

## PSV's Philanthropic Goals

Our mission is to provide superb pediatric specialty care to children of Northern Virginia, including those whose families are experiencing hardship.

Sometimes it's hard to believe that there are children and families in Northern Virginia and nearby communities who are suffering without the means to receive the care they need and deserve.

### What does this mean to us?

Funds donated in 2017 may be used for patient and family support, education and research, and innovation across PSV.

Donations to PSV's Philanthropy Fund may help to relieve patients' temporary housing problems or provide urgently-needed medicine, groceries, and transportation for care. Funds are also allocated for special nursing education, important research projects, and programs to better inform PSV patients and families about illnesses.



# Pediatric Specialists of Virginia



Pediatric Specialists of Virginia (PSV) was created by Children's National and Inova, as a unique, Northern Virginia-based, physician-led group practice dedicated exclusively to caring for children.

PSV is a charitable organization registered with the Internal Revenue Service under Section 501(c)(3). All donations made to PSV are considered tax-exempt contributions.

### To learn more about Sponsorship Opportunities for the **STRIDE FORWARD** 5K and Family Health Fair

Saturday, September 23, 2017  
8:30 – 11:30 am  
Reston Town Center

**Contact: Danielle Smith**  
PSV Community Relations Coordinator  
dsmith@PSVCare.org  
P: 703.565.4408

### For **STRIDE FORWARD** 5K and Family Health Fair details:

Please visit [PSVCare.org/events](http://PSVCare.org/events)



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[@psvcare](https://www.instagram.com/psvcare)



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## Pediatric Specialists of Virginia

**STRIDE FORWARD**  
*To Make It All Better!*  
**5K and Family Health Fair**



**Saturday, September 23, 2017**

7:30 am Registration  
8:30 am Race start  
10 am Tot Trot

Reston Town Center  
[www.PSVCare.org/events](http://www.PSVCare.org/events)



## Sponsors and PSV Promote Health

Your sponsorship support of the **STRIDE FORWARD** 5K and Family Health Fair makes this event possible. It also links your name and logo to families throughout Northern Virginia who care about children, health, and well-being. The PSV brand is positively associated with excellence and compassionate care. Your name and logo will be included in our promotions before, during, and after the event as outlined in the accompanying chart. For example, we mail event promotions to 45,000 households. Our social media presence is growing, and will feature event sponsors. So, not only are you supporting a great cause, but also enhancing your brand image and reputation.



### Parent Testimonial

“Watching my son participate in PSV’s **STRIDE FORWARD** 5K meant more to me than simply watching my little boy run; it was seeing my son truly live and thrive as he moved alongside the very doctors who have managed his health and well-being since birth.

– Rachel Blevins, Gainesville, VA

## Sponsorship Levels – Five levels of sponsorship are available

Benefits	Presenting Sponsor \$10,000	Platinum Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Booth Sponsor \$250
Opportunity to participate in Family Health Fair					
Opportunity for coupon or sample item placed in race packets					
Company logo on runner t-shirts – Front					
Company logo on runner t-shirts – Back					
Logo displayed on pre-event marketing material, including PSV’s website and newsletter					
Recognition on social media campaign					
PSV’s logo can be used on sponsor’s promotional materials					
Company logo displayed on race street banner and post-event thank you letters					
Company can start race on stage					
Co-named with PSV as event sponsor					
Complimentary race entries	10	5	3	2	

Make checks payable to Pediatric Specialists of Virginia, and mail to 3023 Hamaker Ct., Suite 200, Fairfax, VA 22031, Attn: Danielle Smith.