



Invest in a
HEALTHIER
COMMUNITY
2025 Sponsorship Opportunities





Our Mission

The Reason We're Passionate About Our Work.

To provide patient-centered healthcare that is accessible and affordable for all.

Our Vision

What We're Working Toward.

To be the best place to receive and deliver quality healthcare that advances the well-being of our diverse community.



Valued Community Partner,

At HCHC, we witness every day how compassionate, quality healthcare can transform lives. One of our patients, who was struggling with high blood sugar, joined our Diabetes Titration program, and with the help of our dedicated team, she regained her health and energy. This is just one of many stories that demonstrate HCHC's commitment to providing whole-person care to everyone in our community, regardless of insurance status or income level.

In 2025, we have big plans to continue expanding our reach and impact—and we're inviting you to partner with us in making that possible.

From connecting families with critical health resources to raising essential funds for our wide range of services, the events planned for 2025 will play a vital role in advancing our mission to care for our community's most vulnerable members. Your support—whether through financial sponsorship or in-kind donations—will help ensure these efforts continue to grow, meeting the increasing needs of those we serve.

We've enclosed a packet that outlines the many ways you can make a difference, including detailed sponsorship opportunities for both of our major events in 2025. Your contribution will directly support the essential healthcare services we provide, and in return, your business will be highlighted in event materials, online promotions, and at the events themselves.

If you have any questions or would like to discuss partnership options, I'd be happy to connect with you further. You can reach me at Cara.Valentine@hburgchc.org or (540) 437-3972. We deeply appreciate your consideration and hope to partner with you in 2025 to continue making a lasting impact in our community.

With gratitude,

Cara Valentine

Cara Valentine
Director of Marketing

YOUR SUPPORT IN ACTION

2023 Impact Report



AFFORDABLE HEALTHCARE FOR ALL

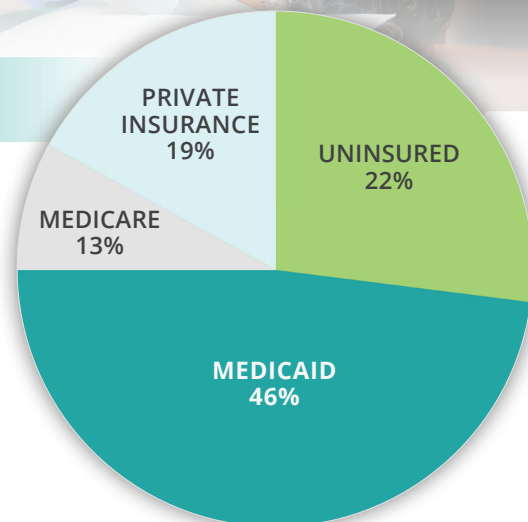
HCHC is committed to making healthcare affordable for everyone, regardless of their financial situation or insurance status.



\$2.5 million
in uncompensated
sliding fee discounts
provided to patients



\$367 savings
in accrued cost per
HCHC patient vs. the
national CHC average

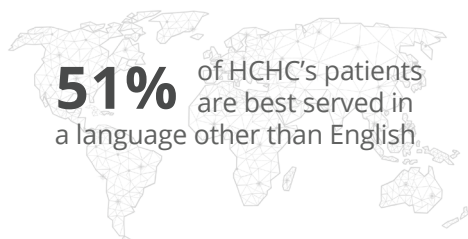


HCHC Patients by
Insurance Status

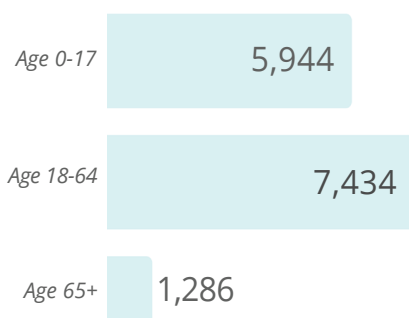
SUPPORT FOR THE WHOLE PERSON



14,664
patients seen at
HCHC locations



CARE FOR ALL LIFE STAGES HCHC PATIENTS BY AGE



A COMPLETE MEDICAL HOME INTEGRATED CARE

Unified services for more complete
healthcare that addresses the
unique needs of each patient.

- Family Medicine
- Dental Care
- Behavioral Health
- Prenatal Care
- HIV/AIDS Support
- Pharmacy Services



HCHC'S FOOD PHARMACY ADDRESSING FOOD INSECURITY

Through a partnership with the Blue Ridge Area Food Bank, our
in-clinic pantry offers patients low-barrier access to healthy food.

