SPONSORSHIP *proposal*

Healthy Start, Inc.
400 N. Lexington Ave.
Pittsburgh, PA15208
Phone: (412) 247-4009
www.healthystartpittsburgh.org





Dear Community Partner,

For 35 years, Healthy Start has stood alongside families, listened to communities, and worked to create healthier beginnings for mothers, babies, and families across our region.

As we mark this milestone, we are not simply looking back. We are looking forward.

35 Years Forward: Then. Now. Next. honors the people and partnerships that built Healthy Start, recognizes the work happening in our communities today, and challenges us to imagine what is possible in the years ahead.

Throughout 2027, this theme will connect our events, campaigns, and community engagement as we celebrate our history while continuing to address the challenges families face today. Our work remains grounded in improving maternal and child health, reducing infant mortality, strengthening families, and ensuring communities have access to the support and resources they need to thrive.

None of this work happens alone. For 35 years, partners have helped Healthy Start turn commitment into action, and we invite you to be part of what comes next. The sponsorship opportunities that follow offer several ways to partner with us throughout this milestone year, from year-round sponsorship to individual events and customized partnerships built around your organization's goals. Thank you for helping us honor where we have been, strengthen where we are, and move 35 Years Forward together.



Jada Shirriel

Jada Shirriel, MS
Chief Executive Officer
Healthy Start, Inc.



Sponsorship Impact & Benefits



Healthy Start sponsors make a measurable difference in improving health outcomes for families across our region. All Healthy Start sponsors also receive the following benefits:

- Powerful brand alignment with values such as racial equity, birth justice, & community health.
- Opportunities to engage your team, clientele, and partners at our community events your organization proudly stands behind.
- Recognition as a Healthy Start sponsor across social media, event webpages, and select communications.

Legacy Sponsor

$30,000

- Premier recognition across all major annual events.
- Speaking opportunity at one event of choice.
- Press release acknowledgement as Legacy Sponsor.
- Feature story in the Healthy Start newsletter and social media spotlight.
- Full-page ad in the Symposium program.
- Includes 15 complimentary tickets to attend any combination of Healthy Start events throughout the year.
- Logo placement on website, signage, and print materials.
- Invitation to host a corporate engagement activity (Lunch & Learn, volunteer experience day, or donation drive).

Champion Sponsor

$20,000

- Recognition across all major annual events.
- Press release acknowledgement.
- Full-page ad in the Symposium program.
- Includes 12 complimentary tickets to attend any combination of Healthy Start events throughout the year.
- Logo and tag on social media feature post.
- Option to provide branded materials or giveaways at one event.

Impact Sponsor

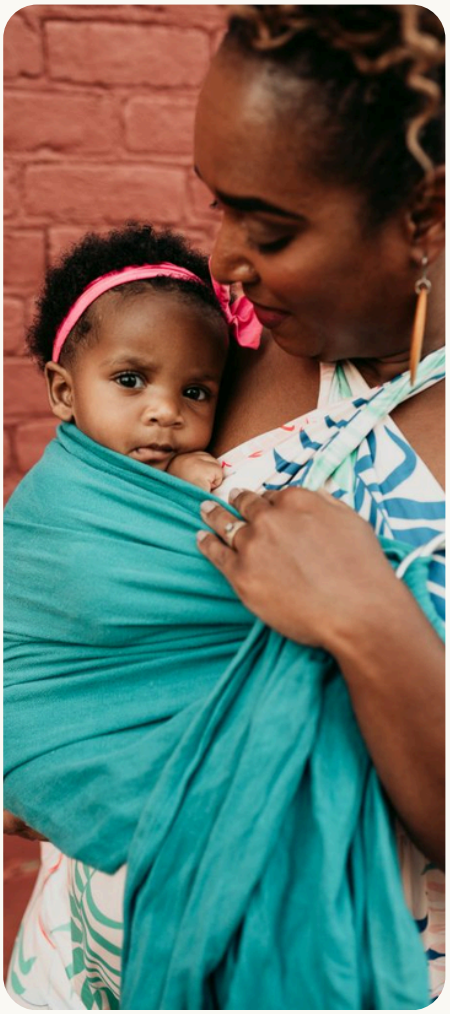
$10,000

- Recognition at two annual events.
- Half-page ad in the Symposium program.
- Includes 8 complimentary tickets to attend any combination of Healthy Start events throughout the year.
- Logo placement on website and signage.
- Social media highlight.

