



Community Health Services

**PARTICIPANT &
SPONSORSHIP
PACKET**

DUE JULY 3, 2023

**CHS 2023 Annual Health Fair:
The Roadmap to a Healthier
Community**

#NHCW23

500 ALBANY AVENUE
HARTFORD, CT 06120

WWW.CHSHARTFORD.ORG

Dear Community Partner,

CHS appreciates your interest in becoming a sponsor for Community Health Service's 2023 Annual Health Fair during National Health Center Week. This year's theme is The Roadmap to a Healthier Community. We are trying to raise \$20,000. The health fair is on August 10, 2023, from 11:00 am to 3:00 pm at CHS on 500 Albany Avenue, Hartford, CT. Like always, CHS will provide free community lunch, music, raffles, giveaways, and health-related resources, including blood pressure screenings, HIV Testing, and more!

Sitting on the corner of Albany Avenue and Garden Street, Community Health Services is a pillar in Hartford's North End community and has been hosting the health fair for the past twenty years. Last year was our first year back from Covid-19, and it was a huge success.

Why should you be a sponsor at this year's Annual Health Fair, you ask? This free annual event attracts over 1000 community members and 45 non-profit tables on-site during the health fair. CHS's marketing strategy includes an aggressive Google Ad Grant Campaign that provides paid search ads on google, geographical targeting, and IP targeting with a reach of over 30,000 people. With your business logo on event branding (t-shirts, banners, and giveaways), this is an opportunity for your business to solidify its presence in the healthcare market.

Why should I invest in CHS, you ask? We know there are a plethora of non-profits you can choose to support. CHS wants you to know that we have remained vigilant throughout the pandemic maintaining access to quality healthcare for Hartford's North end's most vulnerable populations. The Covid-19 pandemic has presented an array of novel and acute challenges, from managing the supply chain for personal protective equipment (PPE) to adjusting workforce capacity to coping with financial loss. Amid these challenges lies an opportunity for CHS to better position and transform its organization for a future of unpredictable surprises.

Please fill out the form below and e-mail it back to christina.sanchez@chshartford.org.

When is the deadline?

All applications and donations must be received by July 3, 2023.

Acceptance notifications will be e-mailed by July 21.

Where do I send my donation?

Please make checks payable to Community Health Services. Please reference CHS Health Fair in the memo.

Community Health Services

Attn: Finance Department

500 Albany Avenue

Hartford, CT 06120

Where do I send my application?

Please e-mail your application to outreach@chshartford.org or mail it with your donation.

Thank you for taking this journey with us as we follow the roadmap to a healthier community.

Sincerely,

Christina Sanchez

Director of Development, Grants & Outreach

Community Health Services

christina.sanchez@chshartford.org

NON-PROFIT HEALTH FAIR TABLE \$25: ARE YOU A NON-PROFIT AND WANT TO ATTEND CHS'S HEALTH FAIR? IF YES, PLEASE FILL OUT THE APPLICATION AND MAIL IT BACK TO CHS WITH A DONATION CHECK OF \$25.00 BY JULY 3, 2023. YOUR DONATION HELPS CHS OFFSET THE COST OF RENTING YOUR TABLE SET UP. YOUR GIFT COMES WITH A CHS COMPLIMENTARY HEALTH FAIR SET UP, INCLUDING A 6 FT TABLE, A TABLECLOTH, AND TWO CHAIRS. YOU ARE WELCOME TO BRING A POP-UP TENT TO STAY IN THE SHADE. ACCEPTANCE NOTIFICATIONS WILL BE E-MAILED BY JULY 21, 2023.

FOR-PROFIT HEALTH FAIR TABLE \$550: ARE YOU A FOR-PROFIT AND WANT TO ATTEND CHS'S HEALTH FAIR? IF YES, PLEASE FILL OUT AN APPLICATION AND MAIL IT BACK TO CHS WITH A DONATION CHECK OF \$550 BY JULY 3, 2023. ACCEPTANCE NOTIFICATIONS WILL BE E-MAILED BY JULY 21. YOUR GIFT INCLUDES:

- YOUR LOGO ON ALL CHS'S 2023 ANNUAL HEALTH FAIR T-SHIRTS AND FLYERS.
- CHS COMPLIMENTARY HEALTH FAIR SET UP, INCLUDING A 6 FT TABLE, A TABLECLOTH, AND TWO CHAIRS.

YOUTH BACKPACK DRIVE SPONSOR \$1,000: SUPPORT THE CHS PEDIATRIC DEPARTMENT'S BACK-TO-SCHOOL BACKPACK GIVEAWAY FILLED WITH SCHOOL SUPPLIES! YOUR GIFT INCLUDES:

- **SHOUT OUT ON CHS'S SOCIAL MEDIA AND DJ DURING THE FAIR.**
- YOUR LOGO ON ALL CHS'S 2023 ANNUAL HEALTH FAIR T-SHIRTS AND EVENT FLYERS.
- CHS COMPLIMENTARY HEALTH FAIR SET UP, INCLUDING A 6 FT TABLE, A TABLECLOTH, AND TWO CHAIRS.

