

NACHW
NATIONAL ASSOCIATION OF
COMMUNITY HEALTH WORKERS



CHWs: The Past, Present, and Future of Community Care

2022 Unity Conference and Annual Meeting

Sponsorship Prospectus

Dear Sponsor Decision Maker,

The National Association of Community Health Workers (NACHW) invites you to join the NACHW 2022 Unity Conference & Annual Meeting as a sponsor! Our interactive, educational and informative gathering will convene Community Health Workers and Allies, members and partners from across the country to celebrate our 2022 theme, "CHWs: The Past, Present, and Future of Community Care."

Founded in April 2019, NACHW launched as a 501(c)(3) nonprofit membership driven organization with a mission to unify Community Health Workers across geography, ethnicity, sector and lived experience to support communities to achieve health, equity and social justice. Community Health Worker is an umbrella term and includes community health representatives, promotores, peers and [other workforce members](#) who are [frontline public health professionals](#) that share life experience, trust, compassion, cultural and value alignment with the communities where they live and serve.

To accomplish our mission, we:

- **Amplify** the unique qualities, competencies, leadership and voice of authentic CHWs
- **Ally** with multi sector partners, including public and private employers, payers, philanthropy, and CHW networks and associations through shared values of self-determination and self-actualization of the CHW profession and the dignity of all human beings
- **Advance sustainability** in workforce development, CHW integration and career pathways
- **Advocate** for equitable financing and policies that respect, protect and partner with CHWs and their Networks

NACHW has been at the forefront of amplifying [CHW roles](#) to advance racial equity in testing, social needs and [vaccine distribution during COVID-19](#), and as thought leaders in critical discussions to improve public health capacity and infrastructure, and sustainably integrate CHWs as essential, critical contributors to population health and well-being.

We invite you to visit our website, where you will find information about [partnership opportunities](#), view [state CHW policy](#) documents and [reports](#), get updates about our national [learning collaboratives](#) and national CHW leadership team, and explore our [COVID-19 portfolio](#). For more information about the roles and leadership capacity of CHWs, read our recent articles published by the [Associated Press](#), [Kaiser Health News](#), [Johnson & Johnson](#), [Prism Reports](#) and [USA Today](#).

Please review the sponsorship prospectus and connect with us.

Sponsorship commitments with payment are due by June 30th, 2022.
We look forward to your sponsorship!

Sincerely,



Denise Octavia Smith, MBA, CHW, PN
*Executive Director, National Association of
Community Health Workers*

Email: dsmith@nachw.org



 =Level Claimed

	Conference Title \$50K	Annual Meeting Title \$40K	NACHW Mission Builder \$30K	NACHW Unity Champion \$20K	NACHW Strategic Partner \$15K	NACHW Community Advocate \$10K	NACHW Community Supporter \$5K	Friends of NACHW \$2.5K	Donors of NACHW \$1K
Unity T-shirt	X	X	X	X	X	X	X	X	X
Branded item in gift box	X	X	X	X	X	X	X	X	
Virtual Booth	X	X	X	X	X	X	X		
Unity Website	Logo, Blurb, and Site Link	Logo, Blurb, and Site Link	Logo, Blurb, and Site Link	Logo, Blurb, and Site Link	Logo, Blurb, and Site Link	Logo, Blurb, and Site Link	Logo, Blurb, and Site Link	Logo on Carousel	Logo on Carousel
Event Presentation	Co-Brand, video during agenda	Co-Brand, video during annual meeting	Placement, video during induction ceremony	Placement, individual slide recognition	Recognition	Recognition	Recognition		
Social Media	2 Sponsor Spotlight posts	2 Sponsor Spotlight posts	2 Sponsor Spotlight posts	2 Sponsor Spotlight posts	1 Sponsor Spotlight posts	1 Sponsor Spotlight posts	1 Sponsor Spotlight posts	Day of event recognition	Day of event recognition
Special Activity	Sponsorship of Special Certificate Sessions	Sponsorship of tract within conference	Board of Directors induction ceremony	Language Support *If multiple sponsors: -Spanish -ASL -Additional language(s) TBD	Sponsorship of tract within conference	Select either recognition during roundtables or recognition during CHWs Awards	Naming Virtual Networking Space – SLACK Access up to 30 days post conference		

Sponsorship Levels & Benefits

Virtual Booth Experience

2022 Sponsors are invited to participate in an exclusive virtual fair!

The virtual fair will be held on Thursday, August 4th, the second day of our Unity Conference 2022. During this dedicated 45 minute - 1 hour time, attendees will have an opportunity to engage with our sponsors in a more personal way.

For sponsor at the \$5,000 level and above, activities you can offer at your virtual booth include:

- Uploading resources and information about your company/organization for participants to download
- Upload of a pre-recorded video
- Sharing of contact information for participants to reach you
- Chat capabilities
- Have your booth included as a stop on our virtual scavenger hunt

NACHW staff will work with sponsors to ensure that you are ready to engage with attendees. Assistance with setting up your virtual booth and training for booth hosts will be provided.

Note: Government and political representatives, regardless of campaigning status, are excluded from hosting a booth. Sponsors are prohibited from soliciting votes or support in the form of signatures from participants for social, political, or financial campaigns.



Sponsorship Form

To be completed by Sponsoring Organization

Organization Name _____

Contact Person _____

Contact Person Title _____

Best Reach Phone _____

E-mail _____

Street Address _____

City, State, Zip Code _____

Organization Website _____

Is the organization a 501(c)3 non-profit? Circle: YES NO

SPONSORSHIP SELECTION

Please select requested sponsorship tier and total sponsorship amount in the space below:

- NACHW Mission Builder (multiple) – \$30,000
- NACHW Unity Champion (multiple) – \$20,000
- NACHW Strategic Partner (multiple) – \$15,000
- NACHW Community Advocate (multiple) – \$10,000
- NACHW Community Supporter (multiple) – \$5,000
- Friends of NACHW (multiple) – \$2,500
- Donors of NACHW (multiple) – \$1,000



Total Sponsorship Amount: _____ (Sponsorships are not tax deductible.)

Payment Instructions

Payment made by credit card

Contact Bernadine Mavhungu at bmavhungu@hria.org

Payment made by physical checks

Have checks made out to:

National Association of Community Health Workers, c/o HRiA
memo line: for NAC201 NACHW 2022 Conference Sponsorship

Please mail your check with your completed sponsorship form to:

Health Resources in Action
Attn: Finance Office
2 Boylston Street, 4th floor
Boston, MA 02116

Invoice requests and completed sponsorship forms may be directed to:

Bernadine Mavhungu at bmavhungu@hria.org and copy Sanjana Ravindra at sravindra@hria.org

Signature of Authorized Representative: _____

Printed Name of Authorized Representative: _____ Date: _____

This document is a legally binding sponsorship agreement between your Organization and National Association of Community Health Workers.

Thank you for your support!

As a reminder, sponsorship commitments are due by June 30, 2022.