



XI OREGON BINATIONAL HEALTH WEEK Latino Health Celebration October 2-9, 2011

Dear Community partner,

The Binational Health Week (BHW) will celebrate its 11th anniversary this year, which makes 11 years of hard work and enthusiasm of the contributing agencies promoting the health and wellbeing of the Latino community in the United States and Canada.

BHW is one of the largest mobilization efforts of federal and state government agencies, community-based organizations, and volunteers in the Americas to improve the health and well being of the underserved Latino population living in the United States. It encompasses an annual weeklong series of health-promotion and health-education activities that include health fairs, career fairs, workshops, academic forums, health insurance referrals, and medical screenings.

The Oregon BHW Steering Committee is already working on the 11th Anniversary's activities and health fairs and we would like once more to request your support for this great Latino Health Celebration that will take place October 1-9, 2011.

In 2010 across the US, an estimated number of 5,500 activities were held benefiting more than 780,000 people, which involved the participation more than 10,000 agencies and 18,000 volunteers led by 140 consulates working together with hundreds of planning committees. Besides p2p interaction, millions of impressions have been made through radio, print, and television media with the goal of increasing the Latino population's awareness on issues such as emergency preparedness, nutrition, joint & muscular health, and cardiovascular health.

In Oregon alone, over 300,000 people were reached through the mass media, and more than 3,000 attended last year's events that were organized throughout the Multnomah, Marion, and Washington counties. More than 40 agencies participated in the planning and development of the events including Regence Blue Cross Blue Shield, Woodstock Chiropractic, Tuality Health Care, Providence Health & Services, Multnomah County Health Department, Cascade AIDS Project, Salem Health, American Red Cross, The Shriners Hospitals, and OHSU, all with the support of our Internationally Connected Consulates and Governmental Agencies.

The Oregon Binational Health Week Steering Committee is already working to expand the activities and services to the Latino community in Marion, Lane, Jackson, and Southwest Washington counties. Therefore we are seeking sponsors to cover costs such as building rental, liability insurance, immunizations, educational materials, health screening supplies, travel costs for speakers, and the ability to provide free health services to our community. We look forward to your support.

Please refer to our list of sponsorship opportunities for further information.

Sincerely,

Ursula Rojas Weiser
Community Affairs Consul
Consulate of Mexico in Portland
Oregon Binational Health Week

Victoria Lara
Lara Media Services
Sponsorship Committee Coordinator
Oregon Binational Health Week



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Main Event Activities

Sunday, October 2

Kick-Off Health and Career Fair: Walking together for your health - *Caminando Juntos por tu Salud*

12 noon – 5 pm

Madison High School
2735 NE 82nd
Portland, OR 97220

A free event that includes free health screenings, educational displays, and information about health resources, as well as fun activities for the whole family!

The main Kick-off event will also combine the services of the Health fair with a great display of Health Career opportunities. The Career Fair is aimed to provide a path for young Latinos interested in pursuing a career in health. The fair will provide bilingual information and resources on different programs including health internship opportunities, health graduate and undergraduate programs, financial aid options, scholarships and programs helping Community College Students to transfer into a 4-year University.

Bicentennial Cup Soccer Tournament Finals

8 am – 5 pm

Madison High School
2735 NE 82nd
Portland, OR 97220

The BHW promotes health and physical activities triggering the wellness of the entire Latino community.

Join us for the finals of the Bicentennial soccer tournament which begins on September 25 and includes more than 40 teams from all over the state. Prizes will be given according to age groups and categories, including adult teams.

For a complete calendar of activities please visit www.binationalhealthweekpdx.org



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Sponsorship opportunities

SPONSORS FROM PLATINUM TROUGH NON PROFIT WILL GET:

- Booth at BHW Health Fair Oct. 3rd. at Madison High School
- Company or Agency logo & phone number in the Fair Passport
- Company logo and link to proprietary website, in BHW website
- Specially priced promotional media package from our media partners

Presenting Sponsor (\$10,000 or more) (two-available, one category)

- Booth at additional BHW events with an option to bring one a non-profit organization to their booth
- Acknowledgement of sponsorship in all event programs
- Recognition during BHW inaugural event as a Presenting Sponsor
- Placement of logo and mention of your company or association on TV and Radio promos (restrictions apply)
- Placement of logo on back of T-Shirts
- Company logo on posters, flyers, banners and publications.
- Company logo in the resource directory
- Acknowledgement of sponsorship and logo in final report
- Company logo will be a required stamp on the passport in order to qualify for prizes
- Prime Spot, Back Cover, Full Page, in the booklet *Cuida tu Salud*, Consejos de Salud para la Familia Migrante "Take Care of Your Health"

Platinum Plus Sponsor (\$6,500 or more) (two- available)

- Booth at additional BHW events
- Acknowledgement of sponsorship in all event programs
- Recognition during BHW inaugural event as Platinum Sponsor
- Placement of logo and mention of your company or association on TV and Radio promos (restrictions apply)
- Placement of logo on back of T-Shirts
- Company logo on posters, flyers, banners and publications.
- Company logo in the resource directory
- Acknowledgement of sponsorship and logo in final report
- Company logo will be a required stamp on the passport in order to qualify for prizes
- Prime Spot, Back Cover, Full Page, in the booklet *Cuida tu Salud*, Consejos de Salud para la Familia Migrante "Take Care of Your Health"

Platinum Sponsor (\$5,500 or more) (two available)

- Booth at additional BHW events
- Acknowledgement of sponsorship in all event programs
- Recognition during BHW inaugural event as Platinum Sponsor
- Placement of logo and mention of your company or association on TV and Radio promos (restrictions apply)
- Placement of logo on back of T-Shirts
- Company logo on posters, flyers, banners and publications.
- Company logo in the resource directory
- 1/4 page in the booklet *Cuida tu Salud*, Consejos de Salud para la Familia Migrante "Take Care of Your Health"



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Gold Sponsor (\$3,500)

- Booth at additional BHW events (subject to availability)
- Recognition during BHW inaugural event as Gold Sponsor
- Placement of logo on banners at BHW events
- Acknowledgement of sponsorship and logo in final report
- Company logo on posters, flyers, banners and publications.
- Company logo will be a required stamp on the passport in order to qualify for prizes
- 1/4 page in the booklet *Cuida tu Salud, Consejos de Salud para la Familia Migrante "Take Care of Your Health"*

Silver Sponsor (\$1,500)

- Sponsor logo displayed on banners at BHW events
- Acknowledgement of sponsorship and logo in final report
- Company logo will be a required stamp on the passport in order to qualify for prizes
- Company logo on posters, flyers, banners and publications.

Bronze Sponsor (\$750)

- Acknowledgement of sponsorship and logo in final report
- Company logo will be a required stamp on the passport in order to qualify for prizes
- Opportunity to distribute your information on additional BHW events (hand distribution, no booth available).
- Mention at the web site calendars page

Non-Profit Sponsor (\$500)

- Acknowledgement of sponsorship and logo in final report
 - Company logo will be posted on event program
 - Opportunity to promote their programs on community oriented radio show*
 - Listing & Information in the resource directory
 - Opportunity to distribute your information on additional BHW events (hand distribution, no Booth available).
- *More information available with your BHW sponsorship coordinator.

Booth at main fair (\$500)

- Opportunity to distribute your information at main event.
- Specially priced promotional package:
KWBY 940 AM La Pantera; KSWD 95.1 FM Recuerdo con amor and
KCKX 1460 AM Ondas de Gozo.



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