited to actively participate in the Innovation Challenge as judges, exhibitors, subject matter experts, innovation explorers, and more!**

**We invite you to join us in elevating rural innovation!**

## Rural Health Innovation Challenge, Sponsorship Levels:

We invite you to consider supporting rural innovators from across Oklahoma.

All donations are tax-deductible.

For questions about sponsorship of the Rural Health Innovation Challenge contact:

Laura Ross at [laura@publichealthok.org](mailto:laura@publichealthok.org)



**\$10,000- Presenting Sponsor:** Lead the charge towards in promoting innovation and health equity as the presenting sponsor of RHIC. Your brand will take center stage, amplifying its commitment to innovation and equity.

**2 Available**

**\$7,500- Innovation Champion:** Champion innovation across rural Oklahoma. Your support will elevate the efforts of our community innovators and doers while advancing efforts to address health and social care disparities. ***In this category you get to name the category of innovation,*** for example: maternal child health, food insecurity, or community health workers.

**2 Available**

**\$6,000- Innovation Supporter:** Align your organization with one of the Innovation Challenge categories, signaling your dedication to addressing specific health disparities and driving impactful change. Categories include: cardiovascular health, diabetes & obesity, mental health & substance use, and drivers of health.

**4 Available**

**\$3,000- Sprint Challenge Supporter:** Reinforcing the spirit of innovation, provide support for Challenge participants for day-off innovation challenges. Day-of challenges amplify the

**\$2,500- Equity Advocate:** Support networking and collaboration sessions, empowering attendees to forge partnerships that transcend boundaries and drive equitable outcomes

**4 Available**

**\$1,500- Community Supporter:** Recognizing special talents among Innovation Challenge participants amplifies the the unique talents of our rural communities. Specialized award categories include: *Data Utilization, AI utilization, Fan Favorite, and CHIO Community Awards.*

**4 available**

**\$500-Exhibitor Space:** Showcase your organization's products or services to a targeted audience of rural health stakeholders, fostering connections and driving engagement. Sponsor of over \$2,500 are provided an exhibitor space, additional exhibitor space is available.

**5 available**

**Customized Partnership:** Tailored sponsorship packages are available to meet your unique objectives and budget, ensuring maximum impact and alignment with your organization's values. Please contact [Laura@publichealthok.org](mailto:Laura@publichealthok.org) for more information.

**Unlimited**



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# Benefits of Giving to the Rural Health Innovation Challenge:



All donations are tax-deductible.

Customized sponsor levels are available.

For questions about sponsorship of the Rural Health Innovation Challenge contact: Laura Ross at [laura@publichealthok.org](mailto:laura@publichealthok.org)

	Presenting Sponsor \$10,000	Innovation Champion \$7,500	Innovation Supporter \$6,000	Sprint Challenge Supporter \$3,000	Equity Advocate \$2,500	Community Supporter \$1,500	Exhibitor \$500
Recognition on all materials	X	X	X	X	X	X	X
Minute at the Mic at RHIC (2x-1 minute)	X	X	X	X	X	X	
Exhibitor Space	X	X	X	X	X		X
Access to all Innovation pitches (post-RHIC)	X	X	X	X	X		
Access to all Reverse Pitches (post-RHIC)	X	X	X	X			
Name a Reverse Pitch Judge (prior to RHIC)	X	X	X				
Name a Judge for the RHIC	X	X	X				
“Do’ers Lunch Networking Lead	X						
Spotlight during Innovation Training	X						
Name an Innovation Category		X					



# Who Comes to the Rural Health Innovation Challenge?

Civic Leaders  
Health Care Decision-Makers  
Coalition Directors  
Researchers  
Educators  
Public Health Leaders  
Philanthropists  
Elected Officials

Hospital Administrators  
Community Health Workers  
School Resource Officers  
Free Clinic System Administrators  
Special Interest Groups  
Non-Profit Organizations  
Business Leaders  
Law Enforcement

## Timeline:

March & April 2024: Promotion & Fundraising  
April 4, 2024: Announcement of 2024 RHIC  
April 30, 2024: Sponsorships Due  
April, May, June: Innovation Development  
May 13, 2024: Innovation Assistance Session  
May 17, 2024: Submission Platform Opened

