

2026

Prospectus

Public Health Learning Forum
Conference Sponsorship

November 16-19, 2026

Virtual



Public Health Foundation



Dear Colleague,

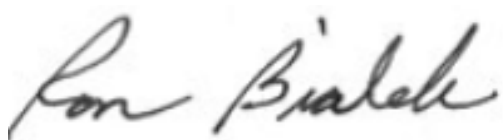
The Public Health Foundation (PHF) is pleased to once again convene the premier virtual conference for public health professionals focused on workforce solutions and capacity building. The 2026 Public Health Learning Forum, taking place online November 16-19, will offer training and tools to support public health performance improvement through workforce development, quality improvement, and performance management. Cross-cutting themes, such as communication, AI application, policy and advocacy, and leadership, will also be woven throughout the conference.

We invite you to participate, network, and support the field by taking advantage of our sponsorship opportunities. To help us sustain performance improvement efforts when many organizations are facing funding and travel-related concerns, this event is being offered virtually and at no cost to the participants. With more than **1,500** registrants at last year's virtual meeting, the need for this conference is evident. Your support will enable us to continue meeting the needs of the field, providing public health practitioners' access to performance improvement best practices and resources.

We have identified your organization as a potential partner who can share expertise, resources, and services with our attendees and customers. We strive to provide value for your participation and provide an array of support levels and benefits for your consideration in our enclosed Sponsor Prospectus. We also are open to customized sponsorship opportunities for your organization.

PHF has been helping to strengthen the capacity and performance of the public health system and its workers since 1970. We hope you will join us for the 2026 Public Health Learning Forum and be a part of our continuing work to advance the public health workforce to achieve organizational excellence.

Sincerely,

A handwritten signature in black ink that reads 'Ron Bialek'.

Ron Bialek, President and CEO



Contact Mike Barry (mbarry@phf.org) to learn more about our 2026 Public Health Learning Forum sponsorship and engagement opportunities. Sponsorship opportunities are available through September 30, 2026.

The Value of Engagement

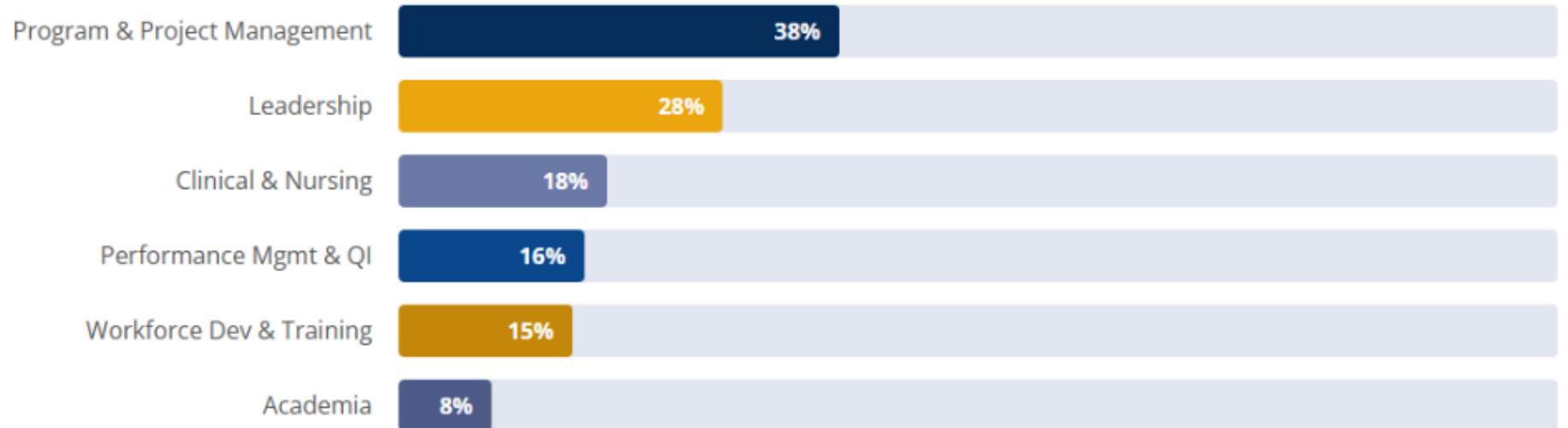
Engaging with the Public Health Learning Forum through our sponsorship opportunities enables sponsors to reach a wide audience of public health practitioners and partners with a shared interest in improving public health capacity and performance.

