



**Healthy Start, Inc.
Pittsburgh/Allegheny County**

400 N. Lexington Ave.
Pittsburgh, PA 15208
Phone: (412) 247-4009
www.healthystartpittsburgh.org



Dear Community Partner,

Every family deserves to thrive, but here in the Pittsburgh region, many face challenges that begin at birth. Too often, families in our community—especially those most marginalized—encounter barriers to maternal and child health that lead to disparities in care, resources, and outcomes.

At Healthy Start, we provide community-based services that intentionally center the voices and lived experiences of Black women, who experience the highest maternal and infant health disparities in our community. From our prenatal and postpartum programming to our educational symposium and gala, our goal in everything we do is simple: to improve maternal and child health, decrease infant mortality and address health equity. To reach this important goal, we need your help.

We're excited about the opportunity to collaborate and would love to connect with you to explore how we can work together. Enclosed is our 2025 annual sponsorship package, which provides more information on how you can be part of this effort. This sponsorship package outlines a series of interconnected opportunities to invest in our work, fostering a year-long connection. Whether you choose to sponsor at one of our pre-set levels or tailor your investment, your support will have a lasting impact on families across Pittsburgh, Allegheny County, and Western Pennsylvania.

Together, we can build a future where every mother and child has the chance to thrive—because healthy families make healthy communities.

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



@HealthyStartPGH



@HealthyStart_PG H



www.healthystartpittsburgh.org

SPONSORSHIP PACKAGE 2025



Sponsorship **IMPACT**

All Healthy Start sponsors play a key role in:

- Raising awareness of maternal and child health and of local and national disparities experienced by Black babies and families.
- Investing in Black-led and Black-serving community-based organizations doing impactful system-change work.
- Inspiring collective advocacy to fuel much-needed policy change to create a more equitable society with better health outcomes.

Sponsorship **BENEFITS**

All Healthy Start sponsors receive the following:

- Powerful brand alignment with values such as racial equity, birth justice, and community health.
- Opportunity to invite your team, clientele, and network to attend community events your organization proudly stands behind.
- Recognition as a Healthy Start sponsor via social media and event web page(s).

★ Commitments received at least six (6) weeks before each event will receive an invitation to accompanying benefit(s).
2025 sponsor deadlines include: February 2, April 18, July 12, & August 7 (see response form for more information).

Presenting Sponsor

\$30,000

- Event invitation logo recognition and comprehensive co-branding for event(s)
- Speaking opportunity for organizational representative at event(s)
 - Press release acknowledgement
- Advertisement(s) in program booklet
- Verbal recognition during event(s)
- Welcome signage recognition (PowerPoint slide for virtual events, colored print for in-person events)
- Social media logo recognition post(s)
- Event webpage name recognition

*2 available

Platinum Sponsor

\$20,000

- Speaking opportunity for organizational representative at event(s)
 - Press release acknowledgement
- Advertisement(s) in program booklet
- Verbal recognition during event(s)
- Welcome signage recognition (PowerPoint slide for virtual events, colored print for in-person events)
- Social media logo recognition post(s)
- Event webpage name recognition

Gold Sponsor

\$10,000

- Advertisement(s) in program booklet
- Verbal recognition during event(s)
 - Welcome signage recognition (PowerPoint slide for virtual events, colored print for in-person events)
- Social media logo recognition post(s)
- Event webpage name recognition

Silver Sponsor

\$5,000

- Verbal recognition during event(s)
- Welcome signage recognition (PowerPoint slide for virtual events, colored print for in-person events)
- Social media logo recognition post(s)
- Event webpage name recognition

Bronze Sponsor

\$2,500

- Welcome signage recognition (PowerPoint slide for virtual events, colored print for in-person events)
- Social media logo recognition post(s)
- Event webpage name recognition

Community Sponsor

\$1,000

- Welcome signage recognition (PowerPoint slide for virtual events, colored print for in-person events)
- Social media logo recognition post(s)
- Event webpage name recognition

Community Sponsors are mission-aligned nonprofit organizations who partner with Healthy Start to uplift Black babies and families.

CONTACT

To learn more about becoming a Healthy Start sponsor, please reach out.

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

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

Want to support in another way? Let's talk!

SPONSORSHIP PACKAGE 2025



Healthy Start MISSION

Pittsburgh has been rated one of the best places to live in the U.S. But too often, Black families aren't included in that vitality. Where does it all begin? At birth.

Healthy Start supports healthier pregnancies, safer births, stronger families, and a more equitable healthcare system. We focus on addressing the disparities local Black mothers, babies, and families are facing, which results in better outcomes for all birthing people in OUR community.

Our mission is to improve maternal and child health and reduce poor birth outcomes and infant mortality in Allegheny County. Your sponsorship helps fuel our vision of Healthy Communities, Healthy Families, Healthy Babies, Healthy Start. Thank you!

