



Vive
tu vida!
Get Up! Get Moving!®

**Sponsorship
Opportunities**



**FAMILY HEALTH CENTERS
OF SAN DIEGO**

www.FHCSD.org

 (619) 515-2300

 @fhcsd

 @familyhealthsd



In 2006, a group of Hispanic leadership gathered in Los Angeles, CA, to discuss the idea of a National Hispanic Health Walk. The idea quickly converted into a more comprehensive approach that would offer opportunities for physical activity, good nutrition and health services and connect participants to year-round activities and services to support a healthy future. The decision was made in part to fight back against a rising tide of negative messages about obesity in Hispanic communities by creating events that celebrate the positive role of Hispanic culture in health, include people of all ages and all sizes, bring together the community and reinforce a culture of well-being.

¡Vive tu vida! Get Up! Get Moving!® is the nation's largest annual event series promoting healthy lifestyles in Hispanic communities. The events are driven by local needs, organized by a leading Hispanic organization in the community and supported by long-term national partners along with over 500 community partners and 1,000 volunteers annually. *¡Vive tu vida! Get Up! Get Moving!®* events are also free of tobacco, as well as alcohol and unhealthy food sponsors, whose advertising blights the physical landscape of too many communities.

Driven by a “can-do” volunteer spirit, *¡Vive tu vida! Get Up! Get Moving!®* is working neighbor-to-neighbor to support healthier environments and to realize the collective vision of our communities for a stronger and healthier nation.

Family Health Centers of San Diego is proud to partner with *¡Vive tu vida! Get Up! Get Moving!®* to promote health and community in San Diego.

In the past, *¡Vive tu vida! Get Up! Get Moving!®* San Diego drew in 20+ community partners with over 1,000 people in attendance. We would like to invite you to participate in this year's *¡Vive tu vida! Get Up! Get Moving!®* event through sponsorship, booth participation or just joining the fun!



2024 Sponsorship/Exhibitor Opportunities

Date: Saturday, October 5, 2024 • **Location:** Memorial Community Park

Time: 12:00 - 4:00pm • **Minimum expected attendees:** 1,000+

Influenciador*

Cost of sponsorship: **\$5,000**

Entrenador

Cost of sponsorship: **\$2,500**

Participante

Cost of sponsorship: **\$1000**

Booth opportunity in VIP area	Booth opportunity in VIP area	Booth opportunity
Canopy	Canopy	Canopy
Complimentary table and four chairs	Complimentary table and four chairs	Complimentary table and two chairs
Logo included on main VTV banner and separate large banner	Logo included on Entrenador level sponsor banner	Name listed on Participante level sponsor banner
Company booth will have mandatory stop on event's health stamp card	Company booth will have mandatory stop on event's health stamp card	Company booth will have optional stop on event's health stamp card
Logo featured prominently on all marketing materials	Logo included in sponsor section at bottom of all marketing materials	
Name listed on press release	Name listed on press release	
Social media mentions/tags		
Brief speaking opportunity		
Shout out three times during the event		
Mention in public service announcements		

*Available for three sponsors

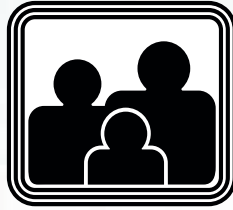
Nonprofit Exhibitor

Cost of booth: **Free**

- Booth will include one table, two chairs and a canopy.

Every booth is strongly encouraged to include an activity related to health or physical activity.

For sponsorship information, please contact Zoe Matthews at zoem@fhcsd.org. For nonprofit exhibitors, please contact Phillip Maes-Horton at phillipm@fhcsd.org. To be included in all printing, sponsorships must be confirmed via a paid invoice and signed sponsorship letter no later than September 6, 2024.

