

EAT, DRINK,  
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*Giving*



HEALTHLINK DENTAL CLINIC'S

*Anniversary Cocktail Party Fundraiser*

# Sponsorship Prospectus



## HealthLink Dental Clinic

A Free Dental Clinic for Low-Income, Working Adults and Veterans Living in Bucks and Montgomery Counties.



# EVENT FACT SHEET

**Event Title:** HealthLink Dental Clinic's Anniversary Cocktail Party Fundraiser

**Date:** Wednesday, September 26, 2018

**Time:** 5:30 – 8:30 pm

**Location:** Twining Hall

4900 E. Street Road, Trevose, Pennsylvania 19053

**Details:** Join us for an evening recognizing the 17 year anniversary of our clinic's opening, celebrating our milestone 25,000<sup>th</sup> dental appointment, and learning about the growing impact we intend to make in the community.

Our Cocktail Party reception will allow guests to enjoy personal conversations and networking, in addition to the presentation of awards to our honorees.

Beer, wine, soda, and heavy hors d'oeuvres are complimentary.

There will also be a wine raffle and silent auction to further help support our mission.

**Admission:** \$50 per person

**Beneficiary:** HealthLink Dental Clinic provides free dental care to low-income, working adults and veterans living in Bucks and Montgomery Counties.

**Website:** [www.healthlinkdental.org/anniversary](http://www.healthlinkdental.org/anniversary)

## EVENT HONOREES

In 2018, HealthLink Dental Clinic is recognizing individuals and organizations with two new awards, in addition to the 3<sup>rd</sup> annual Eugene W. Jackson Humanitarian Award, at our Anniversary Cocktail Party Fundraiser.

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### **Eugene W. Jackson Humanitarian Award**

**Lorina Marshall-Blake & the  
Independence Blue Cross Foundation**

The 2018 Eugene W. Jackson Humanitarian Award will be presented to Lorina Marshall-Blake and the Independence Blue Cross Foundation for their exceptional contributions to not only HealthLink Dental Clinic but to improving the overall health of the entire Greater Philadelphia region.

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### **Barbara Hartnett Volunteer Award**

**Dr. Robert Singer**

This new award is named in the memory of Barbara T. Hartnett, former member of HealthLink's Board of Directors and avid supporter of the clinic's mission. The Barbara Hartnett Volunteer Award recognizes volunteers who have made extraordinary contributions to the clinic over the years. The inaugural Barbara Hartnett Volunteer Award will be presented to Dr. Robert Singer.

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### **Community Partner Award**

**Manor College's Dental Hygiene Program**

This award, also new in 2018, recognizes community partners whose work have greatly assisted HealthLink Dental Clinic in its successes. The 2018 Community Partner Award will be presented to Manor College and the college's Dental Hygiene Program.

# BACKGROUND INFORMATION



In 1999, Eugene Jackson created HealthLink, a free medical and dental clinic, to meet the needs of working, uninsured adults. His goal was to “bridge the gap” between qualifying for Medicaid coverage and having access to or the ability to afford healthcare coverage.

The healthcare landscape has changed dramatically in the last 15 years, and that “gap” has greatly diminished. The Affordable Care Act (ACA) provides health insurance coverage to individuals at much reduced rates. The expansion of Medicaid in PA has expanded coverage to those up to 138% of the Federal Poverty Guidelines.

In the fall of 2014, HealthLink’s Board of Directors made the strategic decision to focus our efforts and resources solely on providing dental care. HealthLink Medical Center, Inc. became HealthLink Dental Clinic, Inc. and began operating as such on March 23, 2015.

HealthLink Dental Clinic’s mission is to improve the overall health of qualified low-wage earning adults and veterans in Bucks and Montgomery counties by providing free preventative and restorative dental services and oral health education.

HealthLink envisions a community where everyone has access to dental care. As we strive towards that vision, the goals of our dental clinic are:

- ★ To improve and maintain the oral health of our patients,
- ★ To provide oral health education, and
- ★ To link patients with other community resources -- like medical and behavioral health services, housing and food assistance, and career guidance-- to enhance their lives.

Most dental services are provided on-site at HealthLink’s location at 1775 Street Road in Upper Southampton Township. In addition to oral hygiene exams, other primary dental care services available include: cleanings, x-rays, fillings, simple extractions, deep scaling, root canals, crowns, oral cancer screenings, and patient education.

