



ANNUAL SPONSORSHIP OPPORTUNITIES

JULY 2024 - JUNE 2025



True Health is a private non-profit federally qualified health center (FQHC) that serves as a safety net healthcare provider for Central Florida residents, ensuring healthcare services are available regardless of their ability to pay. Since 1977, True Health has been committed to providing a patient-centered model of care to uninsured, underinsured, and underserved populations.

With a mission to provide high quality, comprehensive healthcare at a reasonable cost to everyone, True Health serves over 51,000 unique patients through over 134,000 encounters annually across nine (9) health centers and two (2) mobile units in Orange and Seminole Counties. Each of True Health's locations are strategically placed to serve communities that the Health Resource and Service Administration (HRSA) has designated as medically underserved populations and health professional shortage areas. We are recognized as a patient-centered medical home with full accreditation by the Accreditation Association for Ambulatory Health Care. As an FQHC, True Health offers a sliding fee discount program for patients who are uninsured and underinsured, accepts Medicare and Medicaid patients, and over 25 major health and HMO insurance plans.

**CREATING HEALTHIER
COMMUNITIES THROUGH
LIFE-CHANGING CARE**



www.mytruehealth.org



407-322-8645

Dear Friends and Community Partners,

True Health is creating healthier communities through life-changing care, but we can't do it alone. The True Health team is excited to kickoff another year of impact and partnership with our 2024-2025 Annual Sponsors. I invite you to review this packet which includes opportunities to partner at various levels.

This year, we have incorporated sponsorship opportunities that comprise multiple events and span across 12 months (July 2024 – June 2025). Our signature fundraiser event, the Be Healthy 5K is scheduled to take place on Saturday, September 21, 2024, at the Orlando Sanford International Airport in Sanford, Florida. This will be the 3rd year of our Be Healthy 5K and this year, we anticipate between 600-800 guests to be in attendance. In addition to our Be Healthy 5K, we host events such as Community Day, Back to School Bashes, and Annual Staff Meetings for almost 400 employees.



Your partnership empowers True Health to continue serving as a safety net provider to Central Florida residents, ensuring that everyone has access to high-quality, comprehensive healthcare.

Some of our packages have a limited quantity so please be sure to reply as soon as you can.

Sincerely,



True Health is a private, non-profit organization committed to providing high-quality, comprehensive healthcare at a reasonable cost to everyone. Our impact reaches over 50,000 residents throughout Orange and Seminole counties. Proceeds from the annual sponsorship package will provide financial assistance for medical expenses of uninsured and underinsured patients.



Be Healthy 5K & Kids' Run

September 21, 2024

The Be Healthy 5K is True Health's signature fundraising event. The 2024 Be Healthy 5K will once again be held on the runway of Orlando Sanford International Airport. Join us as we take health to new heights!



Community Day

Fall 2024 and Spring 2025

Held twice per year, True Health's Community Days are an opportunity for patients to seek care during extended Saturday hours and engage with other resources in the community who are eager to serve True Health's patients. The Fall 2024 Community Day will take place in Orange County. The Spring 2025 Community Day will take place in Seminole County.

***Each Community Day is a separate sponsorship opportunity.**



True Health All Staff Meeting

December 2024 and April 2025

True Health hosts two "All-Staff" meetings twice a year. This opportunity allows face-time with almost 400 team members. Sponsors will be able to setup a table to provide information as well as a 10 minute presentation time slot during the meeting.





True Health's Back to School Bash

Various dates between July 30th - August 8th

During True Health's Back to School Bash, kids receive low-cost physicals in addition to free backpacks, school supplies, and a magnetic school calendars to keep parents up-to-date.



True Health Path to True Success Scholarship

Spring 2025

True Health's Path to True Success Scholarship awards 4 exemplary students seeking careers in public service with a \$1,000 scholarship. With your match, each recipient's scholarship would be increased to \$2,000, making greater impact in their lives and careers.

True Health Brain Breaks

May 2025

True Health employees work hard to provide the best care possible to the populations that we serve. We celebrate these employees in several ways, including Brain Breaks, where we bring food, games, and dessert to each of our sites for an extended break with our team members.



True Health Grand Openings

Two expected in 2024-2025 year

True Health strives to continue to meet the need of Central Floridians by providing high-quality, comprehensive healthcare in medically underserved areas. To meet this need, True Health is excited to expand with two expected grand openings in the 2024-2025 year.

2024-2025 Annual Sponsorship Opportunities

	Diamond Annual Sponsor	Platinum Annual Sponsor	Gold Annual Sponsor
	Qty 1	Qty: 2	Qty: 6
	\$20,000	\$15,000	\$10,000
Be Healthy 5k and Kids' Run			
Naming Rights (Presenting Sponsor)	x		
Presenting Sponsor message	x		
Bib Sponsor		x	
Exclusive naming as the stage sponsor		x	
Shared branding on 5K Team Captain bag item (i.e. water bottle, running belt, etc)			x
Presenting sponsor of Team Captain Kickoff or VIP Post 5K Event (one per sponsor).		x	
Inclusion in True Health radio advertisements	x	x	x
Logo placement on t-shirt, emails, website and event flyers (in compliance with established print deadlines)	Premium Recognition	x	x
Social Media Mentions	x	x	x
Admission to VIP Kick-off Event	x	x	x
Entries to the Be Healthy 5K & Kids' Run	50	40	30
Tent and setup at event	x	x	x
Live event announcements	x	x	x
Logo on finish line banner	x	x	x
Opportunity to add flyer or business cards to bag	x	x	x
Community Day (2)			
Opportunity to feature a promotional message to be placed on social media platforms	x		
Prominent sponsor recognition on all printed and digital promotional materials	x	x	
Promotion on True Health website and social media	x	x	x
Sponsor recognition on event signage	Premium Recognition	x	x
Designated vendor space at each event	x	x	x
Company logo featured on True Health patient map	x	x	x
Recognition and logo featured in post event sponsor thank you email and social media posts	Premium Recognition	x	x
All Staff Meeting (2)			
Presence at staff meeting with ability to present on-stage for 10 minutes	x	x	x
Table at staff meeting to speak with staff	x	x	x

