

SPONSORSHIP OPPORTUNITIES



All the right notes

An Annual Awards Gala

Presented by
**Massachusetts League of
Community Health Centers**

Friday, June 2, 2023
6 pm — 11 pm

The Westin Copley Place, Boston
10 Huntington Avenue
Boston, MA



THIS YEAR'S AWARD RECIPIENTS

EDWARD M. KENNEDY FOUNDER AWARD

MARYLOU SUDDERS, Former Secretary
Massachusetts Executive Office of Health & Human Services

Marylou Sudders, will be recognized with the Edward M. Kennedy Founder Award for her tremendous support of community health centers and for her actions to protect and promote health care access for all.

COMMUNITY HEALTH CENTER CEO AWARD

CYNTHIA SIERRA, CEO
Manet Community Health Center

Cynthia Sierra will receive the Community Health Center CEO Award in recognition of her leadership and advocacy for her community health center and the community health center network.

JOSEPH M. SMITH BOARD MEMBER AWARD

EILEEN KENNER, Board Member
Harvard Street Neighborhood Health Center

Eileen Kenner, will receive the Joseph M. Smith Board Member Award in recognition of her dedication to, support of, and advocacy for the health care needs of her community.

COMMUNITY HEALTH CENTER CLINICIAN AWARD

MICHAEL MANCUSI, LICSW, Vice President & Chief Behavioral Health Officer
East Boston Neighborhood Health Center

MICHAEL PURDY, OD, Chief Clinical & Community Services Officer
Hilltown Community Health Center

In recognition of their demonstrated consistent support of, and devotion to, the delivery of community health services through their clinical practice, Michael Mancusi & Michael Purdy will receive the Community Health Center Clinician Award.

COMMUNITY HEALTH CENTER EMPLOYEE AWARD

JANE DE GROOT, Senior Director, Program Resources
Duffy Health Center

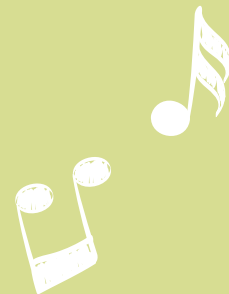
NAURY TEJADA, Medical Assistant
Greater Lawrence Family Health Center

In recognition of their exemplary work, professional excellence, commitment and compassion, which are representative of the community health center network and its delivery of health care services, Jane de Groot and Naury Tejada will receive the Community Health Center Employee Award.

PUBLIC SERVICE AWARD SENATOR CINDY FRIEDMAN



In recognition for being a stalwart champion of community health centers and their staff, patients, and communities, Senator Friedman will receive the 2023 Public Service Award.



FIFTY-ONE YEARS AGO, the Mass League was established as a loose affiliation of Boston health centers and has grown to become the statewide association representing and serving the needs of the state's 52 community health center organizations that provide high quality health care to over 1,000,000 patients, drawing from 96% of the state's zip codes.

The Mass League's annual gala has become a highlight of the year for community health centers and was developed as a way of recognizing the work and mission of community health centers by honoring our colleagues who render outstanding service to our patients and communities. Attendance for this event is expected to reach 600+ and constitutes the largest gathering of the Massachusetts health center community each year.

Your sponsorship of this year's celebration — "All the Right Notes" provides an important means for your organization to recognize the work of the Mass League and our members.

MASS LEAGUE BEGINNINGS

In 1965, against the backdrop of the modern Civil Rights Movement, a national poverty rate approaching 20 percent, and a dearth of physicians practicing in urban and rural areas across the country, the nation's first community health center was founded at Columbia Point in Dorchester, Massachusetts. The model would bring accessible, affordable, and high quality healthcare services to low-income patients and communities of color. It would also ensure an enduring social-justice focus by drawing the majority of its board of directors from the community it served.

In 1966, Senator Edward M. Kennedy visited Columbia Point and was so impressed with its community-based model of care that he urged the Office of Economic Opportunity to fund more centers across the country. Soon thereafter, health centers were funded through a \$38 million appropriations bill.



By 1971, there were 150 health centers throughout the country; 17 of those centers were located in Massachusetts.

Six years after the founding of Columbia Point, health centers joined with public agencies and other community-based health organizations in a conference held at Northeastern University to address the coordination of public health planning for the city's neighborhoods. As a major outcome, the Massachusetts League of Community Health Centers (Mass League) was formed in 1972 to help define health centers as a network of community-focused providers and to establish a forum for addressing their common needs and concerns.

Over its history, the Mass League has emerged as a strong and cohesive force representing a group of health centers that is considered the most robust and respected health center network in the country.

WHAT WE DO

The Mass League provides essential support to its members in a wide range of areas:

Work in **Governmental Affairs, Public Policy & Compliance** provides analysis and advocacy related to key state and federal health policy and regulatory issues. Through current work with our community health center members and the Baker-Polito Administration, the Mass League was able to secure recent historic and systemic investments for Massachusetts' Federally Qualified Community Health Centers. The implementation of a new payment methodology and resulting rate increases will transform health centers' underlying finances and allow them to increase the amount of care they can deliver to their communities.

Workforce Development activities include initiatives and programs to recruit, retain, and develop a well-trained cadre of clinical, operations, technical and administrative staff. Recently, in recognition of our proven leadership in administering loan repayment for a wide array of clinical roles at health centers and at other partner sites, the Mass League was awarded a historic contract to oversee the state's consolidated loan



repayment program. The \$143 million, 10-year initiative will support loan repayment at health centers, and for health and human service professionals working in the Massachusetts Executive Office of Health and Human Services' settings and throughout the Commonwealth at large.