Empower Sponsor

$5,000

- Recognition at one major annual event.
- Quarter-page ad in Symposium program.
- Includes 4 complimentary tickets to attend any combination of Healthy Start events throughout the year.
- Logo placement on signage and website.
- Social media thank-you post.



Community Sponsor

$1,000

- Logo placement on event signage and website.
- Social media thank-you post.
- Includes 2 complimentary tickets to attend any combination of Healthy Start events throughout the year.

Reserved for mission-aligned organizations and community partners who share our commitment to maternal and child health. This level recognizes nonprofits, faith communities, and grassroots groups working alongside Healthy Start to uplift families and advance equity.

Partnership, Your Way

Looking to support a specific event or create something more customized?

We welcome flexible partnership opportunities that align with your organization's goals, interests, and desired level of engagement. Whether you'd like to sponsor a particular event, support a campaign or program, engage your employees, contribute in-kind support, or explore a custom idea, we'll work with you to build a partnership that makes sense for both your organization and Healthy Start.

Let's create something meaningful together.

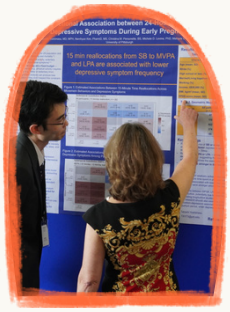
2027 Annual Events



Healthy Start Annual Legislative Breakfast — MARCH 2027

Our 8th Annual Legislative Breakfast, hosted by our Infant Health Equity (IHE) Coalition, features a timely keynote address, stories from Healthy Start participants, and panels of lawmakers, policy professionals, community members, and healthcare providers. Together, we explore the state of maternal and child health and the policies that shape it.

Perfect for organizations seeking nonpartisan opportunities to engage around maternal and child health policy.



Healthy Start Annual Education Symposium — MAY 2027

Healthy Start's Education Symposium, in partnership with EMBRACE, brings together healthcare and public health professionals, social workers, mental health practitioners, community members, and other stakeholders to explore maternal and child health practices and the root causes of issues like infant mortality, chronic disease, and social determinants of health. Through learning, dialogue, and collaboration, we drive systems change and inspire new approaches to community care. CEUs available.

Perfect for organizations looking to connect with professionals and support learning, collaboration, and systems change.



Healthy Start Annual Cookout — JULY 2027

Our annual cookout brings together Healthy Start participants, families, and community partners for a day of food, games, and connection. With activities for kids, local resources, and plenty of fun, this free community event is a joyful way to celebrate families and the community we serve.

Perfect for organizations looking to connect directly with families and support a joyful community-centered event.



Black Breastfeeding Week featuring the Healthy Start Breast Friend Brunch — AUGUST 2027

Hosted by Healthy Start's Center for Urban Breastfeeding, this annual celebration uplifts Black mothers and birth workers through lactation support, education, connection, and joy. The Brunch offers space to share stories, play games, and honor motherhood with Black mamas and birth workers over good food and great company.

Perfect for organizations committed to supporting Black mothers, birth workers, and breastfeeding families.



2027 Gala — SEPTEMBER 2027

In celebration of 35 years of service, partnership, and community impact, Healthy Start will bring together supporters, partners, community leaders, and friends for a milestone evening honoring our past and looking toward what comes next. The 35th Anniversary Gala will celebrate the people and partnerships that have shaped Healthy Start while helping fuel the next chapter of our work with mothers, babies, and families.

A signature opportunity to celebrate our impact—and invest in what comes next.

Ready to Partner?

Complete our sponsorship form online by scanning the QR code or visiting:

bit.ly/27SPONSORFORM

PAYMENT

After submitting the sponsorship form, you will receive instructions for completing payment online through Healthy Start's secure donation page or by check.

Make checks payable to Healthy Start, Inc. and include "2027 Sponsorship" in the memo line. Mail to:

Healthy Start, Inc.
400 N. Lexington Ave.
Pittsburgh, PA 15208

SPONSORSHIP MATERIALS & SUBMISSION GUIDELINES

To ensure full recognition and inclusion in event materials, sponsorship commitments and required assets should be received at least six weeks before the applicable event date.

Please submit the following materials as applicable:

- Company logo: Full-color, high-resolution PDF or JPG
- Full-Page Ad — Legacy/Champion: 4.25" W × 5.5"
- Half-Page Ad — Impact: 4.25" W × 2.75" H
- Quarter-Page Ad — Empower: 2" W × 2.75" H

Please submit all advertisements as print-ready, high-resolution PDF or JPG files.

