

**Westside Family Healthcare's
2020 SPECIAL EVENT
SPONSORSHIP OPPORTUNITIES**



About Westside Family Healthcare

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 30,000 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 2020 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 patients' 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 patients' health; and
- Serving as leaders in advocacy for the health of our patients and communities

Event Index:

We are hosting a variety of special events in 2020 to raise funds to support patient care and expand access to critical health services.

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A premier package for sponsors who contribute \$20,000+.

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October 2020 100-200 participants

2020 PREMIER SPONSOR

\$20,000+

Westside Family Healthcare is offering a special package for sponsors who contribute \$20,000+ to our 2020 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 3,800+ followers

Top sponsorship benefits for all fundraising events during 2020

- 5K/10K The Westside Way
- Growing Healthy Families Event Series
- Lolita Lopez's 30th Anniversary Garden Bash
- Guest Bartending Event

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

5K/10K The Westside Way: 30th Annual Run and Walk

June 6, 2020 | 400-500 participants

2020 marks the 30th anniversary of Westside's annual 5K/10K run and walk. This year's event will take place on Saturday, June 6, 2020. This superhero themed fundraiser attracts 500 runners and walkers from the tri-state area.



Sponsorship benefits include, but are not limited to, the following:

Platinum: \$3,000+

- Premier logo placement on race t-shirts
- Premier logo placement on race banner
- Premier logo placement on race website
- 10 complimentary entries
- 3 signs on race course
- Recognition in event press release
- Special recognition on social media platforms reaching 3,800+ followers
- Special recognition in Westside's newsletter reaching 3,500+ subscribers

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

- Logo placement on race t-shirts and race banner
- Logo placement on race website
- 6 complimentary entries
- 2 signs on race course
- Recognition in event press release
- Special recognition on social media platforms reaching 3,800+ followers
- Special recognition in Westside's newsletter reaching 3,500+ 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 3,800+ followers
- Recognition in Westside's newsletter reaching 3,500+ subscribers

Bronze: \$250 - \$999

- Name listed on race banner and race website
- Sign on race course
- Recognition on social media platforms reaching 3,800+ followers

Friend: Up to \$249

- Name listed on race website
- Recognition on social media platforms reaching 3,800+ followers

Growing Healthy Families Event Series: 5th Annual Health Screening Event

Spring/Summer 2020 | 1000 participants

The Growing Healthy Families program combines community events with addressing social determinants of health. Designed to provide community resources to families in need, the events attract community members to participate in health screenings, a resource fair, and much more. This year, two events will be held in Wilmington and one event will be held in Dover. Year-round, Westside uses funds from this program to address non-clinical needs of patients.



Sponsorship benefits include, but are not limited to, the following for all events:

Tomato: \$5,000+

- 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's during event
- Recognition in event press release
- Special recognition on social media platforms reaching 3,800+ followers
- Special recognition in Westside's newsletter reaching 3,500+ subscribers

Cherry: \$2,000 - \$4,999

- Logo placement on event signage and in program booklet
- Logo placement on event website
- 2 PSA's during event
- Recognition in event press release
- Special recognition on social media platforms reaching 3,800+ followers
- Special recognition in Westside's newsletter reaching 3,500+ subscribers

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

- Logo placement on event signage and in program booklet
- Logo placement on event website
- 1 PSA during event
- Recognition in event press release
- Special recognition on social media platforms reaching 3,800+ 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 3,800+ followers

Lolita Lopez's 30th Anniversary Garden Bash

Summer 2020 | 100-125 participants

A special event will celebrate Lolita Lopez's 30 years as President & CEO of Westside Family Healthcare. The garden theme represents Westside being rooted in the communities we serve, and Lolita's love of gardening. This fun, casual fundraiser will support our mission.



Sponsorship benefits include, but are not limited to, the following:

Peach Blossom: \$10,000+

- 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 3,800+ followers and newsletter reaching 3,500+ subscribers
- 10 complimentary tickets to the event

Hydrangea: \$5,000 - \$9,999

- 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 3,800+ followers and newsletter reaching 3,500+ subscribers
- 8 complimentary tickets to the event

Peony: \$2,500 - \$4,999

- 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 3,800+ followers and newsletter reaching 3,500+ subscribers
- 6 complimentary tickets to the event

Lily: \$1,000 to \$2,499

- 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 3,800+ followers
- 4 complimentary tickets to the event

Hibiscus: Up to \$999

- Recognition on event website
- Text listing on signage at the event and text listing in program book
- Recognition on social media platforms reaching 3,800+ followers
- 2 complimentary tickets to the event

Westside's FriendsGiving: Guest Bartending Event

October 2020 | 100-125 participants

Westside is hosting a guest bartending event featuring local “celebrities” pouring libations for a great cause. This crowd-funding campaign is a great opportunity for a matching gift to increase individual donations and encourage philanthropy.



Allow your sponsorship to “multiply” for the good of the health of Delaware. We will work with you on a match opportunity that will maximize your exposure and drive donations.

Donation Match Options:

1. Set a maximum sponsorship amount to match donations dollar for dollar
2. Set a duration of time to match all incoming donations (e.x. 24 hrs, 48 hrs)
3. Set a maximum donation and duration of time to match donations (e.x. \$2400 in 24 hrs)
4. Customizable option

Sponsorship benefits include, but are not limited to, the following:

- Recognition of sponsorship throughout online campaign
- Logo placement on signage during the events
- Logo placement on event website
- Special recognition on social media platforms reaching 3,800+ followers
- Special recognition in Westside’s newsletter reaching 3,500+ subscribers

We've Got More Ways to Get Involved!

IN-KIND DONATIONS

Westside Family Healthcare accepts 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)

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.

EVENT VOLUNTEERS

Volunteers are critical to the success of our fundraising events. The opportunities will vary depending on the type of the event.

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.

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 any of these alternative sponsorship opportunities, please contact 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.

2020 PREMIER SPONSOR

\$20,000+ The Premier Sponsor will receive the top 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

Tomato (\$5,000+)

Cherry (\$2,000 - \$4,999)

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

Apple (\$999 and below)

LOLITA'S 30TH ANNIVERSARY

Peach Blossom (\$10,000+)

Hydrangea (\$5,000 - \$9,999)

Peony (\$2,500 - \$4,999)

Lily (\$1,000 - \$2,499)

Hibiscus (\$999 and below)

WESTSIDE'S FRIENDSGIVING: GUEST BARTENDING EVENT

My company is interested in a matching donation. Please contact me to discuss details.

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.

www.westsidehealth.org/specialevents