1,847 bags/boxes of
food distributed* **473** households
provided with food*

*July - Dec. 2023



RAISE the STAKES

Casino Night Fundraiser & Silent Auction



DATE:

Saturday, March 22, 2025 | 5:30-11 p.m.

LOCATION:

Hotel Madison, 710 S. Main St, Hburg

AUDIENCE:

150 In-Person Tickets
+ *Online Auction Registrants*

EVENT DETAILS:

Our third annual casino night fundraiser will feature a Western theme, complete with casino games, dinner, music, and a silent auction. Funds raised from this event will support all of HCHC's vital services—from primary care and behavioral health to our pharmacy and community programs. Your sponsorship or donation will help us continue our work of providing care to uninsured, underinsured, and vulnerable members of the community.

SPONSORSHIP LEVELS + BENEFITS

HIGH ROLLER

\$5,000

- 8 Event Tickets
- Top tier logo placement on event web page linked to business page
- Prominent logo placement on event marketing materials
- Full page ad in the event program
- Includes top sponsor in radio PSA and press release
- Social media and E-newsletter recognition with logo

SOLD OUT

ROYAL FLUSH

\$3,000

- 6 Event Tickets
- Second tier logo placement on event web page linked to business page
- Logo on event marketing materials
- 1/2 page ad in the event program
- Sponsor listing in press release
- Social media and E-newsletter recognition with logo

FULL HOUSE

\$1,500

- 4 Event Tickets
- Logo on event web page
- Logo on event marketing materials
- 1/4 page ad in the event program
- Sponsor listing in press release
- Social media and E-newsletter recognition

STRAIGHT

\$500

- 2 Event Tickets
- Name on event web page
- Name on event marketing materials
- 1/8 page ad in the event program
- Social media and E-newsletter recognition

A LA CARTE

\$1,000 ea.

Photo Booth Sponsor *(1 available)*

- 2 Event Tickets
- Logo on the take home photo strips
- Logo on event marketing materials
- Sponsor designation at photo booth table
- Logo in the event program

Entertainment Sponsor *(1 available)*

- 2 Event Tickets
- Logo on event marketing materials
- Logo in the event program
- Sponsor designation at DJ Booth
- Emcee recognition during the event

If you have questions or would like to support HCHC in a way not listed here, contact Cara Valentine, Director of Marketing, at Cara.Valentine@hburgchc.org.

SILENT AUCTION

Do you have a product, service, or destination experience that would attract event goers and inspire big giving? We are looking to procure quality and unique items for the silent auction and casino grand prizes. Below are some ideas to get you started and help us bring in auction items to inspire generous bidding. This list isn't all-inclusive, so be creative!

Auction Item Wish List

Experiences

- Beer/Wine Tour
- Golf Package/Lesson
- Tickets, tickets, tickets!
 - + Sports
 - + Concerts
 - + Theme Parks
 - + Zoo or Museum
 - + Drama or Comedy Shows
 - + Special Events
- Guided Outdoor Adventure
 - + Rafting or Kayaking
 - + Fly Fishing
 - + Hiking/Camping
- Cooking Lesson
- Dance Lessons
- Hot Air Balloon Ride

Travel

- Vacation Homes
- Destination Resorts
- Cruises
- Airline tickets/miles
- Hotel Stays/points
- Vacation Packages

Other

- Gift Certificates
 - + Restaurants
 - + Coffee Shop
 - + Car Wash
 - + Stores & Boutiques
 - + Activities (ie. bowling)
- Gym Membership
- Handmade Items
- Beer/Wine Club

Merchandise

- Electronics
- Luxury Items
- Salon/Spa Products
- Gourmet foods

Services

- Photo Session
- Personal Training
- Interior Design
- Car Detailing
- Lawn Care
- Spa Treatments
- Salon/Barber
- Home Improvement
- Florist
- Catering

YES! I Want to Support Affordable Healthcare for our Community

Thank you for partnering with us! To confirm your sponsorship or auction donation, complete the commitment form online or contact Cara Valentine at Cara.Valentine@hburgchc.org.

