

SPONSORSHIP PACKAGE 2024



Sponsorship **IMPACT**

All Healthy Start sponsors play a key role in:

- Raising awareness of local and national disparities experienced by Black babies and families.
- Investing in Black-led and Black-serving community-based organizations doing impactful system-change work.
- Inspiring collective advocacy to fuel much-needed policy change to create a more equitable society with better health outcomes.

Sponsorship **BENEFITS**

All Healthy Start sponsors receive the following:

- Powerful brand alignment with values such as racial equity, birth justice, and community health.
- Opportunity to invite your team, clientele, and network to attend community events your organization proudly stands behind.
- Recognition as a Healthy Start sponsor via social media and event web page(s).

★ Commitments received at least six (6) weeks before each event will receive an invitation to accompanying benefit(s). Please refer to our 2024 Sponsor Form for deadlines.

Presenting Sponsor
\$30,000

- Event invitation logo recognition and comprehensive co-branding for event(s)
- Speaking opportunity for organizational representative at event(s)
 - Press release acknowledgement
 - Advertisement(s) in program booklet
 - Verbal recognition during event(s)
- Welcome signage recognition (PowerPoint slide for virtual events, colored print for in-person events)
- Social media logo recognition post(s)
- Event webpage name recognition

*2 available

Platinum Sponsor
\$20,000

- Speaking opportunity for organizational representative at event(s)
 - Press release acknowledgement
 - Advertisement(s) in program booklet
 - Verbal recognition during event(s)
- Welcome signage recognition (PowerPoint slide for virtual events, colored print for in-person events)
- Social media logo recognition post(s)
- Event webpage name recognition

Gold Sponsor
\$10,000

- Advertisement(s) in program booklet
- Verbal recognition during event(s)
 - Welcome signage recognition (PowerPoint slide for virtual events, colored print for in-person events)
- Social media logo recognition post(s)
- Event webpage name recognition

Silver Sponsor
\$5,000

- Verbal recognition during event(s)
- Welcome signage recognition (PowerPoint slide for virtual events, colored print for in-person events)
- Social media logo recognition post(s)
- Event webpage name recognition

Bronze Sponsor
\$2,500

- Welcome signage recognition (PowerPoint slide for virtual events, colored print for in-person events)
- Social media logo recognition post(s)
- Event webpage name recognition

Community Sponsor
\$1,000

- Welcome signage recognition (PowerPoint slide for virtual events, colored print for in-person events)
- Social media logo recognition post(s)
- Event webpage name recognition

Community Sponsors are mission-aligned nonprofit organizations who partner with Healthy Start to uplift Black babies and families.

CONTACT

To learn more about becoming a Healthy Start sponsor, please reach out.

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Chief Executive Officer
Healthy Start, Inc.

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Want to support in another way? Let's talk!

SPONSORSHIP PACKAGE 2024

Healthy Start MISSION

Pittsburgh has been rated one of the best places to live in the U.S. But too often, Black families aren't included in that vitality. Where does it all begin? At birth.

Healthy Start supports healthier pregnancies, safer births, stronger families, and a more equitable healthcare system. We focus on addressing the disparities local Black mothers, babies, and families are facing, which results in better outcomes for all birthing people in OUR community.

Our mission is to improve maternal and child health and reduce poor birth outcomes and infant mortality in Allegheny County. Your sponsorship helps fuel our vision of Healthy Communities, Healthy Families, Healthy Babies, Healthy Start. Thank you!

Major EVENTS

In partnership with our sponsors, Healthy Start supports holistic community engagement, from community public health education to culturally relevant birthing services and everything in between.

1 Legislative Breakfast PANEL

Date: March 15, 9am - 11am (virtual)

Our 4th annual Legislative Breakfast will gather birth workers, medical providers, parents, policymakers, and advocates to delve into the current state of maternal and child health. This year's theme will be: **Addressing Social Determinants of Health for Black Families.** Together, let's combat the lack of a living wage, paid leave, affordable and accessible child care, transportation, and access to healthy food.

Great if you are seeking nonpartisan opportunities to learn about how policy impacts our daily life!

2 Igniting Systems Change EDUCATION SYMPOSIUM

Dates: May 30-31 (in-person)

Location: Wyndham Pgh University Center (Oakland)

Join Healthy Start for our two-day education conference titled **Igniting Systems Change: Exploring Strategies for Improving Maternal and Child Health.** This multi-day, multi-track conference will explore advancing systems change, which means going beyond symptoms to address root causes of issues like infant mortality and chronic disease. Let's collaborate to ensure everyone has the opportunity for optimum health and wellbeing, despite race, economic status, or zip code. CEUs available.

Great for collaborating within a safe and productive space to make a collective impact!

3 Black Birth EXPO

Date: June 1 (in-person)

Location: Kaufmann Center - Hill District

The Black Birth Expo is a day of celebration for All People. All Things. Black Birth. This FREE community event hosted by Healthy Start cultivates a sense of community among people with a shared identity and shared goals by connecting Black families to culturally relevant birthing and parenthood resources and uplifting Black birth workers who dedicate their careers to improving maternal and child health.

Great one-stop shop for parent education and birth worker celebration!

4 Breast Friend BRUNCH & Black Breastfeeding Week

Dates: August 24 (in-person) | August 25-31 (virtual)

The Healthy Start Center for Urban Breastfeeding is pleased to provide lactation support, education, and outreach to Black women in Allegheny County. On August 24, in celebration of Black Breastfeeding Week, we're hosting our second Breast Friend Brunch focused on building connections, discussing motherhood, playing games, and enjoying delicious food with Black mamas and Black birth workers. Healthy Start's Black Breastfeeding Week continues online, including a special Milk Minutes episode and social media campaign.

Great for supporting moms to ensure their babies have healthy feeding choices!

5 Infant Mortality Awareness CAMPAIGN

Dates: September 2024

In honor of the National Healthy Start Association campaign "Celebrate Day 366...Every Baby Deserves a Chance," Healthy Start Pittsburgh commemorates National Infant Mortality Awareness Month and takes the month of September to highlight how can we work together to improve local infant mortality. Join the conversation and help us continue bringing awareness to the rate of babies that die each year before the age of one.

Great way to learn about our country's infant mortality crisis, participate in the nation-wide conversation, and get active in local activities!

