



Adopt-a-Child or a Family
for the Holidays



HOLIDAYS 2021



Healthystartpinellas.org



Adopt-a-Child or a Family for the Holidays



Sponsorship Opportunity & Benefits

In 2020, the Coalition started an Adopt-a-Child or a Family initiative to support families with items for the holidays, including gifts for their children, holiday food, gift cards and more. We adopted over 240 children and families in Pinellas County through the help of community partners and individuals who have a passion for giving babies and their families a healthy start.

Our Process: We collect the needs of our families and their children for the Holiday Season. Upon receipt of their needs, we post those needs via our Amazon Wishlist for individuals and organizations to purchase items and ship them to the Coalition directly. The Coalition then distributes items directly to families closer to the holidays. We ensure families are not receiving support through another means.

Promotion Timeline: October 25 – December 31, 2021

\$5,000 Wish List Sponsor

- Recognition as our Adopt-a-Child or Family **presenting sponsor**, with logo recognition on all marketing materials, and social media posts

Approx. **one post per day** on:

- Facebook @Healthystartofpinellascounty
- Instagram @healthystartofpinellascounty

Posting **three times per week** on:

- LinkedIn @healthy-start-coalition-of-pinellas-inc

- Logo recognition on website promotion at www.healthystartpinellas.org
- Logo recognition in all E-Newsletters (900-member distribution), distributed at various times during the promotion window.



Sponsorship Opportunity & Benefits

\$2,500 Adopt-A-Child/Family Sponsor

- Recognition as our Adopt-a-Child or Family **sponsor**, with logo recognition on marketing materials, and social media posts

Approx. one post per **week** on:

- Facebook @Healthystartofpinellascounty
- Instagram @healthystartofpinellascounty

Posting one posting per **week** on:

- LinkedIn @healthy-start-coalition-of-pinellas-inc

- Logo recognition on website promotion at www.healthystartpinellas.org
- Logo recognition in **one** E-Newsletter (900-member distribution), distributed at various times during the promotion window.



Contact Information:

Sabrina Diaz, Marketing and Communications Coordinator

Healthy Start Coalition of Pinellas County, Inc.

Phone: (727) 507-6330 ext. 227

Email: sdiaz@healthystartpinellas.org

Website: www.healthystartpinellas.org