The Impact of the 2025 Public Health Learning Forum

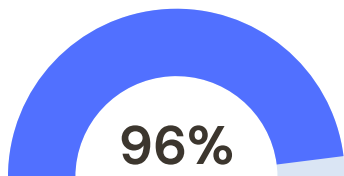


Total registrations: 1,500+, with the following profile:

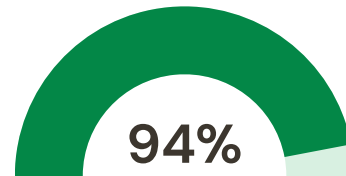
AT A GLANCE



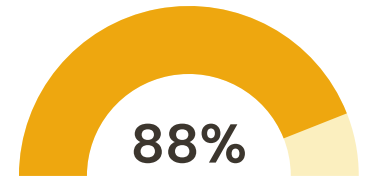
Note: Categories are **non-mutually exclusive** — attendees may appear in more than one category. Percentages reflect the share of total attendees whose title maps to each category.



of participants agreed the speakers were easy-to-understand and engaging



of participants agreed the content was relevant to their work



of participants agreed they would apply what they learned to their work

Marketing Reach



TRAIN platform (used to host the Forum) has 6.6 million registered users



PHF monthly E-news: 12,000+, with nearly 40% average open rates and 10% click-to-open rates



PHF's social media accounts: 46,000+ followers



About the Conference Impact

“I thought this was a great conference and the topics covered were very insightful and I plan to use a lot of what was talked about in my work.”

About the Sessions

“The sessions were well-organized and highly relevant to current public health practice. I appreciate the continued commitment to providing accessible professional development and look forward to future offerings.”

“This training was presented and outlined very well, concise and excellent.”



About the Conference Format

“This was an amazing week. Having this free and online makes it attainable to attend. Having them recorded allows [me] to go gain insight from the sessions I didn't attend. This was a perfect way to meet the needs of many PH workers - Thank you!”

“Fantastic. Very well organized. Very well structured. Appreciated opportunities to learn from experts alongside those with boots on the ground.”

About PHF

“Incredibly professional staff and presenters.”

“I am so thankful we have the Public Health Foundation as a national resource. You are a national treasure to all of public health!”



» Sponsorship Opportunities

Sponsor Level	Value/Benefits	Price
Public Health Advocate Partner (General Conference Sponsor) <i>Unlimited slots</i>	<ul style="list-style-type: none"> Organization name and logo on conference intro and thank you slides Sponsor recognition on PHF web site, TRAIN, and promotional materials (pre- and post-conference) Sponsors highlighted in monthly PHF social media posts 	\$2,500
Community Partner (General Conference Sponsor+) <i>Unlimited slots</i>	Public Health Advocate Partner benefits, PLUS... <ul style="list-style-type: none"> Opt-in attendees' contact list Spotlight video or document (provided by sponsor) featured in PHF web site and promotional channels 	\$5,000
Capacity Building Partner (PHLF Educational Session Sponsor) <i>6 slots available</i>	Community Partner benefits, PLUS... <ul style="list-style-type: none"> Sponsor one conference educational session and either: <ul style="list-style-type: none"> One (1) follow-up, deep dive webinar during the year; or One (1) dedicated promotional breakout sponsor session Two-minute introduction at sponsored education session and webinar Participate in post-session speaker panel discussion/Q&A following the conference educational session Virtual exhibit booth 	\$10,000
Champion Partner (exclusive PHF partnership supporting and engaging in multiple PHF initiatives) <i>One slot available</i>	Capacity Building Partner benefits, PLUS... <ul style="list-style-type: none"> Five-minute introduction at PHLF opening keynote session Top billing in all PHLF conference materials and promotions, including: <ul style="list-style-type: none"> Two-month posting in TRAIN home page Announcements tile Branding on TRAIN impact report PHF Blog posting Champion Partner exposure throughout 2026 in PHLF newsletter, social media, and web site One 60-minute exploratory session with PHF Executive Team and Board Chair to discuss opportunities to partner with PHF on year-long strategic, advisory, and promotional initiatives 	\$25,000
Other PHLF Sponsorship Opportunities		
Innovation Partner (Promotional Breakout Session Sponsor) <i>8 slots available, up to four held concurrently</i>	Community Partner benefits, PLUS... <ul style="list-style-type: none"> One 60-minute, or two 30-minute, dedicated sponsored breakout session(s) to promote products and services and engage with PHLF audiences Virtual exhibit booth 	\$7,500
A la carte sponsorships	<ul style="list-style-type: none"> Purchase opt-in attendees' contact list Virtual exhibit booth One blog post on PHF web site Customized sponsorship opportunity 	\$2,500 each option



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