SPONSOR DEADLINES:

- Commit By: January 6, 2025
- Payment Due: February 3, 2025
- Program Ads: February 24, 2025

DONATION DEADLINES:

- Commit By: March 5, 2025
- All auction donations should be received by March 12, 2025

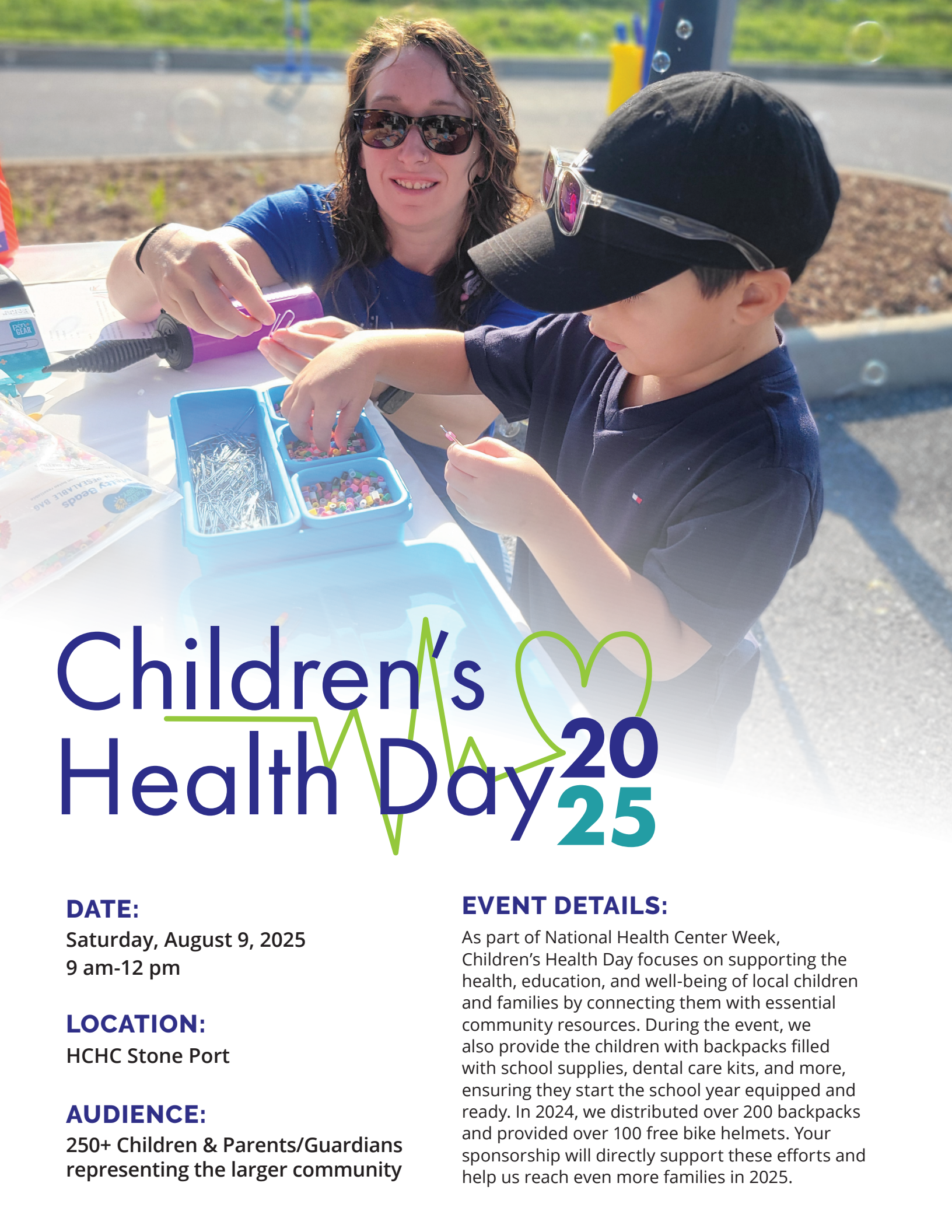
Learn more about HCHC at www.hburgchc.org.

HCHC is a 501(c)(3) non-profit organization making quality, patient-centered healthcare accessible and affordable for all. All items donated in-kind for the silent auction are tax deductible. Donors will receive an acknowledgement letter with tax receipt for their records.

