

FENWAY HEALTH

A LEADER IN LGBTQ HEALTH IN THE NATION AND AROUND THE WORLD

The mission of Fenway Health is to enhance the well-being of the LGBTQIA+ community and all people in our neighborhoods and beyond through access to the highest quality health care, education, research and advocacy.

Sponsorship Opportunities 2021 (2021 calendar year)



Sponsorship with Fenway Health is a great way to get your company involved with a leader in LGBTQIA+ health, and help us in our mission to provide excellent healthcare the LGBTQIA+ community and to all who come to us for their care regardless of the ability to pay.

Fenway Health sponsorship provides:

- Visibility for full calendar year to 35,000 supporters of both Fenway Health *and* AIDS Action Committee, your logo with link on our webpages, in e-communications, ~monthly e-newsletter *Fenway Focus*, print ads, and mentions on our social media (varies by level),
- Tickets to/visibility at/ 50th Anniversary Gala (virtual) your logo with link included in e-mails to gala distribution list and on gala website www.celebratefenway.org,
- Invitations to Networking/cultivation events (virtual until in-person events resume), i.e.: Donor Appreciation Night, Board of Visitors, Leadership Breakfast and more (varies by level).

Customize your sponsorship with one of our AIDS Action events, or you may sponsor individually:



<https://walk.aac.org/walkrun2020>
AIDS Walk & Run Boston (Fall 2021)



<https://aac.org/ways-to-give/bayard-rustin-breakfast>
Bayard Rustin Breakfast (Spring 2021)



<https://tasteofthesouthend.org>
Taste of the South End (Fall 2021)

Year-round visibility & benefits	Overview of levels
<p>Presenting (one available) \$45,000</p>	<ul style="list-style-type: none"> • Logo / premiere listing/event, web, emails, e-newsletter • Logo on FH HOMEPAGE in rotation w/ Platinum sponsors • Oral thanks by CEO at 50th Anniversary Gala (virtual) & your oral thanks • Your logo in print ads as “Presenting Sponsor” • 2 messages you write in e-newsletter • 4 Facebook, 4 Twitter, 2 Instagram mentions • 70 tickets to gala (virtual), invitations to 3 cultivation events
<p>Platinum \$25,000</p>	<ul style="list-style-type: none"> • Logo - premium listing/event, web, emails, e-newsletter • Logo on FH HOMEPAGE in rotation w/ Platinum & above • Oral thanks by leadership at 50th Anniversary Gala (virtual) • 40 tickets to gala (virtual), invitations to 3 cultivation events • Your message in e-newsletter • Your logo in print ads • 2 Facebook, 3 Twitter, 1 Instagram mention
<p>Gold \$12,500</p>	<ul style="list-style-type: none"> • Logo listed by level/event, web, emails, e-newsletter • Oral thanks by a co-chair at 50th Anniversary Gala (virtual) • 30 tickets to gala (virtual), invitations to 3 cultivation events • Your logo in print ads • One message you write in e-newsletter • 2 Facebook, 2 Twitter mentions
<p>Silver \$6,000</p>	<ul style="list-style-type: none"> • Logo listed by level/event, web, emails, e-newsletter • 20 tickets to gala (virtual), invitations to 2 cultivation events • 1 Twitter mention
<p>Bronze \$3,000</p>	<ul style="list-style-type: none"> • Logo listed by level/ event, web, emails, e-newsletter • 10 tickets to gala (virtual), invitations to 1 cultivation event • 1 Twitter mention

FOR MORE INFORMATION, contact Amanda Annis at 617.927.6361 or aannis@fenwayhealth.org or visit sponsorship opportunities online at: www.fenwayhealth.org/sponsors