Last year, HealthLink Dental Clinic provided 2,671 appointments to 2,004 unduplicated patients. These appointments amounted to a total of \$760,980 worth of free dental care provided to low-income, working adults and veterans in our community.



With your help, HealthLink plans to continue to grow its impact in 2018. Our goal is to serve more patients for more appointments and provide an even greater number of free dental services to underserved adults in our neighborhood.

**Your support of our Anniversary Cocktail Party Fundraiser will directly support these efforts.**

# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSOR \$5,000

With this level of sponsorship, your business will have tailored promotional efforts to title sponsor's name, "Top Sponsor" recognition and business logo on our Sponsorship Poster, featured in social media posts, the event website, and other promotional outlets\* and a full-page color back cover ad in program.

*This level includes 8 complimentary tickets to the event.*

## GOLD SPONSOR \$3,000

Your company name will be prominently placed in the event gathering areas, featured in social media posts, the event website, and other promotional outlets\*, inside the back cover of the program with a full-page color ad, and the sponsor level and business logo on our Sponsorship Poster. *This level includes 6 complimentary tickets to the event.*

## SILVER SPONSOR \$2,000

Your company name will be displayed on the butler-served hors d'oeuvres plates, featured in social media posts, the event website, and other promotional outlets\*, in a B&W full-page ad in the program, and the sponsor level and business logo on our Sponsorship Poster. *This level includes 4 complimentary tickets to the event.*

## BRONZE SPONSOR \$1,000

Your company name will be featured on the name tags of those volunteering at the Hall welcoming and directing guests, featured in social media posts, the event website, and other promotional outlets\*, in a B&W half-page ad in the program, and the sponsor level and business logo on our Sponsorship Poster. *This level includes 2 complimentary tickets to the event.*

\* Additional promotional outlets may include, but are not limited to: event invitations, flyers, event program, press releases, email blasts, media advertisements, quarterly eNewsletter, HealthLink website, and social media posts.

## COPPER SPONSOR \$750

Your company name will be featured on all guest tables, in addition to being featured in social media posts, the event website, and other promotional outlets\*, in a B&W half-page ad in the program, and the sponsor level and business logo on our Sponsorship Poster. *This level includes 2 complimentary tickets to the event.*

## PROGRAM SPONSOR \$500

Your company will be acknowledged during the event's spoken program, featured in social media posts, the event website, and other promotional outlets\*, in a B&W quarter-page ad in the program, and the sponsor level and business logo on our Sponsorship Poster. *This level includes 1 complimentary ticket to the event.*

## BUSINESS SPONSOR \$250

Your company name will be displayed at the entrance to the event, featured in social media posts, the event website, and other promotional outlets\*, in a B&W business card ad in the program, and the sponsor level and business logo on our Sponsorship Poster.

## FRIEND SPONSOR \$100

Your company will have your name listed in the program under "Friends of HealthLink Dental Clinic" and featured on the event website.



## HealthLink Dental Clinic

1775 Street Road

Southampton, PA 18966

Phone (215) 364-4247  
Fax (215) 791-1907  
Email [info@healthlinkdental.org](mailto:info@healthlinkdental.org)  
Web [www.healthlinkdental.org](http://www.healthlinkdental.org)

## Raquel Braemer, CFRE

Development Director

Phone (267) 699-0122  
Email [rbraemer@healthlinkdental.org](mailto:rbraemer@healthlinkdental.org)



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## Event Sponsorship Form

Business Name \_\_\_\_\_ Date \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City, ST Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### Sponsorship Level

- Platinum Sponsor \$5,000
- Gold Sponsor \$3,000
- Silver Sponsor \$2,000
- Bronze Sponsor \$1,000
- Copper Sponsor \$750
- Program Sponsor \$500
- Business Sponsor \$250
- Friend Sponsor \$100

### Payment Option

- Check

*Make payable to: HealthLink Dental Clinic*

- Credit Card

Visa  Mastercard  Discover  Am Ex

Card # \_\_\_\_\_

Exp Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature \_\_\_\_\_

**Secure your sponsorship online** [www.healthlinkdental.org/anniversary](http://www.healthlinkdental.org/anniversary)

Or kindly return this completed form with your contribution to:

HealthLink Dental Clinic  
Attn: Anniversary Cocktail Party  
1775 Street Road  
Southampton, PA 18966

Please send your company logo (and any other information) to Raquel Braemer,  
Development Director, at [rbraemer@healthlinkdental.org](mailto:rbraemer@healthlinkdental.org)

