



VIII BINATIONAL HEALTH WEEK October 5-15, 2008

The Oregon **Binational Health Week (BHW) Task Force** would like to count with your support for this year's events from October 5-15, 2008.

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 workshops, academic forums, health insurance referrals, and medical screenings.

In 2007, 33 U.S. states, the District of Columbia and 3 Canadian provinces organized activities for BHW. Among its strongest partners are include the Secretariats of Health and of Foreign Affairs of **Mexico**, the Ministries of Foreign Affairs of **El Salvador**, **Guatemala**, and **Colombia**, the Institute for Mexicans Abroad, the Mexican Social Security Institute and the Health Initiative of the Americas, a program of the University of California in Berkeley, as well as the formidable contribution of over thousands of volunteers and community agencies that work year-round to organize the activities of BHW.

In Oregon over 400,000 people were reached out through the mass media and more than 1500 attended last year events organized throughout Multnomah, Marion and Washington counties. Over 25 agencies participated in the planning and development of the events *including Tuality Health Care, Providence Health & Services, Oregon Health and Science University, Cascade Aids Project, Hacienda CDC and the support of the Departments of Health of Multnomah, Washington, and Marion Counties*. Through their support near 400 health screenings were provided free of cost to the underserved Latinos.

The local BHW Task Force Group already started this year's planning activities, and expects to be as successful as last year. We are looking for sponsors to cover such costs as advertising, banners and signs, health screening supplies, printing of educational materials, incentives, travel costs for speakers, and food and water for the hundreds of staff and volunteers that will be providing the services.

We welcome any support that you can provide us; in exchange, your business/organization will have an opportunity to be mentioned in media advertisements, flyers and banners, depending on the level of sponsorship you choose (please see below list of sponsorship opportunities).

Sincerely,

Ursula Rojas Weiser
Community Affairs Coordinator
Mexican Consulate in Portland
Oregon Binational Health Week

Victoria Lara
Lara Media Services
Sponsorship coordinator
Oregon Binational Health Week





Oregon Binational Health Week 2008

When: Sunday, Oct. 5th. From 10am-2pm

Where: Oregon's Zoo Cascade Crest Banquet Center

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor (\$5,000 or more)

- ★ Acknowledgement of sponsorship in all event programs
- ★ Recognition during BHW inaugural event as Platinum Sponsor
- ★ Placement of logo on banners at BHW events
- ★ Placement of logo in Web Site's main & calendar page.
- ★ Placement of banners at main BHW events
- ★ Placement of logo and mention on TV & Radio promos
- ★ Booth at BHW events
- ★ Placement of logo on back of T-Shirts
- ★ Acknowledgement of sponsorship and logo in final report
- ★ Placement of logo in next year's fundraising letter

Gold Sponsor (\$3,000)

- ★ Placement of logo on banners at BHW events
- ★ Placement of logo on official Web Site and all pages
- ★ Placement of logo in Web Site's main & calendar page.
- ★ Booth at BHW events
- ★ Placement of logo on back of T-Shirts
- ★ Placement of logo and mention on TV & Radio promos
- ★ Acknowledgement of sponsorship and logo in final report
- ★ Placement of logo in next year's fundraising letter

Silver Sponsor (\$1500)

- ★ Sponsor logo displayed on banners at BHW events
- ★ Placement of logo in Web Site's main & calendar page.
- ★ Placement of logo and mention on some of TV & Radio promos
- ★ Booth at BHW events
- ★ Acknowledgement of sponsorship and logo in final report





Bronze Sponsor (\$500)

- ★ Booth at BHW events
- ★ Mention in Web Site's calendar page.
- ★ Acknowledgement of sponsorship and logo in final report

Non-Profit/Agency Booth Sponsor (\$250)

- ★ Booth at BHW events

Sponsors will have a booth where they can place their banner & information.
Booths will have an 8ft. table & two chairs and two boxed lunches.





Oregon Binational Health Week Inauguration Event

Health Promotion Fair

"Tu Salud es tu Vida" (Your health is your life)

Sunday October 5

10 a.m. - 2:00 p.m.

Oregon Zoo
Cascade Crest Banquet Center
4001 SW Canyon Rd. Portland, Or 97221

Description:

- This is a fun family event designed to provide education, free health screenings, workshops, health presentations and activities for families attending the zoo. The World Animal Festival, a special event going on at the Zoo and the new baby elephant "Sam" will likely attract many families to the Zoo.
- The Health Fair will feature more than 20 participating agencies and sponsors.
- There will be free admission to the Zoo for children under the age of 12 presented a stamped Health Fair Passport.
- There will be a separate area for children.
- Petting zoo for children.
- Area available for small group workshops
- Stage, Screen and projector available for health presentations

Information for agencies and vendors:

- Set up starting 8:00 a.m.
- Clean up starts at 2 p.m.





PLEDGE FORM Oregon Binational Health Week 2008

Contributor Information/Sponsor Information

Organization Name: _____

Contact person name: _____

Title: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ E-mail: _____

We would like to support the Binational Health Week activities through a (please indicate):

Please make your **checks payable to** Lara Media Services and write "Binational Health Week" on the memo line.

Return this pledge form along with your donation to:
LARA MEDIA SERVICES
1112 NE Halsey PMB 433
Portland OR. 97220

Attention: Antonio Lara

If you have any questions, please contact:

Victoria Lara
Lara Media Services
Sponsorship coordinator
503 317-7253

or

Ursula Rojas Weiser
Community Affairs
Mexican Consulate in Portland
503 274-1450 ext. 25
urojas@sre.gob.mx

The funds will be used for the BHW activities in Oregon.
THANK YOU FOR YOUR SUPPORT!