	2021 Sponsorship Benefits	Presenting \$45,000	Platinum \$25,000	Gold \$12,500	Silver \$6,000	Bronze \$3,000
MEDIA AND WEB VISIBILITY	Fenway Health website HOMEPAGE–your logo with link	✓	✓			
	FH website–your logo	✓	✓	✓	✓	✓
	Premier placement of your logo in all communications	✓				
	Premium placement of logo		✓	✓		
	Fenway Focus (monthly e-newsletter)–Your logo w/link	✓	✓	✓	✓	✓
	Your logo in print advertisements	✓	✓	✓		
	Your offer on Sponsor Offers’ webpage	✓	✓	✓	✓	✓
	Fenway Focus–your 75-word sponsor message in e-newsletter	2	1	1		
	Fenway Health sponsors’ listing webpage–your logo with link	✓	✓	✓	✓	✓
	Facebook mention	4	2	2		
	Twitter mention	4	3	2	1	1
	Instagram–mention	2	1			
NETWORKING EVENTS INVITATIONS	Board of Visitors’ biannual meetings–# of invitations	8	6	4	2	2
	Donor Appreciation Night (fall) # of invitations	8	6	4	2	2
	Donor Appreciation Night (fall) thank you slides w/ logos	✓	✓	✓	✓	✓
	Leadership Breakfast (spring)	6	4	2		
50th ANNIVERSARY GALA BENEFITS	Pre-gala event–invitations	✓	✓	✓	✓	✓
	Gala websites–Your logo w/link	✓	✓	✓	✓	✓
	50th Anniv Gala Celebration Online Gala/s tickets*	70	40	30	20	10
	Oral recognition by CEO	✓	✓			
	Speaking role to accept thanks	✓				
	Oral recognition by a co-chair			✓		
	Your logo in slides thanking sponsors during gala program	✓	✓	✓	✓	✓
	Your logo in email communications to galas distribution list	✓	✓	✓	✓	✓

Employee Engagement

- AIDS Walk & Run Boston – create your own corporate team, fundraise for Fenway Health/AIDS Action. <https://walk.aac.org/walkrun2020>
- Harbor to the Bay (Logo/graphic w/link www.harbortothebay.org) – Charity bike ride Boston to Provincetown, create your corporate team, ride or crew, fundraise for Fenway Health/AIDS Action, (Saturday, Sept. 18, 2021)
- Host an event for your employees/community, with a panel discussion with a speaker from Fenway Health addressing an issue of importance to the LGBTQIA+ community.
- Network It Out: Host this Fenway Health networking event at your offices, features a speaker on a topic of interest to the LGBTQIA+ community.
- Young Leaders Council: The Young Leaders Council is an initiative of Fenway Health to empower emerging LGBTQ+ leaders in their 20s and 30s in shaping their community's future through special events and a culture of philanthropy that will advance Fenway's mission. <https://www.facebook.com/ylcfenway>
- LGBT Aging Project: Help serve a community meal to LGBT elders in the Greater Boston area. <https://fenwayhealth.org/the-fenway-institute/lgbt-aging-project/>
- Youth on Fire: Organize a group to provide a meal/gift cards for food, or warm winter clothing/coats, etc. for homeless youth. <https://aac.org/youth-on-fire/>
- Become a patient. Visit www.fenwayhealth.org to learn about our services and locations.



FOR MORE INFORMATION, contact Amanda Annis at 617.927.6361 or at aannis@fenwayhealth.org or visit fenwayhealth.org



**71% of Consumers Will
Spend More Money to
Support a Cause.***



12,707 Facebook followers
[view page](#)



8,260 Twitter followers
[view page](#)



2,762 Instagram followers
[view page](#)



FENWAY FOCUS
[\(view sample\)](#)
monthly e-newsletter
40,000 recipients for 2021

*2018 Cox Business Consumer Pulse on Small Businesses survey, article Inc. magazine 5/11/2018 <https://www.inc.com/serhat-pala/71-percent-of-consumers-will-spend-more-money-to-support-a-cause-heres-how-to-pick-right-one-for-your-company.html>

TO FIND OUR MORE ABOUT THESE OPPORTUNITIES contact Amanda Annis at 617.927.6361 or aannis@fenwayhealth.org, or visit: www.fenwayhealth.org/sponsors or at <https://aac.org/fundraising-events/>