Major EVENTS

In partnership with our sponsors, Healthy Start supports holistic community engagement, from community public health education to culturally relevant birthing services and everything in between. Annual sponsorship entails comprehensive support and benefits for all four events in the curated slate below; however, we'd love to talk to you if you have something specific in mind for 2025 support.

1 Legislative Breakfast PANEL Date: March 21 from 9-11am (virtual)

Our 5th annual Legislative Breakfast will feature a keynote address, testimonials from Healthy Start participants, a panel of lawmakers and policy professionals, and a panel of medical and healthcare providers. Together, we'll delve into the current state of maternal and child health and overlapping policy issues.

Great if you are seeking nonpartisan opportunities to learn about how policy impacts our daily life!

2 Education SYMPOSIUM Dates: May 28-30 (William Pitt Union)

Healthy Start hosts a symposium for healthcare workers and other public health professionals to explore current maternal and child health practices and address root causes of issues like infant mortality and chronic disease. We explore innovative strategies, hear from experts, and join forces to drive impactful systems change. CEUs available.

Great for collaborating within a safe and productive space to make a collective impact!

3 Breast Friend BRUNCH for Black Breastfeeding Week Dates: August 25-31 (in-person & virtual)

Healthy Start's Center for Urban Breastfeeding provides lactation support, education, and outreach to Black women in Allegheny County. In celebration of Black Breastfeeding Week, we host an annual Breast Friend Brunch focused on building connections, discussing motherhood, playing games, and enjoying delicious food with Black mamas and Black birth workers.

Great for supporting moms to ensure their babies have healthy feeding choices!

4 Maternal & Child Health GALA for Infant Mortality Awareness Month Date: September 18 (Omni William Penn Hotel)

Healthy Start's premier, bi-annual fundraising event is a night of community, compassion, and celebration, featuring a pre-dinner reception and auction, a seated dinner, and a feature presentation. Each September, we commemorate National Infant Mortality Awareness Month to highlight how can we work together to improve local birth outcomes and raise \$100,000 toward our community-based prenatal, birth, and postpartum programs.

Great way to learn about our local and national infant mortality crisis and get active in Healthy Start efforts!



SPONSORSHIP RESPONSE FORM 2025



Sponsor INFORMATION

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

Contact Name and Pronouns:

Job Title:

Phone:

Email:

Company/Donor Mailing Address:

Signature and Date:

SPONSORSHIP LEVEL:

- ☐ Presenting Sponsor - \$30,000
- ☐ Platinum Sponsor - \$20,000
- ☐ Gold Sponsor - \$10,000
- ☐ Silver Sponsor - \$5,000
- ☐ Bronze Sponsor - \$2,500
- ☐ Community Sponsor - \$1,000
- ☐ Reserved Gala Table for 8 Guests - \$1,000*

*Included in Presenting, Platinum, & Gold sponsor benefits.

TOTAL: \$ _____

PAYMENT:

- ☐ Check (Make payable to "Healthy Start, Inc." and mail to 400 North Lexington Street, Pittsburgh, PA 15208)
- ☐ Credit Card (Contact Jada Shirriel at jshirriel@hsipgh.org)

Sponsorship BENEFITS

Timeline of sponsor deadlines:

1. Legislative Breakfast PANEL
Benefits Deadline: February 2

2. Education SYMPOSIUM
Benefits Deadline: April 18

**3. Breast Friend BRUNCH
& Black Breastfeeding Week**
Benefits Deadline: July 12

**4. Maternal & Child Health GALA
& Infant Mortality Awareness**
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

Please provide the following items to receive sponsorship benefits:

ALL sponsor levels eligible

- ☐ **Company logo for welcome signage and social media**
Full color / high-resolution .pdf or .jpg
- ☐ **Two complimentary Education Symposium tickets**
Register 2 guests via Eventbrite using promo code TBA
- ☐ **Two complimentary Maternal & Child Health Gala tickets**
Register 2 guests via Eventbrite using promo code TBA

Presenting, Platinum, & Gold levels eligible

- ☐ **Advertisement(s) in program booklet**
Full color / 4.25" wide x 5.5" high / high resolution .pdf or .jpg
- ☐ **Company name for reserved gala table**
Register 8 guests via Eventbrite using promo code TBA

Presenting & Platinum levels eligible

- ☐ **Organizational contact for speaking at event(s)**
Name, pronouns, title, email, and phone number
- ☐ **Organizational contact for press release acknowledgement**
Name, pronouns, title, email, and phone number

Presenting level eligible

- ☐ **Company logo(s) for comprehensive event co-branding**
Full color / high-resolution .pdf or .jpg

CONTACT

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Your sponsorship helps fuel our vision of Healthy Communities, Healthy Families, Healthy Babies, Healthy Start. *Thank you!*