

**20
25**



NEW MEXICO STATEWIDE COMMUNITY HEALTH WORKER CONFERENCE

**SPONSORSHIP
PACKET**



OCTOBER 27-28, 2025

SANDIA RESORT & CASINO

Dear Community Health Partners,

On behalf of the Planning Committee, we are excited to invite you to participate in the 2025 New Mexico Statewide Community Health Worker (CHW) Conference taking place October 27-28, 2025, at the beautiful Sandia Resort & Casino in Albuquerque, New Mexico.

Building on the success of previous conferences, the 2025 New Mexico Community Health Worker Conference promises to be our largest and most impactful gathering yet. This year's event will bring together Community Health Workers, Community Health Representatives, Promotoras de Salud, educators, health and social service professionals, and community leaders from across New Mexico and neighboring states!

Together, we will celebrate the vital contributions of CHWs, exchange knowledge, strengthen skills, and expand the networks that support healthier, more equitable communities. This sponsorship guide outlines all the information you need to become a valued sponsor or exhibitor.

We warmly invite organizations, agencies, and partners to explore the Sponsorship Opportunities section and discover meaningful ways to engage with and support the CHW workforce driving change within our communities.

As we continue planning, be sure to check our [OCHW website](#) for updates, agenda announcements, and detailed logistics.

The 2025 CHW Conference will offer in-depth workshops, keynote speakers, panel discussions, and networking opportunities, all designed to empower CHWs in strengthening access to care, meeting the needs of communities, and building leadership. At a time when the role of Community Health Workers is more critical than ever, this gathering will serve as a space to learn, inspire, and mobilize for a healthier New Mexico.

We look forward to welcoming you to Albuquerque for a vibrant and impactful conference experience. Should you have any questions or need assistance, please feel free to contact Devona Quam at devona.quam@doh.nm.gov.

Sincerely,
2025 NM Statewide Community Health Worker Conference Planning Committee

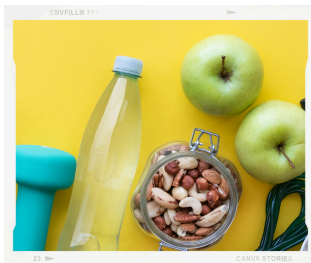


EVENT DETAILS



Participants will experience a dynamic agenda featuring a variety of general sessions, breakout workshops, and panel discussions – all designed to strengthen CHW skills and celebrate the essential contributions of Community Health Workers in supporting community members and promoting their overall well-being.

Attendees will have opportunities to earn Continuing Education Units (CEUs) by engaging in foundational learning sessions on key topics relevant to the evolving landscape of community health, including:



SOCIAL DRIVERS OF HEALTH

Identifying and addressing the conditions in which people live, learn, work, and play that impact health outcomes.



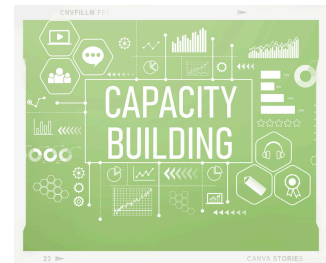
ENVIRONMENTAL HEALTH & CLIMATE CHANGE

Examining the impacts of environmental challenges on community health and strategies for resilience.



INNOVATIVE FINANCING & MEDICAID REIMBURSEMENT

Understanding new opportunities for sustainable CHW program funding and reimbursement pathways.



CAPACITY BUILDING

Strengthening CHW/R skills, leadership, and organizational effectiveness to support long-term success.

This event is hosted by the Office of Community Health Workers (OCHW) in collaboration with valued partners and sponsors who share a commitment to building a strong and sustainable CHW workforce across New Mexico.

We look forward to gathering together – to learn, connect, honor our shared work, and uplift the powerful spirit of Community Health Workers.

Sponsorship Opportunities



Support the vital work of Community Health Workers (CHWs) by becoming a sponsor of the 2025 conference! Your sponsorship helps provide valuable training, resources, and recognition for CHWs who are making a lasting impact on community wellness across New Mexico.

Sponsors will enjoy meaningful visibility before, during, and after the event, with opportunities to connect directly with CHWs, community leaders, and health organizations from across the region. A variety of sponsorship levels are available, offering benefits such as exhibit space, program recognition, and the chance to showcase your commitment to building healthier communities.