May 24, 2024: Reverse Pitches Due  
May 31, 2024: Submission Materials Due  
June 6, 2024: RHIC Invitations Announced  
June 10, 2024: Judges Training Session  
June 17, 2024: Submission Packets Due  
June 20, 2024: Innovation Challenge

## Sponsor Details:

Sponsor Organization Name: \_\_\_\_\_

Contact Person Info (name/email): \_\_\_\_\_

Select Sponsor Level/Amount: \_\_\_\_\_

Payment Type: \_\_\_\_\_

Credit Card (PayPal)

Check

Please Issue Invoice

Payment will be made: Mailed Check, Direct Deposit, Purchase Order Issued

Complete and submit Sponsor Form by April 30th, 2024 to  
jill@publichealthok.org. Direct: 405 834.4236

**Presenting Sponsor:** \$10,000: material recognition, 2x-Minute at the Mic, Exhibitor Space, full access to Innovation Pitches & Reverse Pitches, Name a Reverse & Innovation Challenge Judge, Do'ers Lunch Networking Lead, Innovation Training Spotlight

**Innovation Champion:** \$7,500: material recognition, 2x-Minute at the Mic, Exhibitor Space, full access to Innovation Pitches & Reverse Pitches, Name a Reverse & Innovation Challenge Judge, Name an Innovation Category

**Innovation Supporter:** \$6,000: material recognition, 2x-Minute at the Mic, Exhibitor Space, full access to Innovation Pitches & Reverse Pitches, Name a Reverse & Innovation Challenge Judge

**Sprint Challenge Supporter:** \$3,000: material recognition, 2x-Minute at the Mic, Exhibitor Space, full access to Innovation Pitches & Reverse Pitches

**Equity Advocate:** \$2,500: material recognition, 2x-Minute at the Mic, Exhibitor Space, full access to Innovation Pitches

# ***Additional Benefits of Giving to the Rural Health Innovation Challenge:***



***Brand Exposure and Recognition:*** Sponsors will gain prominent visibility and recognition as supporters of innovation and health equity in rural communities, enhancing brand reputation and awareness among key stakeholders.

***Thought Leadership Positioning:*** By aligning with RHIC, sponsors establish themselves as thought leaders in the field of rural healthcare innovation, showcasing their commitment to driving positive change and advancing health equity.

***Access to Targeted Audience:*** Sponsors will have direct access to a targeted audience of rural health professionals, policymakers, community leaders, and innovators, facilitating meaningful engagement and networking opportunities.

***Media Coverage and Publicity:*** RHIC's innovative approach and commitment to health equity are likely to attract media attention and coverage, providing sponsors with additional exposure and publicity through press releases, interviews, and social media mentions.

***Networking Opportunities:*** Sponsors will have the opportunity to network with industry leaders, innovators, and decision-makers during RHIC's dedicated networking sessions, fostering valuable connections and potential partnerships.

***Exclusive Branding Opportunities:*** Sponsors may receive exclusive branding opportunities, such as logo placement on event materials, signage, website, and promotional collateral, maximizing brand visibility and recognition throughout the event.

***Customized Engagement:*** RHIC offers sponsors the flexibility to customize their engagement based on their specific objectives and budget, ensuring that sponsorship benefits align closely with their marketing goals and priorities.

***Demonstration of Corporate Social Responsibility:*** Supporting RHIC demonstrates sponsors' commitment to corporate social responsibility and community engagement, showcasing their dedication to making a positive impact on rural healthcare outcomes.

***Opportunity to Showcase Products or Services:*** Sponsors can showcase their products or services to a captive audience of rural health stakeholders, generating leads, driving sales, and demonstrating the relevance of their offerings to the healthcare sector.

***Contributing to Meaningful Impact:*** By sponsoring RHIC, sponsors contribute to meaningful initiatives that have the potential to improve healthcare access, outcomes, and equity in rural communities, leaving a lasting legacy of positive change and social impact.

*All donations are tax-deductible.  
For questions about sponsorship of the Rural Health Innovation Challenge contact:  
Laura Ross at [laura@publichealthok.org](mailto:laura@publichealthok.org)*