2024-2025 Annual Sponsorship Opportunities

(continued)

Diamond Annual Sponsor	Platinum Annual Sponsor	Gold Annual Sponsor
Qty 1	Qty: 2	Qty: 6
\$20,000	\$15,000	\$10,000
Back to School Bash		
Sponsor recognition on all flyers and social media posts	Premium Recognition	x
Ability to place company flyer in backpacks	x	x
Ability to have branded school supplies placed in backpacks	x	
Sponsor message during event	x	
Table at three Back to School Bash events	x	x
Recognition as a TH partner on print and digital promotional materials	x	
Additional Recognition		
Featured as a True Health partner in quarterly newsletters (employee and community editions)	x	x
Listed as a True Health Partner in annual report	x	x
Logo and link to company page on corporate website	x	x





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REAL CHOICES. REAL CARE.

2024-2025 Event Sponsorship Opportunities

	BE HEALTHY 5K PARTNER	BE HEALTHY 5K SUPPORTER
Be Healthy 5K & Kids' Run	\$5,000	\$3,000
Opportunity to add flyer or business cards to bag	x	
Branded route signage	x	
Recognition as a registration sponsor	x	
Company name mentioned in post event sponsor thank you email	x	x
Sponsor banner at finish line	x	x
Logo placement on t-shirt, website and promotional email	x	x
Tent and table setup	x	x
Event entries	25	20
Recognition as True Health partner in Annual Report	x	x
	COMMUNITY DAY PARTNER	COMMUNITY DAY SUPPORTER
Community Day (2)	\$600	\$200
Sponsor recognition on digital promotional material	x	
Promotion on True Health website and social media	x	
Company name mentioned in Post-Event "Sponsor Thank You Email"	x	
Sponsor recognition on event signage	x	x
1 table/2 chairs at event	x	x
Logo placement featured on True Health event patient map	x	x
Recognition as True Health partner in Annual Report	x	x



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2024-2025 À La Carte Sponsorship Opportunities

True Health Brain Breaks Sponsorship

\$5,000

- Supporting sponsor of True Health's Brain Breaks
- Logo placement on internal flyers and post-event "thank you" social media posts
- Recognition as a True Health partner in Annual Report

True Health Path to True Success Scholarship Matching Gift Sponsor

\$4,000

- Matching sponsor alongside True Health
- Logo placement on reception invitation, social media and website
- Recognition as a True Health partner in Annual Report

True Health Grand Opening Sponsorship

Two expected in 2024-2025 year

\$1,000

- Community partner recognition on digital and print materials
- Designated vendor space at a Grand Opening event (One table and two chairs)
- Company name mentioned in post-event "Thank You to our Partners" email and social media posts
- Recognition as a True Health partner in Annual Report

True Health Back to School Bash Sponsorship

\$500

- Sponsor of a back-to-school related item (pencil case, pencils, crayons, notebooks)
- Opportunity to table at up to 3 Back to School Bash events
- Logo placement on flyer, website and social media posts
- Recognition as a True Health partner in Annual Report

2024-2025 ANNUAL SPONSORSHIP COMMITMENT

SPONSORSHIP YEAR RUNS FROM JULY 2024 - JUNE 2025

Organization :

Contact Full Name :

E-Mail : Phone :

Business Address :

City /State/Zip :

Please select your commitment level

- | | |
|--|---|
| <input type="checkbox"/> Diamond (\$20,000) | <input type="checkbox"/> Path to True Success Scholarship Matching Gift Sponsor (\$4,000) |
| <input type="checkbox"/> Platinum (\$15,000) | <input type="checkbox"/> Brain Break Sponsor (\$5,000) |
| <input type="checkbox"/> Gold (\$10,000) | <input type="checkbox"/> Grand Opening Event Sponsor (\$1,000) |
| <input type="checkbox"/> Be Healthy 5K Partner (\$5,000) | Location(s) <input type="text"/> |
| <input type="checkbox"/> Be Healthy 5K Supporter (\$3,000) | <input type="checkbox"/> Back to School Bash (\$500) |
| <input type="checkbox"/> Community Day Partner (\$600) | <input type="checkbox"/> Donation in another amount |
| <input type="checkbox"/> <input type="checkbox"/> Fall 2024 <input type="checkbox"/> Spring 2025 | \$ <input type="text"/> |
| <input type="checkbox"/> Community Day Supporter (\$200) | |
| <input type="checkbox"/> <input type="checkbox"/> Fall 2024 <input type="checkbox"/> Spring 2025 | |

Payment Method

- ☐ Check enclosed payable to True Health
- ☐ Payment made on website
- ☐ Invoice me

*Form submission required for all methods of payment.

Make Check Payable To:
True Health
4930 East Lake Mary Boulevard
Sanford, Florida 32771
Memo: Sponsorship

To pay online, visit:
<https://mytruehealth.org/donate/>
*Click the donate button and select sponsorship type in the drop down menu.

Organization Representative Signature

Date

For any questions or to digitally submit commitment forms, please contact
Aleia Roberts at aleia.roberts@mytruehealth.org
or call 407-322-8645 x 1053