



CORPORATE PARTNER PROGRAM

2025-2026



Become a year-round corporate partner, integrating your team as colleagues, educators, and content experts at Oregon Primary Care Association and in Oregon's community health center movement.



ABOUT US

OREGON PRIMARY CARE ASSOCIATION

Your gateway to community health center connections.

OPCA fosters collaboration with community health center professionals across the state through training, technical assistance, operational support, and professional group facilitation. Additionally, OPCA collects and analyzes statewide data to identify trends in population health as a basis to support policy and regulatory improvements which reduce barriers to care and support health centers.

OPCA members include more than 7,000 health center professionals who work across Oregon in an extensive variety of roles ranging from executives to administrators, medical providers, dentists, pharmacists, therapists, social workers, operational staff, human resources professionals and more. We connect with members through monthly newsletters, regular social media posts, monthly membership groups meetings across 12 professional disciplines, and a variety of issue-specific committees which aim to address current issues in population health.



Training & Technical Assistance for FQHCs

In 2024, OPCA provided programs and trainings which generated:



12
network member groups



1,438
CHC staff attendees



64
Hours of training



125
Total Events
(virtual and in person)

ABOUT OUR MEMBERS



Our members are the thousands of professionals at Oregon's community health centers who deliver integrated medical, dental, and behavioral health services to more than 470,000 Oregonians at more than 270 locations.

Our members come to us for guidance on current issues, to learn about best practices in their respective fields, and to coordinate multi-organizational projects which improve Oregon's overall population health.



471,795

Oregonians receive healthcare from our members



270+

Community Health Center locations across Oregon



OUR REACH

2,700+

Email subscribers; average open rate of 30%

6,000

Average monthly website users

150 - 200

Attendees at our annual conference

1,000+

LinkedIn followers

12

Membership Groups

- Behavioral Health Leaders
- Communications Peers
- Dental Leaders
- Community Health Worker Leaders
- Fiscal Leaders
- CEOs
- HR Leaders
- Medical Directors
- Nursing Leaders
- Operations Leaders
- Pharmacy Leaders
- Quality improvement professionals



PLATINUM

CORPORATE PARTNER BENEFITS

\$10,000 Annually

■ Host two educational events

Host a webinar on a topic of your choice for OPCA members AND co-host or contribute to an existing OPCA event or webinar as a panelist or content expert.*

■ Be known as an OPCA corporate partner

Use the OPCA name and logo on your correspondence and promotional documents, citing that you are a corporate partner.** Your company logo will be featured on the OPCA website.

■ Showcase your content expertise

Share quarterly (4) educational articles from your company in the monthly OPCA member newsletter & on our website blog.

■ Send your materials directly to our members

OPCA will disseminate your selected company materials during four (4) OPCA events throughout the year. Whether it's a rotating slide, a flier in an event attendee packet, or a direct email, we will work with you to strategically share your content with our health center members.

■ Stand out at our Annual Conference

Enjoy a complementary exhibit booth at our Annual Conference, premium booth placement, and a full-page advertisement in our conference program.

**Topic/content must be approved by OPCA in order to best meet member needs*

***OPCA requires prior review and approval, and must be limited to activities related to partnership*



DIAMOND

CORPORATE PARTNER BENEFITS

\$7,500 Annually

■ Host one educational event

Host a webinar on a topic of your choice for OPCA members OR co-host an existing OPCA event or webinar as a panelist or content expert.*

■ Be known as an OPCA corporate partner

Use the OPCA name and logo on your correspondence and promotional documents, citing that you are a corporate partner.** Your company logo will be featured on the OPCA website.

■ Showcase your content expertise

Share three (3) educational articles from your company in the monthly OPCA member newsletter & on our website blog.

■ Send your materials directly to our members

OPCA will disseminate your selected company materials during three (3) OPCA events throughout the year. Whether it's a rotating slide, a flier in an event attendee packet, or a direct email, we will work with you to strategically share your content with our health center members.

■ Stand out at our Annual Conference

Enjoy a 50% discount on an exhibit booth at our Annual Conference and a half-page advertisement in our conference program.