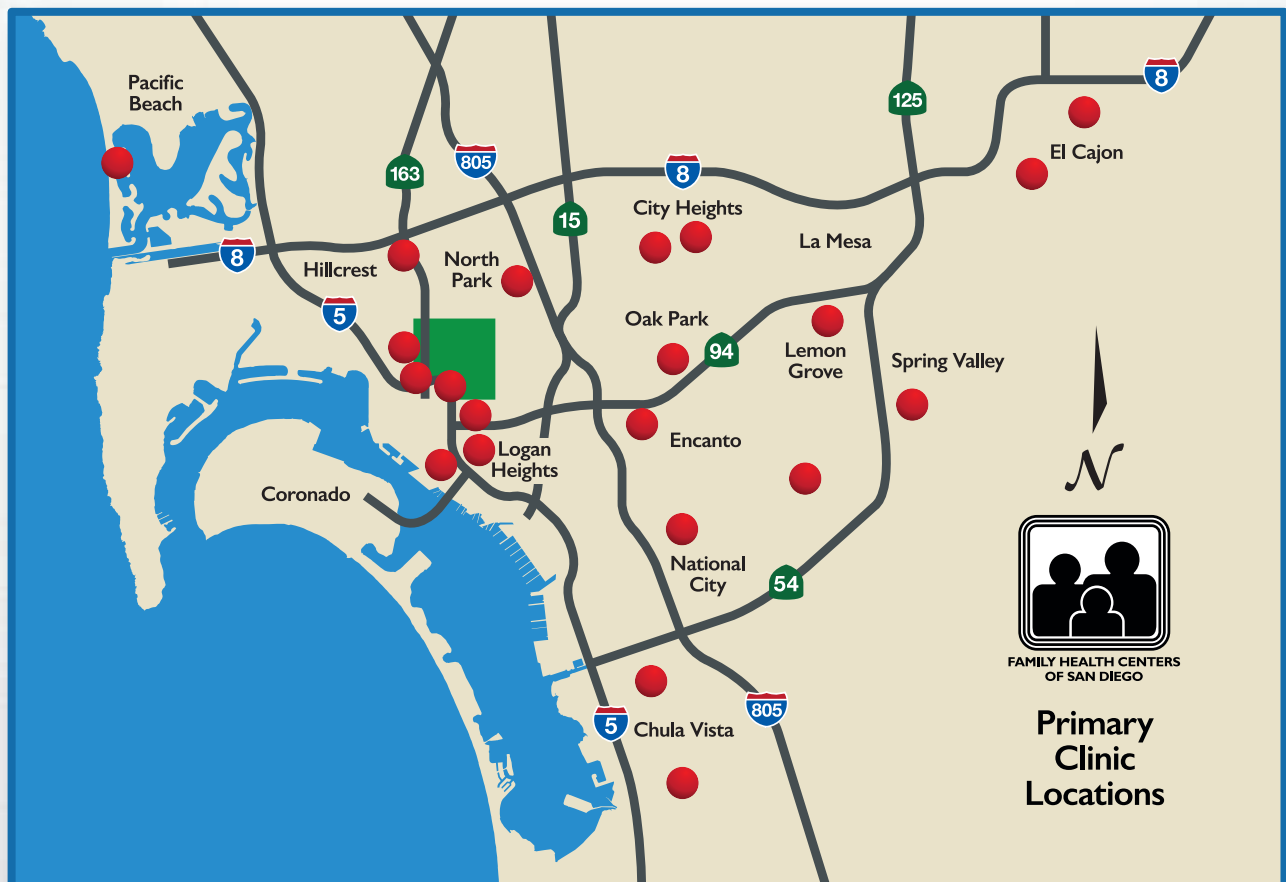


FAMILY HEALTH CENTERS
OF SAN DIEGO

Who We Are

In 1970, Laura Rodriguez, a grandmother, activist and Barrio Logan resident, recognized there was no clinic offering comprehensive and affordable health care in her neighborhood. She decided to take action and, along with her neighbors, occupied a local building in an effort to establish a community health clinic. Their determination led to negotiations with the City of San Diego, which eventually gifted the building to the Barrio Logan community.

This building eventually became Logan Heights Family Health Center, the flagship clinic of Family Health Centers of San Diego (FHCSD). FHCSD has since transformed into the 10th largest health centers in the country, providing care to over 227,000 patients each year, of whom 91% are low-income and 29% are uninsured.





**FAMILY HEALTH CENTERS
OF SAN DIEGO**

Our Organization At-A-Glance

For over 50 years, Family Health Centers of San Diego has been the lead provider of comprehensive health care and supportive services to San Diego's low-income, uninsured and underserved communities. Our staff provides care to over 227,000 adults and children through more than one million health and medical encounters each year.

Awards, Accomplishments and Accolades

- Silver CAPE (California Awards for Performance Excellence) Award Winner
- Recipient of the Million Hearts award from the Centers for Disease Control and Prevention (CDC)
- Accredited by:



- Largest provider of school-based health services in San Diego County
- Largest provider of HIV/AIDS outreach, prevention, testing and treatment services in San Diego
- #1 enrollment entity in San Diego County for Covered California
- A multi-year Cigna Well-Being Award Recipient for our Employee Wellness Program

Services and Programs

- Dental care: Exams, cleanings, fillings, X-rays, dentures and urgent care
- HIV/STI & hepatitis services: Testing, counseling, primary care, case management, prevention and mental health services
- Homeless services & housing navigation
- Mental health services: Counseling services for children, adolescents, families and adults; psychiatry; and psychological testing
- Older adult services: Gerontology, geriatric behavioral health and Program of All-Inclusive Care for the Elderly (PACE)
- Physical rehabilitation services: Chiropractic, physical therapy, sports medicine, weight management and wound clinic
- Primary care: Sick visits, physicals, immunizations and management of chronic diseases, such as diabetes and high blood pressure
- Reproductive health: Cancer screenings, pregnancy tests, family planning, prenatal/postnatal care and gynecology
- Specialty care: Cardiology, endocrinology, otolaryngology (ear, nose and throat), podiatry and rheumatology
- Substance use disorder services: Outpatient treatment, counseling, medication management and support groups
- Telehealth: Non-emergency health care through phone calls or interactive videos
- Urgent care
- Vision care: Optometry, ophthalmology, vision exams, glasses, contact lenses and glaucoma and cataract screenings
- Youth & young adult services: Health education, pregnancy testing and birth control

