



# **SUPER HEALTHCARE HEROES VIRTUAL 5K**

## **SPONSORSHIP PARTNER OPPORTUNITIES**





## CHCP Overview - 40 Years of Service

Community Health Centers of Pinellas, Inc. (CHCP), is a not-for-profit organization that has been providing affordable, comprehensive healthcare services to low-income, uninsured, and underserved communities for 40 years. CHCP operates a network of thirteen health centers throughout Pinellas County and is a certified Patient-Centered Medical and Dental Home that adheres to the standards of, and is dually accredited, by the Accreditation Association for Ambulatory Health Care (AAAHC) and the National Committee for Quality Assurance (NCQA). CHCP services include family and pediatric medicine, obstetrics/ gynecology, dental, chiropractic, mental and behavioral health, pharmacy, nutrition, podiatry, substance abuse prevention, case management, and other services. CHCP received the 2020 Quality Improvement Awards from the Health Resources and Services Administration (HRSA), including recognition for: Health Center Quality Leader, Access Enhancer, Health Disparities Reducer, and Advancing HIT for Quality. CHCP also received the 2020 One Tampa Bay Non-Profit of the Year Award by Tampa Bay Business Journal.





## An Enduring Legacy

While Community Health Centers of Pinellas celebrates its 40th year of serving the most underserved communities, the organization was born out of the War on Poverty and the need to fight a lack of access to quality healthcare in the African American community. A group of civil rights activists, led by Dr. Johnnie Ruth Clarke, seized the opportunity to transform dismal and absent health care in the African American community into the vibrant, thriving enterprise known to you today as Community Health Centers of Pinellas. Now, decades later, our country is still fighting the same war. Then, like now, CHCP continues to support the communities we serve by creating innovative healthcare initiatives that address racial and ethnic inequities. In addition, CHCP stands firm against racial injustice, social inequity, and racial discrimination at every level of society and within every and any institution.

## New Time in History

Now, as then, CHCP has asserted itself a leader in serving the community by voluntarily providing 95 percent of all COVID-19 testing in Pinellas County in the early months of the pandemic. Throughout the COVID-19 pandemic, CHCP has tested over 30,000 residents, averaging 2000 tests per week during the early months. The CHCP team mobilized all of its staff and financial resources to support this effort, with minimal financial assistance from outside sources.





## Same Commitment

Now, as then, CHCP stands by its values that health care is a right of every resident.

Today, CHCP's mission has expanded to serve all people in the underserved communities in Pinellas County, encompassing 13 beautiful, full-service, comprehensive medical centers, a mobile health clinic, and 2 pandemic response mobile vans. Yet, CHCP recognizes the need to maintain and acknowledge our roots that go deep into the underserved communities. Now, as then, CHCP will continue to stand with those neglected and forgotten by our American intuitions.

Truly, healthcare heroes work at Community Health Centers of Pinellas!

## New CHCP Foundation

The CHCP Foundation is a not-for-profit charitable organization that cultivates philanthropic support to help Community Health Centers of Pinellas provide patients with comprehensive healthcare services. The mission of the foundation is to raise awareness and funds that expand the brand, services, and community programs of Community Health Centers of Pinellas. The funds raised will help CHCP to continue to grow in the areas of community outreach, technology, workforce development, and social equity.



# SUPER HEALTHCARE HEROES

## VIRTUAL WALK/RUN

The Community Health Centers of Pinellas Foundation Super Healthcare Heroes Virtual 5K Walk/Run is an exciting virtual event for the community to come together and support our brave and steadfast healthcare workers, who continue to work tirelessly to save lives and care for patients who are not only battling COVID-19 during this world pandemic, but also those who face challenging health issues each day. The Super Healthcare Heroes Virtual 5K Walk/Run will be a celebration health and hope!

**What is a Virtual Walk:** A virtual walk is a real walk, but on your terms. You choose your own course, what time you start, and who walks next to you! The walking is real—it's the community that's virtual.

- **Date: February – March 2021** - Since the event is virtual, participants will have over 40 days in honor CHCP's 40<sup>th</sup> Anniversary to complete their 5K their own time. The official event kick-off will occur in the first week in February during the 2021 Super Bowl festivities in Tampa Bay.
- **Teams:** Participants will be invited to join one of the teams led by a **Celebrity Team Captain**.
- **Purpose:** The virtual event will not only serve as a way to support our healthcare heroes, but it will also help raise money for the CHCP Foundation to provide programs that are essential in underserved communities. In addition, this fun virtual event will promote wellness during this unprecedented time when people need to take better care of their health.



# CONNECTING YOUR BRAND

## Upcoming Special Event – *Super Healthcare Heroes Virtual 5K*

The Super Healthcare Heroes Virtual 5K will generate an enormous amount of impressions on traditional media outlets and social media platforms in association with some high-profile celebrity team captains. Connect your brand with some of the leading sports and entertainment celebrities in the industry by becoming a sponsorship partner with the CHCP Foundation.