The Mass League's **Clinical Quality Improvement** work promotes the management and support of clinical initiatives to enhance and better integrate patient care.

Information Technology Development efforts expand health center capacity for using data to improve efficiency and advance patient health.

The Mass League also oversees:

- **Massachusetts' Health Center Controlled Network (HCCN)**, a federal Health Resources and Services Administration-funded initiative to assist 36 health centers in better leveraging health information technology for improving health access, enhancing quality of care, and achieving cost efficiencies through practice redesign.
- **Connecticut River Valley Farmworker Health Program (CRVFHP)**, a voucher program funded under Section 330 (g) of the Public Health Service Act that enables qualified migrant and seasonal farmworkers and their families to receive a limited set of health services from a network of participating

Massachusetts and Connecticut health care providers based in the Connecticut River Valley.

In addition the Mass League is a founder and partner of:

- **Capital Link**, a 501c3 organization established in 1998 to assist health centers with planning capital projects, financing growth, and identifying ways to improve performance.
- **Community Health Center Capital Fund**, a 501c3 established in 1994 to assist health centers in leveraging multiple sources of financing for capital projects, including New Markets Tax Credits.
- **Commonwealth Purchasing Group**, a wholly owned subsidiary of the MassLeague that provides group purchasing, shared services, and strategic sourcing solutions for 650 health centers and related non-profit organizations across 47 states.

The Mass League's newest and ground-breaking addition is the opening of:

- **Health Equity Research, Policy & Evaluation Institute**, the first institute of its kind to be established at a health center association to help build a body of community-driven research focused on the goal of achieving health equity.



HOW YOU CAN HELP TODAY

In recognition of our achievements as an association, we are asking you to consider supporting our celebratory event. Your financial contribution to “All the Right Notes” will also support a wide range of workforce initiatives that help community health centers recruit and retain critically needed staff and provide career ladder opportunities for residents of communities served by health centers.

Thank you in advance for your consideration.



SPONSORSHIP OPPORTUNITIES

BENEFACTOR SPONSOR

\$50,000

- 2 VIP tables (20 tickets)
- Acknowledgement from the podium during the event
- Name or logo featured on screen during the event
- Recognition in all digital collateral
- Full page (5" w x 8" h) ad in digital program
- Name or logo on Mass League website annual awards gala page
- Acknowledgement in Mass League social media accounts: Facebook, Twitter, Instagram
- Opportunity to co-brand an e-communication to all attendees, post event

PREMIER SPONSOR

\$25,000

- 2 VIP table (20 tickets)
- Acknowledgement from the podium during the event
- Name or logo featured on screen during the event
- Full page (5" w x 8" h) ad in digital program
- Name or logo on Mass League website annual awards gala page
- Acknowledgement in Mass League social media accounts: Facebook, Twitter, Instagram

LEGACY SPONSOR

\$10,000

- 1 table (10 tickets)
- Acknowledgement from the podium during the event
- Name or logo featured on screen during the event
- Half page (5" w x 3.75" h) ad in digital program
- Name or logo on Mass League website annual awards gala page
- Acknowledgement in Mass League social media accounts: Facebook, Twitter, Instagram

RECOGNITION SPONSOR

\$5,000

- 2 tickets to gala
- Name or logo featured on screen during the event
- Half page (5" w x 3.75" h) ad in digital program
- Name or logo on Mass League website annual awards gala page

SUPPORTER SPONSOR

\$2,500

- Name or logo featured on screen during the event
- Listing in digital program
- Name or logo on Mass League website annual awards gala page

DIGITAL PROGRAM AD

Full-page (5" w x 8" h) \$1,000

Half-page (5" w x 3.75" h) \$ 800

Ads can be full-color, grayscale or black and white. Electronic files should be supplied in one of the following formats: PDF (with all fonts embedded), EPS (fonts converted to outlines) or JPEG.



Please email files to vsdesignonline@verizon.net by **May 19, 2023.**

SPONSORSHIP REPLY FORM

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| <input type="radio"/> | PREMIER SPONSOR | \$25,000 |
| <input type="radio"/> | LEGACY SPONSOR | \$10,000 |
| <input type="radio"/> | RECOGNITION SPONSOR | \$5,000 |
| <input type="radio"/> | SUPPORTER SPONSOR | \$2,500 |
| <input type="radio"/> | FULL PAGE AD ONLY | \$1,000 |
| <input type="radio"/> | HALF PAGE AD ONLY | \$800 |

*Please respond
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May 1, 2023*

All ads should conform to the advertising specifications.

Ad deadline is May 19, 2023

Email ad to vsdesignonline@verizon.net.

Please include contact information for questions pertaining to your ad.

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Contact person

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Enclosed is my check made payable to Massachusetts League of Community Health Centers for \$ _____

REPLY BY MAIL

Please mail this reply form along with your check to:

Annual Awards Gala

Massachusetts League of Community Health Centers

40 Court Street, 10th floor

Boston, MA 02108

Please submit this form and an electronic file of your logo

(if sponsoring) to: Cheryl Shaughnessy at

cshaughnessy@massleague.org

If you have any questions, please contact Cheryl Shaughnessy at

cshaughnessy@massleague.org or call 617-988-2240

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Massachusetts League
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