

# NEIGHBORHOOD ALLIES

Dear Ally,

We are excited to request your support of the **1<sup>st</sup> Annual Healthy Neighborhoods Celebration**, where Neighborhood Allies will proudly introduce our Healthy Neighborhoods Framework and celebrate the people and organizations working to create and maintain healthy neighbors and neighborhoods in Pittsburgh. Our Healthy Neighborhoods framework identifies five core elements that represent the change we want to see in low income neighborhoods:

1. **Market Confidence**-- Neighborhoods with market confidence have a strong housing market for all income levels and a thriving business district that contributes to rising housing values and residential sales prices. The community manages market forces to prevent displacement of people and local businesses and the neighborhood is a place where people want to live and invest time, resources and capital.
2. **Quality of Life**-- Neighborhoods that have a high quality of life are places where residents are able to access the larger economy and quality neighborhood amenities. They are able to build assets, accumulate wealth and connect to economic opportunities and their neighborhood is safe and the environment and social determinants of health positively impact the well-being of families and neighbors.
3. **Celebrated Neighborhood Image**-- Neighborhoods with a celebrated image are places that are visually appealing and desirable to all, celebrating neighborhood pride and attracting new people and investment while retaining new and long-term residents.
4. **Community Ownership**-- Neighborhoods with community ownership have residents, small business owners, community organizations and institutions serving as active participants and key decision-makers in neighborhood revitalization projects. Local residents and leaders have the capacity and community power to create positive change and shape the future of their neighborhood.
5. **Equitable Development**-- A neighborhood that prioritizes equity is one where everyone participates in and benefits from the region's economic transformation — especially low-income residents, communities of color, immigrants, and other at risk of being left behind. Equitable development requires an intentional focus on eliminating racial inequities and barriers and making investments that yield healthy, safe and opportunity-rich neighborhoods that reflect their culture.

Using our Healthy Neighborhoods framework as the inspiration, this inaugural event will bring together resident leaders, community development professionals, and local stakeholders to honor and celebrate five examples of exemplary local work being done to create positive social impact in low income communities and the people and organizations working hard every day to build healthy neighborhoods across Pittsburgh. We will also be recognizing the **"Ally of the Year"**, an individual or organization which has embodied what it means to be a neighborhood ally by helping Neighborhood Allies advance our mission of supporting the people, organizations and partnerships committed to creating and maintaining thriving neighborhoods.

The benefits of sponsoring the Healthy Neighborhoods Celebration include exclusive recognition/naming rights of this year's event, acknowledgement and branding at the event and in all marketing and outreach materials, complimentary tickets to the event, and more! Full details and specifications for the different levels of support can be found in the attached Sponsorship Packet.

Thank you in advance for your consideration of our request. If you have any questions or need more information, please contact Talia Piazza, Senior Program Manager for Communications and Marketing at 412 471-3727 x215 or [talia@neighborhoodallies.org](mailto:talia@neighborhoodallies.org).

Sincerely,



Presley Gillespie  
President

225 Ross Street, Suite 202, Pittsburgh, PA 15219

p: 412.471.3727 f: 412.471.3746

[neighborhoodallies.org](http://neighborhoodallies.org)  [neighborhoodallies](https://www.facebook.com/neighborhoodallies)  [NHBDalliespgh](https://twitter.com/NHBDalliespgh)

# 1st Annual Healthy Neighborhoods Celebration 2017 Sponsorship Opportunities

THESE ELEMENTS REPRESENT  
THE CHANGE WE WANT TO SEE IN  
OUR NEIGHBORHOODS.

AT THIS CELEBRATION, NEIGHBORHOOD ALLIES WILL  
SHOWCASE AND HONOR LOCAL ORGANIZATIONS  
WHO ARE DOING EXEMPLARY WORK IN EACH OF THESE  
AREAS TO ENSURE THAT ALL OF OUR RESIDENTS LIVE IN  
*healthy neighborhoods.*

WE HOPE YOU WILL JOIN US AS WE LIFT-UP THE PEOPLE  
AND ORGANIZATIONS THAT ARE WORKING TO CREATE  
OPPORTUNITY-RICH, SAFE NEIGHBORHOODS  
OF CHOICE.



## SPONSORSHIP LEVELS AND BENEFITS:

*Healthy Neighborhoods Sponsor \$15,000*  
**ONLY ONE AVAILABLE!**

- Lead sponsor listing: 2017 Healthy Neighborhoods Celebration presented by "X"
  - Logo featured in marketing, including mentions on facebook and twitter, our website, and eblasts
  - 1/2 page ad in program booklet
  - 5 complimentary tickets to the celebration
  - Neighborhood Allies Swag Bag
- GONE!**

*Changemaker Sponsor \$7,500*

- Logo featured in marketing, including mentions on facebook and twitter, our website, and eblasts
- 1/2 page ad in program booklet
- 5 complimentary tickets to the celebration
- Neighborhood Allies Swag Bag

*Revitalization Sponsor \$2,000*

- Name and logo in program booklet
- 5 complimentary tickets to the celebration
- Neighborhood Allies Swag Bag

*Let's Be Allies Sponsor \$500*

- Name listed in program booklet
- 2 complimentary tickets to the celebration
- Neighborhood Allies Swag Bag

# 1st Annual Healthy Neighborhoods Celebration Sponsor Commitment Form

**YES! I WANT TO SUPPORT HEALTHY NEIGHBORHOODS AT THIS LEVEL:**

\$15,000 Healthy Neighborhoods Sponsor

\$7,500 Changemaker Sponsor

\$2,000 Revitalization Sponsor

\$500 Let's Be Allies Sponsor

Please complete this form and return it to: [talia@neighborhoodallies.org](mailto:talia@neighborhoodallies.org)  
(or at the address below) by Friday, September 15th, 2017.

NAME | COMPANY NAME

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COMPANY | CONTACT PERSON

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ADDRESS | CITY | STATE | ZIP

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PHONE | EMAIL

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*Thank you for your support!*

**PLEASE MAKE CHECKS PAYABLE TO:**

**NEIGHBORHOOD ALLIES  
225 ROSS STREET, SUITE 202  
PITTSBURGH, PA 15219  
ATTN: TALIA PIAZZA**

NEIGHBORHOOD **ALLIES**