

30TH
Anniversary

1988-2018



Westside Family Healthcare

2018 SPONSORSHIP OPPORTUNITIES

Celebrate with us!

In August 1988, Westside Family Healthcare opened its doors with a mission to provide health services to families living in underserved neighborhoods on the west side of Wilmington. **Thirty years later Westside remains a constant source for the compassionate care that families depend on to live vibrant, healthy lives.** We reach beyond conventional medicine to address social, emotional and economic factors that affect our 31,000 patients.

We are celebrating our 30th anniversary with a year full of special events with a goal to raise \$200,000. Funds raised will help support patient care and expand access to critical health services.

Celebrate this milestone with us by becoming a corporate sponsor! This sponsorship packet serves as an overview of our fundraising events that we are hosting in 2018.

OUR MISSION

To improve the health of our communities by providing equal access to quality healthcare, regardless of ability to pay.

OUR VISION

Westside Family Healthcare will be the region's primary care provider of choice by:

- Providing exceptional quality, comprehensive care that meets patient's needs;
- Delivering compassionate, team-based care;
- Attracting, training, and retaining a highly qualified and diverse workforce;
- Serving as a premier environment for educating the next generation of healthcare professionals;
- Fostering collaborative partnerships to improve quality and access to care;
- Addressing the social factors that negatively impact our patient's health; and
- Serving as leaders in advocacy for the health of our patients and communities

Event Index:

We're hosting a variety of special events in 2018. Funds raised through these events will support patient care and expand access to critical health services.

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Shining Pearl Anniversary Campaign Sponsor - \$30,000+

Includes sponsorship benefits for all events and more throughout the year

Westside Family Healthcare is offering a special package for sponsors who contribute \$30,000+ to our 30th anniversary campaign. Package includes top sponsorship for all events and exclusive perks. Limited to three sponsors.

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Health Equity Forum and Luncheon

March 2018 100-125 participants

In partnership with Christiana Care Health System, Westside Family Healthcare will co-host a Health Equity Forum and Luncheon. The public event will take place on March 27, 2108.

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Libations and Donations: Guest Bartending Events

May and September 2018 100-125 participants

Westside is hosting two guest bartending events in Wilmington and Dover. These events will feature local "celebrities" pouring libations for a great cause.



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5K/10K the Westside Way: 28th Annual Run and Walk

June 9, 2018 400-500 participants

Westside Family Healthcare is hosting its 28th annual run and walk on Saturday, June 9, 2018. This superhero themed fundraiser attracts nearly 500 runners and walkers from the tri-state area.



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Growing Healthy Families: Health Screening Event

August 2018 400-500 participants

Westside Family Healthcare is hosting community events at our Dover and Northeast health centers. Designed to provide community resources to families in need, this event attracts nearly 500 community members to participate in health screenings, a resource fair, and much more!



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30th Anniversary Signature Event

November 2018 150-175 participants

Westside Family Healthcare is hosting a signature event as a capstone to our 30th anniversary. This event will feature a live and silent auction, food, music, and dancing.



Sponsorship commitment is ongoing. Early commitment ensures full marketing benefits.

SHINING PEARL

ANNIVERSARY CAMPAIGN SPONSOR

\$30,000+

Westside Family Healthcare is offering a special package for sponsors who contribute \$30,000+ to our 30th anniversary campaign. This is limited to 3 sponsors.

Sponsor benefits include, but are not limited to:

Premier logo place on campaign website

Exclusive recognition at our 30th Anniversary launch event

Recognition in external campaign-related materials

Monthly recognition on social media reaching 3,000+ followers

Top sponsorship benefits for all 6 fundraising events during 2018

- Guest Bartending Event in Wilmington and Dover
- 5K/10K The Westside Way
- Growing Healthy Families in Wilmington and Dover
- 30th Anniversary Signature Event

Sponsorship commitment is ongoing. Early commitment ensures full marketing benefits.

Health Equity Forum and Luncheon

IN PARTNERSHIP WITH CHRISTIANA CARE

TUESDAY, MARCH 27, 2018

In partnership with Christiana Care Health System, Westside Family Healthcare will co-host a Health Equity Forum and Luncheon. The public event will take place on Tuesday, March 27, 2018.

The keynote speaker will be Dr. Jack Geiger. Dr. Geiger is a founder of the community health center movement in the United States and led the establishment of the first two health centers in the country located in Boston and rural Mississippi.

The early health centers provided important medical services, but also addressed the social determinants of health such as poverty, unemployment, malnutrition, and environmental health issues. Westside Family Healthcare is modeled after these early community health centers.

Sponsorship opportunities are available. Please contact externalaffairs@westsidehealth.org for more information.

Libations and Donations: Guest Bartending Events

May and September 2018 | 100-125 participants

Westside is hosting two guest bartending events featuring local celebrities pouring libations for a great cause. All beverage gratuities generated in the bar area will be donated to Westside Family Healthcare.