HEALTHCARE WORKER LUNCH SPONSOR \$3,000: SHOW OUR HEALTH CARE WORKER'S APPRECIATION BY PROVIDING A FREE LUNCH TO EACH OF OUR HEALTHCARE HEROES ON THE DAY OF CHS'S HEALTH FAIR! YOUR GIFT INCLUDES:

- **YOUR LOGO ON CHS'S CONNECTED TV ADS THAT REACH HARTFORD COUNTY.**
- SHOUT OUT ON CHS'S SOCIAL MEDIA AND DJ DURING THE FAIR.
- YOUR LOGO ON ALL CHS'S 2023 ANNUAL HEALTH FAIR T-SHIRTS AND EVENT FLYERS.
- CHS COMPLIMENTARY HEALTH FAIR SET UP, INCLUDING A 6 FT TABLE, A TABLECLOTH, AND TWO CHAIRS.

COMMUNITY EXCLUSIVE SPONSOR \$5,000: HELP US PROVIDE FREE LUNCH TO THE WHOLE COMMUNITY! STAND OUT IN THE CROWD AND HIGHLIGHT YOUR BRAND OR MESSAGE IN THE CENTER OF THE HEALTH FAIR, WHERE YOU CAN INTERACT WITH EVERYONE! AS AN EXCLUSIVE SPONSOR, YOU WILL BE FEATURED IN THE CENTER OF THE HEALTH FAIR WITH ADDITIONAL ROOM TO INTERACT WITH THE COMMUNITY. CHOOSE FROM ONE EXCLUSIVE BRANDED OPPORTUNITY. FOR EXAMPLE, YOU WILL BE THE ONLY VENDOR ABLE TO HAND OUT ONE BRANDED MARKETING MATERIAL ITEM LIKE TOTE BAGS, BALLOONS, OR WATER BOTTLES. YOU WILL WORK CLOSELY WITH A CHS REPRESENTATIVE TO COORDINATE THIS SPONSORSHIP AND GET A PERSONAL VOLUNTEER TO ASSIST YOUR GROUP DURING THE FAIR.

- **CHOOSE FROM ONE EXCLUSIVE BRANDED OPPORTUNITY.**
- **BE FEATURED IN THE CENTER OF THE HEALTH FAIR WITH ADDITIONAL ROOM TO INTERACT WITH THE COMMUNITY.**
- **PERSONAL VOLUNTEER**
- YOUR LOGO ON CHS'S CONNECTED TV ADS THAT REACH HARTFORD COUNTY.
- SHOUT OUT ON CHS'S SOCIAL MEDIA AND DJ DURING THE FAIR.
- YOUR LOGO ON ALL CHS'S 2023 ANNUAL HEALTH FAIR T-SHIRTS AND EVENT FLYERS.
- YOUR GIFT COMES WITH A CHS COMPLIMENTARY HEALTH FAIR SET UP, INCLUDING A 6 FT TABLE WITH TABLECLOTH, TWO CHAIRS, AND A POP-UP TENT TO STAY IN THE SHADE AND DOUBLE THE SPACE!

CHS 2023 Participant & Sponsorship Application

Due to an overwhelming interest every year, CHS will now accept applications for the annual health fair. CHS appreciates your interest in becoming a sponsor for Community Health Service's 2023 Annual Health Fair during National Health Center Week. This year's theme is The Roadmap to a Healthier Community. We are trying to raise \$20,000. The health fair is on August 10, 2023, from 11:00 am to 3:00 pm at CHS on 500 Albany Avenue, Hartford, CT. Like always, CHS will provide free community lunch, music, raffles, giveaways, and health-related resources, including blood pressure screenings, HIV Testing, and more!

Please fill out the form below and e-mail it back to outreach@chshartford.org.

I am a Non-Profit I am a Business Sponsor

Name of Organization:

Contact Name:

Contact Title:

Contact E-mail:

Contact Cell Phone:

Level of Sponsorship: (see packet)

Non-Profit Health Fair Table, \$25

For-Profit Health Fair Table, \$550

Youth Backpack Giveaway Sponsor, \$1000

Community Lunch Exclusive Sponsor, \$5,000 and what is your one exclusive item_____.

How will you interact with the community?

Thank you to our 2022
Participants and
Sponsors



Anthem  

Vanderburgh
HOUSE

 UnitedHealthcare®

MCKESSON

 **aetna**®







GRIFFIN
ELECTRICAL CONTRACTORS INC.