



Invitation to Sponsor and Be Part of National Health Center Week

August 9-15, 2009

Every summer, the National Association of Community Health Centers (NACHC) – www.nachc.com - sponsors National Health Center Week (NHCW) to inform the American public, state and federal policymakers, and the media about America's 1,200 Community, Migrant and Homeless Health Centers. These Health Centers serve as the "family doctor" for over 18 million people. *In 2009, National Health Center Week will be celebrated August 9-15.*

National Health Center Week highlights the commitment and passion of the thousands of health care providers who make it possible for Community Health Centers to be "health care homes" in nearly 7,000 communities. NHCW strives to:

1. Raise awareness among the American public, state and federal policymakers, and media about communities' lack of access to health care;
2. Highlight the role that Health Centers play in addressing the issues of access;
3. Educate community residents about the services available at community health centers; and
4. Foster partnerships that help to address the health care problems of uninsured and underinsured individuals and families.

**NATIONAL HEALTH
CENTER WEEK**
AUGUST 9 - 15, 2009



Celebrating America's Health Centers
Where Access and Quality Care Begin



National Development and Support

NACHC's work and communication with the Health Centers has led to the development of a national campaign to educate the public, policymakers and practitioners during the week about issues related to Health Centers. Building on its 2008 success, NACHC has planned for its largest and most comprehensive national campaign ever. These efforts include an:

Enhanced NHCW Web Presence: At www.healthcenterweek.org health centers, policy makers, media, national and local Health Center partners and community residents will find: (1) Capabilities to post and report on local NHCW events searchable by a map of the United States; (2) State fact sheets on the impact Health Centers make on the medically underserved; (3) *The NHCW Toolkit* that provides Health Centers with fact sheets, sample press releases and

opinion/editorial pieces, public service announcements, sample proclamation talking points, and print ad templates; (4) Audio and video links to radio news releases, press events and advertisements; (5) links to NHCW print, television, radio, and internet media.

This year NHCW will have a significant presence in the Web 2.0 social networking world with pages on Facebook and a channel on You Tube as well as NHCW blogs and real time Twitter posts from events around the country. This will offer our sponsors additional opportunities for visibility and interaction with health centers, the media and policy makers.

For more information check out www.healthcenterweek.org

Increase of translated materials into Spanish: All relevant website, media and toolkit materials have been made available in Spanish. With a growing Hispanic population served by Health Centers and the long-serving commitment to migrant and seasonal farm workers nationwide, it was essential to translate materials for Health Centers to use in efforts to better educate and inform their patients on available services.

Making the Difference Locally

While NACHC has increased its national campaign efforts, the difference in reaching more people happens at the local level. In 2008, over **600 Community Health Centers** across the country hosted **over 1000 events** such as health fairs, immunization screenings tied to back-to-school efforts, open houses, and other special events in order to educate their local and state officials, community residents and leaders, and private industry about the services. Community Health Centers and NHCW events were featured in **over 140 stories in local media**. In 2009, NHCW hopes to:

- Increase the number of local events to at least 800 Health Centers in all 50 states, Washington, DC, Puerto Rico, Guam and the U.S. Virgin Islands;
- Ensure the participation of at least 90 Members of Congress and statewide officials in local NCHW activities; and
- Increase the number of community residents attending NHCW events.

A Role for Private and Corporate Support

Health Center users include working families, minimum wage earners, and individuals transitioning from a difficult part of their lives to becoming productive members of society. When private and corporate industries make investments in Health Centers and NHCW, the community responds by visiting their businesses and using their products. Whether it is a child who now has access to health care and misses less days of school or a grandparent who has recently enrolled in prescription drug coverage - Health Center users live, eat, shop, and contribute to the economy and growth of their communities.

Last year, over \$200,000 was donated for NHCW activities across the country. The goal is to increase this amount to \$300,000, of which \$150,000 will go to Community Health Centers to support their events (e.g., tool-kits and mini-grants). Financial support will allow NACHC to:

- Deliver mini-grants and Health Center week tool-kits to Community Health Centers directly to be used to support local or regional events with elected officials
- Increase the production of Spanish language materials on the NHCW website
- Subsidize the production and sale of NHCW items to allow reduced costs for Health Centers to purchase these items
- Support and promotion of a national media effort that will attract local and national print, television, radio and internet-based media
- Utilize a public relations firm at a reduced rate for donated services to manage overall media outreach in both English and Spanish

This opportunity will introduce you to over 18 million people and over 100,000 health professional staff nationwide in nearly 7, 000 locations across every state and U.S. territory. Please contact Marc Wetherhorn (mwetherhorn@nachc.com) today to make your presence known at the 2009 National Community Health Center Week!

For more information check out www.healthcenterweek.org



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The Power of Your Sponsorship



On the right, **Governor Mike Rounds (R-SD)** signs a State Proclamation recognizing Community Health Center Week with health center leaders and Board Members.



On the left, **Congressman Nathan Deal (D-GA)** talks with Health Center leaders and patients at Georgia Mountain Health Services in Morganton, GA.

On the right, Roche Pharmaceuticals thanks health centers for all of their hard work by sponsoring the Health Center Week event at Georgia Mountain Health Services.



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Sponsorship Opportunities

National Health Center Week sponsors will have numerous visibility opportunities at local events and during Health Center Week's national and regional activities.

Community Health Hero Sponsor: \$100,000 or more (Exclusive)

- √ *Same benefits as a Gold Sponsor +*
- √ *Special customized visibility options based on sponsor needs*

Gold Sponsor: \$50,000

- √ *Featured sponsor of 5 local National Health Center Week events*
- √ *Recognition at the NACHC 2009 Policy and Issues Forum (P& I) Opening General Session and on over 2000 Congressional Directories and policy guidebooks distributed to event attendees*
- √ *Recognition in Health Center Week promos on CHC-TV nationwide*
- √ *Recognition in Community Health Forum Magazine (distributed to every Health Center)*
- √ *Logo on all Health Center Week (HCW) printed materials*
- √ *Logo on Health Center Week T-shirts and banners*
- √ *Acknowledged in Health Center Week Press Packets*
- √ *Listed in Health Center Week materials and on NACHC website*

Silver level: \$25,000

- √ *Featured sponsor of 3 local National Health Center Week events*
- √ *Recognition at the NACHC 2009 Policy and Issues Forum (P& I)*
- √ *Recognition in Health Center Week promos on CHC-TV nationwide*
- √ *Recognition in Community Health Forum Magazine (distributed to every Health Center)*
- √ *Logo on Health Center Week T-shirts*
- √ *Logo on all Health Center Week (HCW) printed materials*
- √ *Acknowledged in Health Center Week Press Packets*
- √ *Listed in Health Center Week materials and on NACHC website*

Bronze Level: \$10,000

- √ *Featured sponsor of 1 local National Health Center Week event*
- √ *Logo on Health Center Week T-shirts*
- √ *Recognition in Community Health Forum Magazine (distributed to every Health Center)*
- √ *Logo on all Health Center Week (HCW) printed materials*
- √ *Listed in Health Center Week materials and on NACHC website*

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