



## CENTERING AND CELEBRATING CULTURES IN HEALTH APRIL 3-9, 2023

### 2023 National Public Health Week Event Sponsorship

#### **About Us**

The Hawaii Public Health Association is a 77 year association of community members, public health professionals and organizations dedicated to improving public health. HPHA also serves as a voice for public health professionals and as a repository for information about public health in the Pacific. Our mission is to promote public health in Hawaii through leadership, collaboration, education and advocacy.

#### **About National Public Health Week**

Each year in April, public health is celebrated across the United States in a collaborative effort lead by the American Public Health Association. This year's National Public Health Week theme "**Centering & Celebrating Cultures in Health**" plans to engage communities and sectors in a conversation focusing on how our cultures have always shaped our health. We learn from the communities we are born in and build together. We look to community leaders as our health leaders. We will celebrate the unique and joyful ways different cultures focus on health and explore how we can learn from each other with humility and openness.

#### **Hawaii's Celebration**

In Hawaii, we will celebrate National Public Health Week on Thursday, April 6<sup>th</sup> with a unique and interactive virtual program focusing on "**Celebrating Cultures in Health**" featuring community speakers and engagement by event participants. We hope you will consider partnering and supporting our efforts with an NPHW Event Sponsorship.

HPHA's NPHW events draw over 150 attendees each year comprised of public health professionals, community health workers, Department of Health employees and students. HPHA has over 30 partners who share and forward communications to their listserv, and we estimate over 10,000 impressions of your logo with our event marketing.

**Presenting level sponsors have the opportunity to provide brief remarks at the event to promote their organization or initiatives.**

As an NPHW sponsor, your brand will be promoted and receive increased recognition in front of HPHA's thousands of public health professionals, community health workers and organizations.



### **Metrics and promotional engagement include:**

- HPHA has a large dedicated listserv of public health community members and is the only organization in Hawaii that reaches public health professionals weekly for the past nine years, with metrics that include:
- A Listserv with 1,400 total subscribers, of which half are HPHA members and half are non-member public health professionals, community health workers and related organizations
- Open rate on weekly eBlasts ranges from 41% to 46%
- Social assets: Facebook (664 followers) Instagram (1,057 followers) Twitter (545 followers)
- Typically 1,800 monthly website views from approximately 650 users

#### **Presenting Level Sponsorship - \$1,000**

Opportunity to provide brief remarks at event  
"Presented By" messaging in all event communications  
Logo on all event communications  
Large Logo on Zoom/program/flyer/eBlasts  
Large Logo on HPHA website  
Social media recognition (4 posts)  
Multiple announcements during event  
6 event tickets

#### **Kupuna Level Sponsorship - \$500**

Logo on all event communications  
Medium Logo on Zoom/program/flyer/eBlasts  
Medium Logo on HPHA website  
Social media recognition (2 posts)  
Announcement during event  
4 event tickets

#### **Keiki Level Sponsorship - \$250**

Logo on all event communications  
Small Logo on Zoom/program/flyer/eBlasts  
Small Logo on HPHA website  
Social media recognition (1 post)  
Announcement during event  
2 event tickets

### ***Fundraising Event for the Hawaii Public Health Association***



## 2023 National Public Health Week Sponsorship Agreement Form

Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Date: \_\_\_\_\_

### Sponsorship Commitment Level (choose):

\_\_\_\_\_ \$1,000

\_\_\_\_\_ \$500

\_\_\_\_\_ \$250

The Hawaii Public Health Association is a 501(c) 3 charitable organization and will provide your organization with a tax-deductible donation letter.

Checks should be made payable to: Hawaii Public Health Association, 7192 Kalaniana'ole Hwy A143A, #226, Honolulu, HI 96825

**Thank you for your support!**