**Topic/content must be approved by OPCA in order to best meet member needs*

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GOLD

CORPORATE PARTNER BENEFITS

\$5,000 Annually



■ **Contribute to an educational event**

Contribute to an existing OPCA event or webinar as a panelist or content expert.*

■ **Be known as an OPCA corporate partner**

Use the OPCA name and logo on your correspondence and promotional documents, citing that you are a corporate partner.** Your company logo will be featured on the OPCA website.

■ **Showcase your content expertise**

Share two (2) educational articles from your company in the monthly OPCA member newsletter & on our website blog.

■ **Send your materials directly to our members**

OPCA will disseminate your selected company materials during two (2) OPCA events throughout the year. Whether it's a rotating slide, a flier in an event attendee packet, or an add-on to a direct email, we will work with you to strategically share your content with our health center members.

■ **Stand out at our Annual Conference**

Place a complementary half-page advertisement in our conference program.

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SILVER

CORPORATE PARTNER BENEFITS

\$3,000 Annually



■ **Be known as an OPCA corporate partner**

Use the OPCA name and logo on your correspondence and promotional documents, citing that you are a corporate partner.** Your company logo will be featured on the OPCA website.

■ **Showcase your content expertise**

Share one (1) educational article from your company in the monthly OPCA member newsletter & on our website blog.

■ **Send your materials directly to our members**

OPCA will disseminate your selected company materials during one (1) OPCA event throughout the year. Whether it's a rotating slide, a flier in an event attendee packet, or an add-on to a direct email, we will work with you to strategically share your content with our health center members.

■ **Stand out at our Annual Conference**

Place a complementary quarter-page advertisement in our conference program.

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BRONZE

CORPORATE PARTNER BENEFITS

\$1,500 Annually

■ **Be known as an OPCA corporate partner**

Use the OPCA name and logo on your correspondence and promotional documents, citing that you are a corporate member.** Your company logo will be featured on the OPCA website.

■ **Stand out at our Annual Conference**

Place a complementary quarter-page advertisement in our conference program.

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PODCAST

CORPORATE PARTNER BENEFITS

Humanize Your Services

What the HEC: Health Education & Conversations with Oregon Primary Care Association is a podcast produced by OPCA that explores health policy issues, primary care innovations, and workforce challenges in Oregon's health safety net. The podcast is a new offering and an excellent way to increase visibility not only amongst OPCA's members, but also with community-based organizations and public health entities who collaborate with health centers.

■ Supporting Sponsor, \$500 per Season

Logo placement on the podcast webpage with rotating acknowledgment in episode highlights. Your logo will be included on the group sponsor recognition social media post. One written, 75-word advertisement in OPCA's blog to promote resources and opportunities for readers to explore with a link to the sponsor website.

■ Episode Sponsor, \$750 per Episode

A host-read sponsor message during mid-roll of the episode of your choice. Sponsor name and link is included in the episode show notes. One dedicated social media mention per sponsored episode.

■ Episode Expert, \$1,200

Your organization is featured during a stand-alone episode to discuss solution-focused innovations that enhance health leaders' and public health partners' capacity to provide health care at FQHCs. Also included, an additional host-read sponsor message during mid-roll of another episode to promote your episode.

Title Sponsor (Season Exclusive), \$2,000

For the entire season, in the opening of each episode, the host states that your organization is a proud sponsor of the podcast. Sponsor name and website link are included in all episode show notes. Top logo placement on podcast webpage. Recognition in OPCA's Monthly Member Update newsletters. Minimum of two social media thank-you posts per season. Title sponsor benefits also include Episode Expert as part of this package.

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PARTNER BENEFITS SUMMARY

YEARLY BENEFITS	PLATINUM \$10,000	DIAMOND \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500
Use of the OPCA name and logo on correspondence and promotional documents citing our partner relationship*					
Your logo and a link to your business featured on the OPCA website					
Opportunity to host an educational offering for OPCA members	Host a webinar on a topic of your choice AND contribute to an existing OPCA event or webinar*	Host a webinar on a topic of your choice OR contribute to an existing OPCA event or webinar*			
Your company materials shared during OPCA events or attached to member meeting agendas	4 per year	3 per year	2 per year	1 per year	
Educational articles from your company in the monthly OPCA newsletter and on website blog	4 per year	3 per year	2 per year	1 per year	
Discounted exhibit booth at our Annual Conference (booths start at \$2000)	FREE	50% off			
Advertisement in Annual Conference program	Full-page	Half-page	Half-page	Quarter-page	Quarter-page