### BENEFITS TO SPONSORSHIP:

An integrated marketing and promotional strategy will be used to promote Super Healthcare Heroes Virtual 5K event that kicks off during the 2021 Super Bowl festivities. This virtual event will generate an enormous amount of impressions in the local and national media, have your brand associated with some high-profile celebrities in professional sports and entertainment, and attract thousands of people from not only the Tampa Bay area, but also throughout the country. Therefore, your company and brand will receive a high volume of positive PR, along with the opportunity to showcase your support of our healthcare heroes during this world pandemic.





### **MORE BENEFITS TO SPONSORSHIP:**

By being a sponsorship partner with the CHCP Foundation, you will receive an enormous amount of sponsorship value for your brand and product. Below are some of the multi-media and promotional elements that will be implemented to promote the Super Healthcare Heroes Virtual 5K Walk & Run event locally throughout the Tampa Bay market and nationally:

- **National & Local Radio Campaign** - Partnerships with local and national radio stations, radio shows and radio personalities.
- **Television Campaign** - Partnerships with local and national television stations and television personalities.
- **Social Media Marketing** - Extensive social media campaign in partnership with our Celebrity Team Captains and their millions of followers.
- **Online Marketing** - Extensive online marketing and promotion will be provided for this event, ultimately reaching a wide variety of people. Our event will be promoted by a variety of websites, including the official event website and co-marketing with other athletes and celebrities' websites, along with various race related websites.



# GOLD LEVEL SPONSOR

**\$10,000**

**The CHCP Foundation appreciates your support, and our team will work diligently to make sure your brand is prominently promoted on our website, social media, events, and promotions. The Gold Sponsorship Partner deliverables include:**



- Corporate Branding as a Gold Sponsor of the Super Healthcare Heroes Virtual 5K Walk/Run.
- Corporate Recognition in all media advertising, press releases, social media marketing and promotional materials for the Super Healthcare Heroes Virtual 5K Walk/Run.
- Corporate Logo prominently displayed on the Super Healthcare Heroes Virtual 5K event website and the CHCP website.
- Twenty-five (25) registration passes for staff or customers to participate in the Super Healthcare Heroes Virtual 5K Walk & Run.
- Corporate Banner Ad displayed on the CHCP Foundation website.
- Partnership Video Opportunity – Corporate representative will be given the opportunity to create a promotional video that highlights its partnership with Community Health Centers of Pinellas and the community. Video will be shown on CHCP YouTube Channel and social media platforms.
- Opportunity to sponsor various internal promotions and activities with CHCP staff.



# SILVER LEVEL SPONSOR

**\$5,000**

**The CHCP Foundation appreciates your support, and our team will work diligently to make sure your brand is prominently promoted on our website, social media, events, and promotions. The Silver Sponsorship Partner deliverables include:**



- Corporate Branding as a Silver Sponsor of the Super Healthcare Heroes Virtual 5K Walk/Run.
- Corporate Recognition in all media advertising, press releases, social media marketing and promotional materials for the Super Healthcare Heroes Virtual 5K Walk/Run.
- Corporate Logo prominently displayed on the Super Healthcare Heroes Virtual 5K event website and the CHCP website.
- Fifteen (15) registration passes for staff or customers to participate in the Super Healthcare Heroes Virtual 5K Walk & Run.
- Corporate Banner Ad displayed on the CHCP Foundation website.
- Opportunity to sponsor various internal promotions and activities with CHCP staff.

# BRONZE LEVEL SPONSOR

**\$1,500**

**The CHCP Foundation appreciates your support, and our team will work diligently to make sure your brand is prominently promoted on our website, social media, events, and promotions. The Bronze Sponsorship Partner deliverables include:**



- Corporate Branding as a Bronze Sponsor of the Super Healthcare Heroes Virtual 5K Walk/Run.
- Corporate Recognition in all media advertising, press releases, social media marketing and promotional materials for the Super Healthcare Heroes Virtual 5K Walk/Run.
- Corporate Logo prominently displayed on the Super Healthcare Heroes Virtual 5K event website and the CHCP website.
- Fifteen (15) registration passes for staff or customers to participate in the Super Healthcare Heroes Virtual 5K Walk & Run.
- Opportunity to sponsor various internal promotions and activities with CHCP staff.



# Sponsorship Partner Commitment Form for the CHCP Foundation Super Healthcare Heroes Virtual 5K Event

**YES! Please forward me additional information because I would like to become a Sponsorship Partner with the Community Health Centers of Pinellas Foundation.**

- Sponsorship Commitment: ☐ Gold ☐ Silver ☐ Bronze ☐ Other \$\_\_\_\_\_
- Company: \_\_\_\_\_
- Contact: \_\_\_\_\_
- Email: \_\_\_\_\_
- Phone: \_\_\_\_\_

**Please email this completed form to:**  
**Tammy Atmore, Executive Director of CHCP Foundation**  
**Email: [tatmore@hcnetwork.org](mailto:tatmore@hcnetwork.org)**

For more information and to  
confirm your partnership,  
please contact:

**Tammy Atmore**

*Executive Director of CHCP Foundation*

**Community Health Centers of Pinellas**

**Phone: 727.692.3004**

**Email: [tatmore@hcnetwork.org](mailto:tatmore@hcnetwork.org)**

**[www.chcpinellas.org](http://www.chcpinellas.org)**

