



Invitation to Sponsor and Be Part of National Health Center Week

“America’s Health Centers - Home of America’s Health Care Heroes”

August 10-16, 2008

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 1,100 Community, Migrant and Homeless Health Centers. These Health Centers serve as the “family doctor” for over 17 million people. *In 2008, National Health Center Week will be celebrated August 10-16.*

This year’s theme for National Health Center Week is **“America’s Health Centers - Home of America’s Health Care Heroes”**. This theme 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 6,000 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 Development and Support

NACHC’s work and communication with the Health Centers over the past five years 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 2007 success, NACHC has planned for its largest and most comprehensive national campaign ever. These efforts include an:

Enhanced NHCW Website: 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.

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

For more information check out www.healthcenterweek.org

translate materials for Health Centers to use in efforts to better educate and inform their patients on available services.

Improve coverage by all media outlets: NACHC will host a national kick-off event/press conference in Washington, DC. In addition, NACHC will develop and disseminate radio news and press releases across mid-level media markets. Finally, NACHC will target a national earned media effort by seeking to promote NHCW events and Health Center leaders through broadcast and cable news outlets in both English and Spanish.

Making the Difference Locally

While NACHC has increased its national campaign efforts, the difference in reaching more people happens at the local level. Community Health Centers across the country will host 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. In 2008, NHCW hopes to:

- Increase the amount of local events to at least 650 Health Centers in all 50 states, Washington, DC, Puerto Rico, Guam and the U.S. Virgin Islands;
- Ensure the participation of at least 75 Members of Congress and statewide officials in local NCHW activities; and
- Increase the amount 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, nearly \$150,000 was donated for NHCW activities across the country. The goal is to increase this amount to \$600,000, of which \$275,000 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 kick-off event in Washington, DC that will attract 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 16 million people and over 90,000 health professional staff nationwide in nearly 3,000 locations across every state and U.S. territory. Please contact Marc Wetherhorn (mwetherhorn@nachc.com) today to make your presence known at the 2007 National Community Health Center Week!

For more information check out www.healthcenterweek.org



“ America’s Health Centers - Home of America’s Health Care Heroes”

National Health Center Week August 10-16, 2008

The Power of Your Sponsorship



Secretary of the U.S. Department of Health and Human Services, Michael Leavitt and U.S. Senator Tom Harkin (D-IA) recognize National Community Health Center Week with health center leaders at Community Health Care, Inc. in Davenport, Iowa.



At the health center rally, talking with Health Center leaders and patients at Open Door/BMH Health Center in Muncie, IN.



out www.healthcenterweek.org

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

2007 National Health Center Week Sponsors

Pfizer	BKD, LLP
Roche	American Solutions for Business
Partnership for Prescription Access	AmeriGroup Foundation
National Center for Farmworker Health	WellCare

Thank you and hope to see you again in 2008!

America's Health Centers-Your Health Care Home

National Health Center Week August 10-16, 2008

Sponsorship Opportunities

National Health Center Week sponsors will have numerous visibility opportunities at the 650+ local events and during Health Center Week's national and regional activities. In addition, all sponsors will be recognized at www.healthcenterweek.com – which is seen by hundreds of thousands of people each year.

Platinum Level: \$75,000 or more

- √ *Invited to participate in National Health Center Week Kick-off event and in 5 local National Health Center Week events with local recognition*
- √ *Recognition at the NACHC 2008 Policy and Issues Forum (P&I) Opening General Session*
- √ Logo on all Health Center Week (HCW) printed materials
- √ Logo on Health Center Week "Fact Sheet"
- √ Acknowledged in Health Center Week Press Packets
- √ Listed in Health Center Week materials and on NACHC website

Gold Level: \$50,000

- √ *Invited to participate in National Health Center Week Kick-off event and in 3 local National Health Center Week events with local recognition*
- √ *Recognition at the 2008 Policy and Issues Forum*
- √ Logo on all Health Center Week (HCW) printed materials
- √ Logo on Health Center Week "Fact Sheet"
- √ Acknowledged in Health Center Week Press Packets
- √ Listed in Health Center Week materials and on NACHC website

Silver Level: \$10,000

- √ *Invited to participate in 1 local National Health Center Week event with local recognition*
- √ *Logo on all Health Center Week (HCW) printed materials*
- √ *Logo on Health Center Week "Fact Sheet"*
- √ Listed in Health Center Week materials and on NACHC website

Supporter Level: \$1,000-\$9,999

- √ Listed in Health Center Week materials and on NACHC website

Other opportunities, including sponsoring banners, t-shirts, or other National Health Center Week giveaways (e.g., pens, first aid kits, etc.) also exist. Sponsorships can also be geared towards a geographical area of interest.

Please contact Marc Wetherhorn (mwetherhorn@nachc.com) today to make your presence known at the 2008 National Community Health Center Week!

Marked Growth and Support

In 2007, NHCW experienced its sixth year of growth with:

- √ Greater numbers of health centers (450+) participating;
- √ More elected officials (75 Members of Congress and 10 Governors) were active in celebrating National Health Center Week;
- √ 18 states made proclamations recognizing Health Center Week; and
- √ Increased exposure and greater visibility in national and local media.

For more information check out www.healthcenterweek.org

America's Health Centers-Your Health Care Home

National Health Center Week

August 5-11, 2007

New in 2008--Exclusive Item Sponsorships

**Reach All NACHC Organizational Members with a
"Members-Only" Tool-Kit**

Health Center Week Tool-kit (700)

Includes 1-Bag, 3-First Aid Kits, 5-T-shirts, and a 3' x 5' Flag/Banner. Sponsor items individually or the entire Tool-Kit for a discounted rate

Item (amount produced)	Sponsorship Amount
Bags (700)— SOLD!!!	\$10,000
T-Shirts (3,500)	\$25,000
First Aid Kits (2,100)— SOLD!!!	\$35,000
Banners (700)	\$40,000
Sponsor the entire Tool-Kit with your company's logo on 7,000 items (discounted)	\$100,000

**Reach staff and board members at Community Health Centers,
State Primary Care Associations, and Friends with
Special Commemorative 2008 National Health Center Week Items**

Item (packaged in 2,500 orders)	Sponsorship Amount
Picture Frame (4' x 6')	\$15,000
Insulated Coffee Mugs (16 oz)	\$35,000
Computer Bags with expandable compartments	\$50,000

If you have an item that is important to your corporate identity that you would like to suggest please let us know. Sponsorships can also be geared towards a geographical area of interest.

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