Sponsorship benefits extend to both the Wilmington and Dover events. They include, but are not limited to, the following:

Martini: \$2,000+

- Premier logo placement on signage during the events
- Premier logo placement on 30th Anniversary website
- Special announcement made at the event
- Recognition in event press releases
- Special recognition on social media platforms reaching 3,000+ followers
- Special recognition in Westside's newsletter reaching 2,500+ subscribers

Mint Julep: \$1,000 - \$1,999

- Logo placement on signage during the events
- Logo placement on 30th Anniversary website
- Recognition in event press releases
- Special recognition on social media platforms reaching 3,000+ followers
- Special recognition in Westside's newsletter reaching 2,500+ subscribers

Old Fashioned: \$500 - \$999

- Name listed on signage during the events
- Logo placement on 30th Anniversary website
- Recognition on social media platforms reaching 3,000+ followers
- Recognition in Westside's newsletter reaching 2,500+ subscribers

Manhattan: Up to \$499

- Name listed on signage during the events
- Recognition on social media platforms reaching 3,000+ followers
- Recognition in Westside's newsletter reaching 2,500+ subscribers

5K/10K the Westside Way: 28th Annual Run and Walk

June 9, 2018 | 400-500 participants

Westside Family Healthcare is hosting its 28th annual run and walk on Saturday, June 9, 2018. This superhero themed fundraiser attracts nearly 500 runners and walkers from the tri-state area.



Platinum: \$3,000+

- Premier logo placement on race t-shirts
- Premier logo placement on race banner
- Premier logo placement on 30th Anniversary and race website
- 10 free entries
- 3 signs on race course
- Recognition in event press release
- Special recognition on social media platforms reaching 3,000+ followers
- Special recognition in Westside's newsletter reaching 2,500+ subscribers

Gold: \$2,000 - \$2,999

- Logo placement on race t-shirts and race banner
- Logo placement on race website
- 6 free entries
- 2 signs on race course
- Recognition in event press release
- Special recognition on social media platforms reaching 3,000+ followers
- Special recognition in Westside's newsletter reaching 2,500+ subscribers

Silver: \$1,000 - \$1,999

- Logo placement on race t-shirts and race banner
- Logo placement on race website
- Sign on race course
- Recognition on social media platforms reaching 3,000+ followers

Bronze: \$250 - \$999

- Name listed on race banner and race website
- Sign on race course
- Recognition on social media platforms reaching 3,000+ followers
- Recognition in Westside's newsletter reaching 2,500+ subscribers

Friend: Up to \$249

- Name listed on race website
- Recognition on social media platforms reaching 3,000+ followers

Growing Healthy Families: Annual Health Screening Event

August 2018 | 400-500 participants

Westside Family Healthcare is hosting community events at our Dover and Northeast health centers. Designed to provide community resources to families in need, this event attracts nearly 500 community members to participate in health screenings, a resource fair, and much more!



Sponsorship benefits include both events in Wilmington and Dover.

Cherry: \$3,000+

- Premier logo placement on event flyers and posters
- Premier logo placement on event signage and on the cover of the program booklet
- Premier logo placement on 30th Anniversary and event website
- Radio interview on Eagle 97.7
- 3 PSA announcements during event
- Recognition in event press release
- Special recognition on social media platforms reaching 3,000+ followers
- Special recognition in Westside's newsletter reaching 2,500+ subscribers

Plum: \$2,000 - \$2,999

- Logo placement on event signage and in program booklet
- Logo placement on event website
- 2 PSA announcements during event
- Recognition in event press release
- Special recognition on social media platforms reaching 3,000+ followers
- Special recognition in Westside's newsletter reaching 2,500+ subscribers

Peach: \$1,000 - \$1,999

- Logo placement on event signage and in program booklet
- Logo placement on event website
- 1 PSA announcements during event
- Recognition in event press release
- Special recognition on social media platforms reaching 3,000+ followers

Apple: Up to \$999

- Logo placement on event banner
- Name listed in the program booklet
- Logo on the event website
- Recognition on social media platforms reaching 3,000+ followers

30th Anniversary Signature Event

November 2018 | 150 -175 participants

Westside Family Healthcare is hosting a signature event as a capstone to our 30th anniversary. This event will feature a live and silent auction, food, music, and dancing.



