

**2023**

# **SPONSORSHIP OPPORTUNITIES**



**35**

**YEAR  
ANNIVERSARY**  
1988–2023



**Westside** Family Healthcare

# Our History

In 1988, "Westside Health Services" opened in Adams Four Shopping Center in Wilmington. It was founded by a group of largely volunteer nurses who dreamed of filling the need for quality healthcare on the west side of Wilmington. 35 years later, Westside Family Healthcare continues to improve access to care for Delaware's most vulnerable populations.



## About us

Westside Family Healthcare is a community-minded, non-partisan health center operating five clinical sites and a mobile health unit across the state of Delaware. At Westside, we know that **an individual's health and wellness go beyond access to quality medical care**. We reach beyond conventional medicine to address social, emotional, and economic factors that affect our 28,000 patients.

We are celebrating **35 years** of being a constant source of compassionate care that families depend on to live vibrant, healthy lives.



### Our Mission

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



### Our Vision

To achieve health equity for all.



### Our Values

Lead with compassion.  
Serve with humility.  
Be exceptional.  
Empower all people.

# What we do with **your** help

Your support helps Westside provide the basic building blocks that support and sustain our community. As a health center, Westside is committed to addressing the social determinants of health that impact the health of our neighbors. Corporate sponsorships fund key initiatives focused on eliminating hunger, increasing literacy, and promoting safety in Delaware's most in-need communities.



**Supporting + Sustaining Community.**

*Powered by Westside Family Healthcare.*



## **Eliminating Hunger**

- Feeding Families, a food access program for the food insecure
- Community Refrigerator Initiative, public refrigerator stocked with healthy food, free-of-charge, for those in need



## **Increasing Literacy**

- Book nooks at each health center
- Deliver books door-to-door in Wilmington neighborhoods
- Backpack and school supply giveaways
- Provide age appropriate toys to encourage parent interaction



## **Promoting Safety**

- Provide hygiene kits to those without access to necessities
- Community baby showers
- Community lunch & learns
- Social support services
- Civic activism initiatives

# Premier Sponsor

## 35th Anniversary Campaign

### \$35,000+



Westside Family Healthcare is offering a special package for sponsors who contribute \$35,000+ to our **35th** anniversary campaign. Together, we can help our communities one neighbor at a time. Premier sponsors will enjoy year-long recognition across events and Neighbors Helping Neighbors programs.

Sponsor benefits include, but are not limited to:

- Premier logo place on campaign web page on Westside's website
- Exclusive recognition at our 35th Anniversary launch event
- Recognition in external campaign-related materials
- Monthly recognition on social media reaching 5,000+ followers
- Top sponsorship benefits for all fundraising events during 2023
- Special recognition throughout Neighbors Helping Neighbors initiatives addressing hunger, literacy, and safety.



# 35th Anniversary Gala Sponsorship Opportunities

June 15, Winterthur Museum & Garden

Westside Family Healthcare is hosting a signature event to celebrate our 35th anniversary. This event will feature a silent auction, food, music, and dancing.



## **Platinum \$15,000+**

- Prominent recognition on all event marketing materials and 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 5,000+ followers
- Special recognition in Westside's newsletter reaching 4,800+ subscribers
- 8 complementary tickets to the event

## **Gold \$10,000**

- Recognition on all event marketing materials and 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 5,000+ followers
- Special recognition in Westside's newsletter reaching 4,800+ subscribers
- 6 complementary tickets to the event

## **Silver \$5,000**

- Recognition on all event marketing materials and event website
- Logo on signage at the event and in audiovisual presentation
- Quarter page advertisement in program book
- Special recognition on social media reaching 5,000+ followers
- Special recognition in Westside's newsletter reaching 4,800+ subscribers
- 4 complementary tickets to the event

## **Bronze \$3,000**

- Recognition in event press release and event website
- Logo on signage at the event and in audiovisual presentation
- Text listing in program book
- Recognition on social media platforms reaching 5,000+ followers
- Recognition in Westside's newsletter reaching 4,800+ subscribers
- 2 complementary tickets to the event

## **Friend up to \$999**

- 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 5,000+ followers
- Recognition in Westside's newsletter reaching 4,800+ subscribers

# The Westside Way 5k/10k Sponsorship Opportunities

November 4, Wilmington Riverfront

Westside Family Healthcare is hosting its 33rd annual run/walk. This fundraiser attracts 250+ runners/walkers from the tri-state area.



## **Platinum: \$3,000+**

- Name listed on race banner and event website
- 3 signs on race course
- Premier recognition in event press release
- Special recognition on social media platforms reaching 5,000+ followers
- Special recognition in Westside's newsletter reaching 4,800+ subscribers
- 10 free entries
- Premier logo placement on race shirt, banner, and website

## **Gold: \$2,000+**

- Name listed on race banner and event website
- 2 signs on race course
- Recognition in event press release
- Special recognition on social media platforms reaching 5,000+ followers
- Special recognition in Westside's newsletter reaching 4,800+ subscribers
- 6 free entries
- Logo placement on race t-shirts, banner, and website.

## **Silver: \$1,000+**

- Name listed on race banner and event website
- 1 sign on race course
- Recognition on social media platforms reaching 5,000+ followers
- Recognition in Westside's newsletter reaching 4,800+ subscribers
- Logo placement on race t-shirts, banner, and website.

## **Bronze: Up to \$999**

- Name listed on race banner and event website
- 1 sign on race course
- Recognition on social media platforms reaching 5,000+ followers
- Recognition in Westside's newsletter reaching 4,800+ subscribers

# 2023 CORPORATE SPONSOR FORM

Corporation Name: \_\_\_\_\_

Contact Name/Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website Address: \_\_\_\_\_

If your organization uses social media, please indicate which one(s) and the handle/page name:

☐ Facebook \_\_\_\_\_ ☐ Instagram \_\_\_\_\_

☐ Twitter \_\_\_\_\_ ☐ LinkedIn \_\_\_\_\_

## EVENTS & SPONSORSHIP LEVELS

Please check the sponsorship level you wish to support.

### PREMIER SPONSOR

☐ \$35,000+ Premier Sponsors will receive the top sponsor benefits at both events during the year.

### 35TH ANNIVERSARY GALA

<input type="checkbox"/> PLATINUM SPONSOR	\$15,000+
<input type="checkbox"/> GOLD SPONSOR	\$10,000+
<input type="checkbox"/> SILVER SPONSOR	\$5,000
<input type="checkbox"/> BRONZE SPONSOR	\$3,000
<input type="checkbox"/> FRIEND SPONSOR	Up to \$1,000

### 5K/10K THE WESTSIDE WAY

<input type="checkbox"/> PLATINUM SPONSOR	\$3,000+
<input type="checkbox"/> GOLD SPONSOR	\$2,000+
<input type="checkbox"/> SILVER SPONSOR	\$1,000+
<input type="checkbox"/> BRONZE SPONSOR	Up to \$999

### OTHER WAYS TO GET INVOLVED

IN-KIND DONATIONS  
EVENT VOLUNTEERS  
CORPORATE EVENT TEAMS

Email 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](http://www.westsidehealth.org)