

**Westside Family Healthcare's  
2019 SPECIAL EVENT  
SPONSORSHIP OPPORTUNITIES**



# About Westside

Westside is the largest Federally Qualified Health Center in Delaware with five health centers in New Castle and Kent Counties, and a mobile health unit that serves Kent and Sussex Counties. A nonprofit community health system, Westside Family Healthcare is a medical home, where our patients are at the center of their care. We reach beyond conventional medicine to address the social, emotional and economic factors that affect our 31,000 patients.

Each year we raise funds to help support patient care and expand access to critical health services. **With the support of our sponsors, we are able to provide comprehensive care to all, regardless of ability to pay.** Help support our 2019 goal to raise \$100,000.

We hope this sponsorship packet provides a way to align your corporate values with philanthropic support through our exciting line-up of events.

## 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 2019. Funds raised through these events will support patient care and expand access to critical health services.

## PAGE 3:

### 2019 Premier Partner - \$10,000+

Includes sponsorship benefits for all events and more throughout the year

Westside Family Healthcare is offering a special package for sponsors who contribute \$10,000+ to our 2019 campaign. Package includes top sponsorship for all events and exclusive perks.

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## PAGE 4:

### 5K/10K the Westside Way: 29th Annual Run and Walk

June 8, 2019 400-500 participants

Westside Family Healthcare is hosting its 29th annual run and walk on Saturday, June 8, 2019. This superhero themed fundraiser attracts nearly 500 runners and walkers from the tri-state area.

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## PAGE 5:

### Growing Healthy Families: Health Screening Event Series

August 2019 500-700 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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## PAGE 6:

### Libations and Donations: Guest Bartending Event

October 24, 2019 100-125 participants

Westside Family Healthcare is hosting a guest bartending event featuring local "celebrities" pouring libations for a great cause.

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## PAGE 7:

### Health Equity Forum and Luncheon

November 2019 100-200 participants

Westside Family Healthcare will host a Health Equity Forum and Luncheon that will feature a discussion about health and healthcare disparities in our local and national medical landscapes.

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# PREMIER PARTNER

## 2019 CAMPAIGN SPONSOR

**\$10,000+**

Westside Family Healthcare is offering a special package for sponsors who contribute \$10,000+ to our 2019 campaign. This level demonstrates your investment in the health of Delaware.

### **Sponsor benefits include, but are not limited to:**

Premier logo placement on campaign website

Recognition in external campaign-related materials

Monthly recognition on social media reaching 3,000+ followers

Top sponsorship benefits for all fundraising events during 2019

- 5K/10K The Westside Way
- Growing Healthy Families Event Series
- Guest Bartending Event
- Health Equity Forum

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

# 5K/10K the Westside Way: 29th Annual Run and Walk

June 8, 2019 | 400-500 participants

Westside Family Healthcare is hosting its 29th annual run and walk on Saturday, June 8, 2019. 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 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 Event Series: 4th Annual Health Screening Event

August 2019 500-600 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 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 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

# Libations and Donations: Guest Bartending Event

Thursday, October 24, 2019 | 100-125 participants

Westside is hosting a guest bartending event 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 include, but are not limited to, the following:

## Martini: \$2,000+

- Premier logo placement on signage during the events
- Premier logo placement on event 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 event 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 event 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

# Health Equity Forum and Luncheon

**NOVEMBER 2019**

Westside Family Healthcare will host a Health Equity Forum and Luncheon. The public event will take place in November. The Health Equity Forum features a discussion about health and healthcare disparities that exist in our local and national medical landscapes.

Sponsorship opportunities are available. Please contact [externalaffairs@westsidehealth.org](mailto:externalaffairs@westsidehealth.org) for more information.



# We've Got More Ways to Get Involved!

## IN-KIND DONATIONS

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

- Prizes (i.e. tickets to sport games, gift certificates, etc.)
- 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](mailto:externalaffairs@westsidehealth.org).

## EVENT VOLUNTEERS

Volunteers are critical to the success of our fundraising events. 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](mailto: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](mailto:externalaffairs@westsidehealth.org).

## SPONSORING COMMUNITY-BASED INITIATIVES

Outside of special events, Westside participates in community-based initiatives with partner agencies. These activities include distributing dental kits in the Wilmington and Dover communities, helping children build their own libraries at home by giving books during patient visits, and educating new moms on infant safety. Corporate sponsors interested in supporting these specific initiatives, please contact [externalaffairs@westsidehealth.org](mailto:externalaffairs@westsidehealth.org).

# 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.

### 2019 PREMIER PARTNER

(\$10,000+) The Premier Partner will receive the top sponsor benefits at all events during the year.

### 5K/10K THE WESTSIDE WAY

Platinum (\$3,000+)

Gold (\$2,000 - \$2,999)

Silver (\$1,000- \$1,999)

Bronze (\$250 - \$999)

Friend (\$249 and below)

### GROWING HEALTHY FAMILIES

Cherry (\$3,000+)

Plum (\$2,000 - \$2,999)

Peach (\$1,000- \$1,999)

Apple (\$999 and below)

### LIBATIONS AND DONATIONS

Martini (\$2,000+)

Mint Julep (\$1,000 - \$1,999)

Old Fashioned (\$500- \$999)

Manhattan (\$499 and below)

### IN-KIND SPONSORSHIPS

In-kind contributions receive the same benefits as cash sponsors of the same level for each event. Major in-kind sponsors (\$1,000+ 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](mailto: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.

[www.westsidehealth.org/specialevents](http://www.westsidehealth.org/specialevents)