Black Pearl: \$15,000+

Prominent recognition on all event marketing materials, including our event website
Prominent logo placement on invitation
Prominent signage at the event and in audiovisual presentation
Full page advertisement in program book
Special recognition on social media reaching 3,000+ followers and newsletter reaching 2,500+ subscribers
16 complementary tickets to the event

Gold Pearl: \$10,000

Recognition on all event marketing materials, including our event website
Logo placement on invitation
Logo on signage at the event and in audiovisual presentation
Half page advertisement in program book
Special recognition on social media reaching 3,000+ followers and newsletter reaching 2,500+ subscribers
12 complementary tickets to the event

Blue Pearl: \$5,000

Recognition on all event marketing materials, including our event website
Logo on signage at the event and in audiovisual presentation
Quarter page advertisement in program book
Special recognition on social media reaching 3,000+ followers and newsletter reaching 2,500+ subscribers
8 complementary tickets to the event

Pink Pearl: \$2,500

Recognition in event press release and on our event website
Logo on signage at the event and in audiovisual presentation
Text listing in program book
Recognition on social media platforms reaching 3,000+ followers
6 complementary tickets to the event

Chocolate Pearl: \$1,000

Recognition on event website
Logo on signage at the event and in audiovisual presentation
Text listing in program book
Recognition on social media platforms reaching 3,000+ followers
4 complementary tickets to the event

Yellow Pearl: \$500

Recognition on event website
Text listing on signage at the event and text listing in program book
Recognition on social media platforms reaching 3,000+ followers
2 complementary tickets to the event

CORPORATE SPONSOR FORM

Corporation Name: _____

Contact Name/Job Title: _____

Phone Number: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Website address: _____

If your organization uses social media, please indicate which one:

Facebook (Page Name: _____); Instagram (Handle Name: _____)

Twitter (Handle Name: _____); LinkedIn (Page Name: _____)

EVENTS & SPONSORSHIP LEVELS

Please check the event and sponsorship option(s) you wish to support in 2018.

SHINING PEARL SPONSOR (LIMIT TO 3)

(\$30,000+) The Shining Pearl sponsor will receive the top sponsor benefits at all 6 events during the year.

LIBATIONS AND DONATIONS

| |
|---|
| <input type="checkbox"/> Martini (\$2,000+) |
| <input type="checkbox"/> Mint Julep (\$1,000 - \$1,999) |
| <input type="checkbox"/> Old Fashioned (\$500- \$999) |
| <input type="checkbox"/> Manhattan (\$499 and below) |

GROWING HEALTHY FAMILIES

| |
|---|
| <input type="checkbox"/> Cherry (\$3,000+) |
| <input type="checkbox"/> Plum (\$2,000 - \$2,999) |
| <input type="checkbox"/> Peach (\$1,000- \$1,999) |
| <input type="checkbox"/> Apple (\$999 and below) |

5K/10K THE WESTSIDE WAY

| |
|--|
| <input type="checkbox"/> Platinum (\$3,000+) |
| <input type="checkbox"/> Gold (\$2,000 - \$2,999) |
| <input type="checkbox"/> Silver (\$1,000- \$1,999) |
| <input type="checkbox"/> Bronze (\$250 - \$999) |
| <input type="checkbox"/> Friend (\$249 and below) |

SIGNATURE EVENT

| |
|--|
| <input type="checkbox"/> Pearl (\$15,000+) |
| <input type="checkbox"/> Gold Pearl (\$10,000) |
| <input type="checkbox"/> Blue Pearl (\$5,000) |
| <input type="checkbox"/> Pink Pearl (\$2,500) |
| <input type="checkbox"/> Chocolate Pearl (\$1,000) |
| <input type="checkbox"/> Yellow Pearl (\$500) |

IN-KIND SPONSORSHIPS

In-kind contributions receive the same benefits as cash sponsors of the same level for each event. Major in-kind sponsors (\$2,000+ value) will have logo placement as an in-kind sponsor on event materials including the website and e-newsletter.

Return completed form to externalaffairs@westsidehealth.org or mail to:

Westside Family Healthcare, Attn: Sponsorships, 300 Water Street, Suite 200, Wilmington, DE 19801

Sponsorship commitment is ongoing. Early commitment ensures full marketing benefits.

Westside Family Healthcare is a 501(c)3 tax-exempt organization.

We've Got More Ways to Get Involved!

IN-KIND DONATIONS

Westside Family Healthcare will be accepting in-kind donations to support associated event costs and operations. These in-kind donations include, but are not limited to:

- Silent or live auction items (i.e. tickets to sport games, gift certificates, and gifts)
- Media sponsorship
- Printing or marketing sponsorship
- Ambiance/Decorations (i.e. lighting, linens, Audiovisual equipment)

If you are interested in donating in-kind item(s), please email externalaffairs@westsidehealth.org

EVENT VOLUNTEERS

Volunteers are critical to the success of our fundraising events, and we will need help more than ever before. The opportunities will vary depending on the type of the event. If you are looking for a list of volunteer options, please email externalaffairs@westsidehealth.org.

CORPORATE EVENT TEAMS

Many local corporations utilize our events as a team building activity by volunteering together, walking/running in our 5K/10K, or fundraising as a team. If you are interested in learning more, please email externalaffairs@westsidehealth.org.