SPONSORSHIP TIERS & BENEFITS	PRESIDENTIAL \$10,000+	PLATINUM \$7,500+	GOLD \$5,000+	SILVER \$2,500+	BRONZE \$500+
VENUE					
Inclusion as a top line sponsor	★	★	★		
Exhibitor Table	★	★	★	★	
REGISTRATION					
Registrations Included	4	3	2	1	
ADVERTISING					
During Lunch & conference breaks	★				
Acknowledgement on website	★				
Digital presence on Whova App	★	★	★	★	★
Logo on conference materials	★	★	★	★	★
Sponsor Certificate	★	★	★	★	★
Ad in event program	1/2 page	1/4 page	1/8 page	--	--
ADDITIONAL SPONSORSHIP OPPORTUNITIES					
Entertainment Sponsor	\$1,200				
CCHW Hotel Room Scholarship	\$600 Individual Scholarship		Target: 20 CCHWs		
CHW/R of the Year Sponsor	\$400				
Exhibitor Table	\$250				

PAYMENT INFORMATION

Checks should be made payable to **A.Y.U.D.A. INC** and mailed with your application to:

ATTN: Paul Rivera
A.Y.U.D.A. INC

1528 E. Yandel El Paso, TX 79902

Advertising Specifications



Please reference the Sponsorship Opportunities Table to review the specific ads, logos, or digital content required for submission to the NMDOH OCHW.

Acknowledgement on Website: Logo and/or Company Title

Ad in Event Program

Position	Dimensions	Bleed
½ Page Horizontal	7.75" W x 4.75" H	0.25"
¼ Page Vertical	3.625" W x 4.75" H	0.25"
⅛ Page Horizontal	3.75" W x 2.25" H	0.25"

½ Page Horizontal
7.75" W x 4.75" H

¼ Page Vertical
3.625" W x 4.75" H

⅛ Page
3.75" W x 2.25" H

⅛ Page
3.75" W x 2.25" H

Digital presence on Whova app

WHOVA BANNER AD DIMENSIONS:

1. Header Image

Recommended image dimensions:

750px x 300px

Accepted file types: jpg/jpeg, png

2. Optional Web App Header Image

You can upload a different Header Image with a higher resolution for the Web App

Recommended image dimensions:

2000px x 750px

Accepted file types: jpg/jpeg, png

Logo on Conference Materials

LOGO DIMENSIONS:

3. Logo

Recommended image dimensions:

256px x 256px

Transparent Background

Accepted file types: jpg/jpeg, png

SUBMISSION DETAILS

All required materials must be submitted by **September 27, 2025** to ensure timely processing and inclusion.

Submit all materials via email to Devona.Quam@doh.nm.gov.

ACCOMODATIONS



SANDIA RESORT & CASINO

Nestled at the base of the Sandia Mountains, the resort offers luxurious accommodations, breathtaking views, and convenient amenities for a comfortable and memorable stay.

A special room block has been reserved for conference attendees at a discounted rate. We encourage you to book early to secure your room, as availability is limited.

**The reservation deadline for the discounted rate is:
September 25, 2025.**

We look forward to welcoming you to Sandia Resort – where learning, networking, and relaxation come together!

RESERVE TODAY

To reserve your accommodations, please call (877) 272-9199 or (505) 798-3930

[Book Here Online](#)

Discounted Room Rate: \$259.00

Mention the **2025 NM Statewide CHW Conference** to receive the group rate.

SANDIA
Resort & Casino



SPONSOR AGREEMENT

2025 NM Statewide Community Health Worker Conference
Oct. 27-28, 2025 | Albuquerque, NM



Complete all sections of this application. Please sign and return with payment.

Company Name (as it will be listed): _____

Contact Name (For all correspondence): _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Total Investment & Type(s): (Please specify): _____

Onsite Representative Names and Emails:

AGREEMENT

By signing this document, company agrees to the following commitment and that a 50% payment is due with this agreement and the balance is due by Monday, October 13, 2025. In the event of cancellation after September 27, 2025, a refund will not be issued. All applicable artwork must be submitted to NMDOH OCHW for approval prior to use. This includes banners and ads.

Authorized Signature: _____ Date: _____

PAYMENT

Checks should be made payable to **A.Y.U.D.A. INC** or credit card payment information can be provided below.

Amount Authorized \$ _____

(Visa/Master/AmEx) Card #: _____ Exp. Date: _____

CVV: _____ Cardholder Name: _____

Billing Address: _____

Billing City: _____ State: _____ Zip: _____

Please return this form via email to Devona.Quam@doh.nm.gov.

Make checks payable to:

ATTN: Paul Rivera

A.Y.U.D.A. INC

1528 E. Yandel El Paso, TX 79902



2025 NEW MEXICO STATEWIDE COMMUNITY HEALTH WORKER CONFERENCE

THANK YOU

CONTACT US

Devona Quam

Director, Office of Community Health Workers

(505) 469-7150

Devona.Quam@doh.nm.gov