



SPONSORSHIP *proposal*

Dear Community Partner,

Every family deserves to thrive, and across our region, families are working every day to create healthy beginnings. Yet, persistent inequities in care and access remind us why this work, and our collective investment in it, remain so vital.

At Healthy Start, we work to amplify that strength and ensure every family's story includes access, dignity, and opportunity. Our programs intentionally center the voices and lived experiences of Black women, who continue to experience the highest maternal and infant health disparities in our community. Together with partners, families, and advocates, we build programs and partnerships that elevate community leadership, strengthen systems of care, and expand access to resources that improve maternal and child health, decrease infant mortality, and advance health equity.

We invite you to walk beside us in this work. The following sponsorship opportunities outline how your organization can make a year-round impact through partnership. Whether you contribute at a designated level or customize your engagement, your support helps families across Pittsburgh not only survive but truly thrive. Together, we can build a future where every mother, baby, and family is supported, seen, and celebrated, because when families thrive, communities flourish.

Jada Shirrel

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



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



Sponsorship Impact & Benefits



Healthy Start sponsors make a measurable difference in advancing equity and improving 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

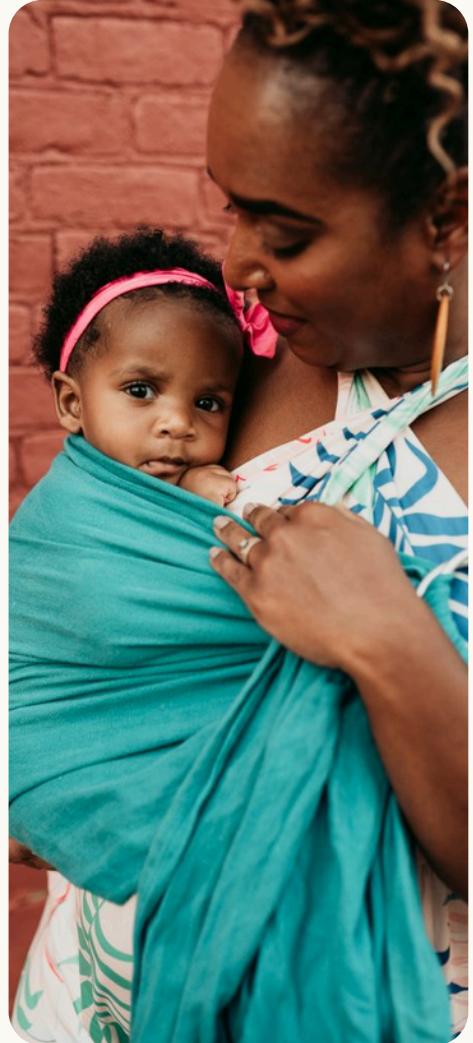
- Recognition at two annual events.
- Half-page ad in the Symposium program.
- Includes 8 complimentary tickets to attend any combination of Healthy Start events throughout the year.
- Logo placement on website and signage.
- Social media highlight.



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.



\$1,000

Community Sponsor

- 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.

Healthy Communities
Healthy Families
Healthy Babies
Healthy Start

2026 Annual Events



Healthy Start Annual Legislative Breakfast

MARCH 20, 2026

Our 6th Annual Legislative Breakfast, hosted by our community consortium, 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 learn how policy influences everyday life.



Healthy Start Annual Education Symposium

MAY 2026

Healthy Start's Education Symposium brings together healthcare and public health professionals, social workers, mental health practitioners, invested community members and other stakeholders to explore cutting-edge maternal and child health practices and address root causes of issues like infant mortality, chronic disease and how social determinants of health shape our outcomes. Through learning, dialogue, and collaboration, we drive systems change and inspire new approaches to community care. CEUs available.

Great for connecting with others in a safe, purposeful space to create collective impact.



Healthy Start Annual Cookout

JULY 2026

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.

Great for meeting families where they are, joyfully and together.



Black Breastfeeding Week featuring the Healthy Start Breast Friend Brunch

AUGUST 22, 2026

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

Great for supporting moms and ensuring every baby has a healthy start.



Healthy Start Summer Soirée

AUGUST 2026

A new addition to our annual calendar, the Summer Soirée is a free, feel-good friendraiser bringing together supporters, partners, and friends for an evening of connection and celebration. This casual gathering will spotlight Healthy Start's mission and impact while building new relationships to carry our work forward.

Perfect for celebrating our mission and the power of community connection.

Healthy Start Mission

Healthy Start's mission is to improve maternal and child health and to reduce poor birth outcomes and infant mortality.

Your sponsorship fuels our vision of Healthy Communities, Healthy Families, Healthy Babies, Healthy Start. Thank you for helping us carry that vision forward.

Our Partnership, Your Way

In partnership with our sponsors, Healthy Start cultivates community engagement that is holistic, heartfelt, and rooted in equity, from public health education to culturally relevant birthing services and joyful family celebrations. Annual sponsorship provides comprehensive support and visibility across the events below; however, we're always open to creating something unique together.

Sponsorship Response Form



Company/Donor Name (as it should appear in materials): _____

Contact Name and Pronouns: _____

Job Title: _____

Phone: _____

Email: _____

Mailing Address: _____

Signature and Date: _____

SPONSORSHIP LEVEL

- Legacy Sponsor – \$30,000
- Champion Sponsor – \$20,000
- Impact Sponsor – \$10,000
- Empower Sponsor – \$5,000
- Community Sponsor – \$1,000

PAYMENT

- Check (Payable to Healthy Start, Inc. and mailed to: 400 N. Lexington St., Pittsburgh, PA 15208)
- Credit Card (Contact jshirriel@hsipgh.org)

MATERIALS TO SUBMIT (FROM SPONSOR):

- Company logo (full-color, high-resolution PDF or JPG)
- Advertisement for programs (if applicable)
 - Full page: 4.25"W x 5.5"H (Legacy/Champion)
 - Half page: 4.25"W x 2.75"H (Impact)
 - Quarter page: 2"W x 2.75"H (Empower)

SPONSORSHIP BENEFITS TIMELINE

To ensure full recognition and inclusion in event materials, please submit sponsorship commitments and assets by the following dates:

1. Legislative Breakfast – Benefits Deadline: February 2
2. Education Symposium – Benefits Deadline: April 18
3. HSI Annual Cookout – Benefits Deadline: July 12
4. Breast Friend Brunch – Benefits Deadline: August 7
5. Summer Soiree – Benefits Deadline: August 7

PLEASE SUBMIT FORM & REQUESTED ITEMS TO:

Mariah Peoples, Community Engagement & Partnership Manager

Email: mpeoples@hsipgh.org | Phone: (412) 874-2988 | Address: 400 N. Lexington St., Pittsburgh, PA 15208

CONTACT

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

Email: jshirriel@hsipgh.org
Phone: 1-412-247-4009

Your sponsorship helps fuel our vision of Healthy Communities, Healthy Families, Healthy Babies, Healthy Start.



**Thank you!
for your
partnership
and support!**

