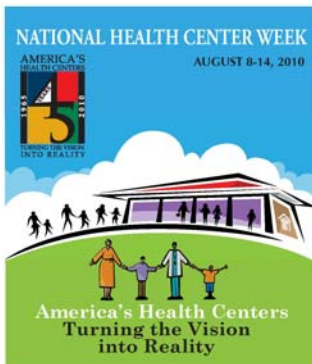




Invites You to Join America's Health Centers By Sponsoring and Participating in

National Health Center Week 2010: Celebrating a Vision Becoming A Reality August 8-14, 2010



Every summer, the National Association of Community Health Centers (NACHC) sponsors National Health Center Week (NHCW) to inform the American public, state and federal policymakers, and the media about America's over 1,200 Community, Migrant and Homeless Health Centers. These Health Centers serve as the "family doctor" for over 20 million people.

The celebration of National Health Center Week 2010 will have even greater meaning because America's Health Centers will be celebrating the 45th Anniversary of the programs' creation.

As always, National Health Center Week will highlight the commitment and passion of the tens of thousands of health center staff and board members who make it possible for Health Centers to be "health care homes"

in over 7,000 communities. National Health Center Week strives to:

- Raise awareness of health centers among the American public, state and federal policymakers, and media;
- Highlight the role that Health Centers play in addressing the issues of access to care;
- Educate community residents about the services available at community health centers; and
- 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 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 past 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

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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.

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.

All relevant website, media and toolkit materials are 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.

Recognition of Special Populations

Each year Health Center Week also sets aside two days to focus on special populations who are often left outside of the mainstream health care system. *Health Care for the Homeless Day* will be observed on Wednesday, August 11th, followed by *Farmworker Health Day* to be observed on Thursday, August 12th.

Making a Local Impact

While NACHC manages the national campaign efforts for NHCW, the focus always remains on involving more people and more local communities. In 2009, 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. 2009 also saw Members of Congress and statewide elected officials participate in over 100 events. Community Health Centers and NHCW events were featured in **over 200 stories in local media**. In 2010, 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 NHCW 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 \$250,000 was donated by our national sponsors for NHCW activities across the country. Our goal is to increase this amount to \$300,000, of which over half will go directly 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

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- Support and promotion of a coordinated local and national media effort that will attract print, television, radio and internet-based media

Become a Participant in National Health Center Week

National Health Center Week is a unique opportunity not only to demonstrate your company's support for America's Health Centers, but also to initiate and build relationships directly with local health centers in communities you care about. In addition to recognizing your support before over 20 million health center clients and over 100,000 health professional staff in nearly 7,000 locations nationwide, *we at NACHC also want our National Health Center Week sponsors to be more than such financial supporters. We want to help connect you to the communities and health centers you care about by arranging for you to be sponsors of local events and work directly with the health centers themselves in planning and carrying out their events.*

Please contact Marc Wetherhorn (mwetherhorn@nachc.com) today to become a sponsor of and participant in the 2010 celebration of National Health Center Week!



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.



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



Congressman Roy Blunt and Crider Health Center Board Chair Mary Kay Meek – Washington, Missouri

Congresswoman Gabrielle Giffords celebrates National Health Center Week 2009 at El Rio Health Center, Tucson, Arizona



On the left, **Senator Tom Harkin** cuts the ribbon at Linn Community Health Center, Cedar Rapids, Iowa

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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.

45th Anniversary Community Health Hero Sponsor: \$100,000 or more (Exclusive)

- ✓ *Special customized visibility options throughout the year based on sponsor needs*
- ✓ *Exclusive sponsor of the NHCW 2010 research report (anticipated topic: Behavioral and Oral Health Workforce and health care access)*
- ✓ *Featured sponsor of 5 local National Health Center Week events*
- ✓ *Logo and link on NHCW Website*
- ✓ *1 minute video greeting on the NHCW Webpage and NHCW YouTube channel*
- ✓ *Recognition at the NACHC 2010 Policy and Issues Forum (P& I) Opening General Session and logo on over 2000 Congressional Directories and policy guidebook DVDs distributed to event attendees*
- ✓ *Recognition in Community Health Forum Magazine (distributed to every Health Center)*
- ✓ *Logo on all Health Center Week printed materials*
- ✓ *Logo on Health Center Week T-shirts and banners*
- ✓ *Exclusive Logo on one selected NHCW store product*

Gold Sponsor: \$50,000

- ✓ *Featured sponsor of 5 local National Health Center Week events*
- ✓ *Logo and link on NHCW Website*
- ✓ *1 minute video greeting on the NHCW Webpage and NHCW YouTube channel*
- ✓ *Recognition at the NACHC 2010 Policy and Issues Forum (P& I) Opening General Session and logo on over 2000 Congressional Directories and policy guidebook DVDs distributed to event attendees*
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- ✓ *Logo on Health Center Week T-shirts and banners*
- ✓ *Exclusive Logo on one selected NHCW store product*

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 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*
- ✓ *Listed in Health Center Week materials and on NHCW 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)*
- ✓ *Listed in Health Center Week materials and on NHCW website*

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