

## CORPORATE SPONSORSHIP

### BENEFITS PROGRAM

We are excited to share the following Health Outreach Partners (HOP) corporate sponsorship benefits with your company.

HOP believes everybody has intrinsic human value and deserves dignity and respect. HOP helps many forgotten and devalued groups, honoring and elevating these individuals by putting them front and center in our work. We also listen deeply to the people working with them on the front lines of healthcare, who are empowered and strengthened in this work through HOP. Helping marginalized, vulnerable, and underserved people to get access to healthcare transforms their lives and makes our society more equitable. These are core values that launched HOP over 45 years ago, and remain core values driving our work everyday.

The changes we want to see in society require partnerships with many kinds of organizations, including companies like yours. By sponsoring HOP's work, your company shows its commitment to these same values, you help people gain access to the healthcare they need, and you help your company gain recognition for this work in the greater community. HOP offers many ways for your company to connect with your audience, our network, and the greater health safety-net community. We hope you will become a HOP sponsor today!

### BOARD OF DIRECTORS

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Health Outreach Partners - Ex Officio



Marketing and Engagement team member connecting with patients in waiting rooms at Mountain Park Health Center, AZ.

## CORPORATE SPONSORSHIP BENEFITS PROGRAM

### HOP "HEALTHCARE FOR ALL" SPONSOR \$100,000 (LIMIT ONE SPONSOR)

- ✦ One-on-one quarterly consultations with HOP's executive director.
- ✦ Plus all the benefits of every level shown below for one whole year.

### HEALTH TRANSFORMATION SPONSOR \$25,000 (LIMIT TWO SPONSORS)

- ✦ Special acknowledgment on the home page of HOP website.
- ✦ Recognition on major of HOP communications for one year.
- ✦ Plus all the benefits of every level shown below for one whole year.

### RIDES TO WELLNESS SPONSOR \$15,000 (LIMIT TWO SPONSORS)

- ✦ Two-part project funded by the Health and Human Services Department (HHS) and Federal Department of Transportation (DOT).
- ✦ Offers a high, national profile and attention.
- ✦ Sponsors receive acknowledgment for supporting web access and conference workshops through your logo on the workshop handouts and through verbal acknowledgement at the event.

### EQUITABLE COMMUNITIES SPONSORS \$10,000

- ✦ HOP's client resources are housed in the client portal section of HOP's website.
- ✦ Sponsor the client portal itself *or* individual resources (such as toolkits, reference manual chapters, etc.)
- ✦ Corporate logo will appear on the client portal main page.
- ✦ Reach targeted clients.
- ✦ HOP gives access only to community-based organizations (primarily community health centers and safety-net providers).

### HEALTHY RETURN ON INVESTMENT SPONSORS \$7,500

- ✦ Four ROI calculators are housed in the client portal section of HOP's website.
- ✦ Each calculator is an opportunity for co-branding.
- ✦ The first calculator is co-branded with California Primary Care Association (CPCA).
- ✦ Sponsors of the other three calculators receive a branding opportunity that includes your logo on the calculator, a link from the calculator page to your website, and a report of data we compile from calculator usage over a set time period.

### STRENGTHENING THE SAFETY NET SPONSORS \$5,000

- ✦ HOP's website is designed to create ready access to numerous HOP resources and materials.
- ✦ Visitors access a wide array of issue briefs, reports, case studies, etc.
- ✦ Corporate sponsors receive logo on HOP's website with a one- or two-sentence statement about their work, services, and products.
- ✦ HOP will also provide sponsor with opportunity to connect their work with a more mission-driven project or issue that we will explore and define together.

### HEALTH EQUITY SPONSORS \$2,500

- ✦ HOP conducts about 4 to 6 webinars per year.
- ✦ Each webinar reaches 60 to 100 attendees representing 25 to 35 health-serving organizations.
- ✦ Webinars are archived and individuals can access them at any time.
- ✦ Corporate sponsors will be acknowledged verbally at the beginning of the event and on the webinar presentation.

### HEALTH WORKFORCE SPONSORS \$1,000

- ✦ Sponsorship recognition in two of the four quarterly issues of Outreach Connection (HOP's e-newsletter with resources for direct service staff) distributed to our list of 1,500 community health workers, outreach workers, health coordinators, etc.

For more information about these sponsorship opportunities, or to discuss a customized opportunity, please contact Christina Mestas at 510.268.0091 or [christina@outreach-partners.org](mailto:christina@outreach-partners.org).