Scan for the Online Form



tinyurl.com/RTS2025Form



Children's Health Day 2025

DATE:

Saturday, August 9, 2025
9 am-12 pm

LOCATION:

HCHC Stone Port

AUDIENCE:

250+ Children & Parents/Guardians
representing the larger community

EVENT DETAILS:

As part of National Health Center Week, Children's Health Day focuses on supporting the health, education, and well-being of local children and families by connecting them with essential community resources. During the event, we also provide the children with backpacks filled with school supplies, dental care kits, and more, ensuring they start the school year equipped and ready. In 2024, we distributed over 200 backpacks and provided over 100 free bike helmets. Your sponsorship will directly support these efforts and help us reach even more families in 2025.

Sponsorship Levels + Benefits

HERO

One \$3,000 Sponsor

- Prominent logo placement as featured sponsor on event web page
- Prominent logo on event banner and flyers
- Prominent logo on event t-shirt
- Table at the event
- Promotional item in the children's backpacks
- Named as featured sponsor in press release
- Social media recognition
- E-mail newsletter mention with logo recognizing sponsorship

CHAMPION

\$2,000

- Second tier logo placement on event web page
- Logo on event banner and flyers
- Second tier logo on event t-shirt
- Table at the event
- Promotional item in the children's backpacks
- Social media recognition
- E-mail newsletter mention with logo recognizing sponsorship

ADVOCATE

\$1,500

- Promotional item in the children's backpacks
- Logo on event t-shirt
- Logo on event banner
- Social media recognition
- Logo on event web page
- E-mail newsletter business name mention recognizing sponsorship

AMBASSADOR

\$1,000

- Logo on event t-shirt
- Logo on event banner
- Social media recognition
- Logo on event web page

PARTNER

\$500

- Logo on event banner
- Social media recognition
- Logo on event web page

FRIEND

\$250

- Social media recognition
- Logo on event web page

Commitment Form

Please complete this form and email it to Cara.Valentine@hburgchc.org or mail it to HCHC, PO Box 308, Harrisonburg VA 22801. You can also secure a sponsorship online at tinyurl.com/HCHCHealthDay25.

Yes, I would like to sponsor HCHC's Children's Health Day!

- | | |
|---|---|
| <input type="checkbox"/> Hero Sponsor (\$3,000) | <input type="checkbox"/> Ambassador Sponsor (\$1,000) |
| <input type="checkbox"/> Champion Sponsor (\$2,000) | <input type="checkbox"/> Partner Sponsor (\$500) |
| <input type="checkbox"/> Advocate Sponsor (\$1,500) | <input type="checkbox"/> Friend Sponsor (\$250) |

Contact Information

Sponsor/Company Name: _____

Contact Name: _____ Phone Number: _____

Address: _____

Email: _____ Website: _____

How would you like to be listed in event materials? _____
(if different from Company Name)

Thank you for supporting the health and well-being of local children!

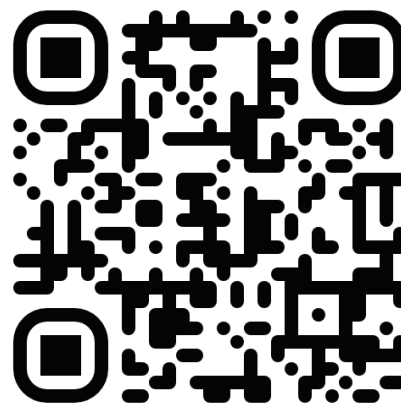
Notify us of your sponsorship commitment by **June 6, 2025**.
Payment should be received by **June 30, 2025**.

Please send your logo to Cara Valentine,
Cara.Valentine@hburgchc.org.

Hero and Champion Sponsors will be contacted prior to the event for more information and to determine facility needs. Please contact Cara Valentine if you have additional questions.

Payment Information

- ☐ Check enclosed
(please make checks payable to HCHC)
- ☐ Pay Online (tinyurl.com/HCHCHealthDay25)
or scan the QR code below





CUSTOMIZE YOUR SUPPORT

Every business has its own unique mission and values, and we want to collaborate with you in a way that **aligns with what matters most to *your* team.**



General or
Project Funding



In-Kind
Donations



Share Your
Ideas

Together, we can create a partnership that reflects your goals while advancing our mission of providing accessible and affordable care for all.

Interested in a Sponsorship or Other Partner Opportunity?

Contact Michelle or Cara to discuss details.

MICHELLE HOWARD

Michelle.Howard@hburgchc.org

(540) 437-5053

CARA VALENTINE

Cara.Valentine@hburgchc.org

(540) 437-3972