

## 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. Donations to PSV's Philanthropy Fund are allocated for special nursing education, important research projects, and programs to better inform PSV patients and families about illnesses.

### How does your sponsorship help?

The 5K and Family Health Fair is PSV's single fundraising event, and proceeds are used to support our philanthropic mission. Funds have already supported many projects: trial devices for better glucose monitoring in diabetes patients, children's surgery prep books to help alleviate anxieties that may occur before an operation, and special events to educate patients and parents about new diagnoses that they are facing.



# 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 **Race To Make It All Better 5K and Family Health Fair**, please go to [PSVCare.org/5K](https://PSVCare.org/5K)

**Contact: Gabrielle Ina**  
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# Pediatric Specialists of Virginia



### In-Person Event

**Saturday, August 27, 2022**

8:30 am Race start  
10:00 am Tot Trot (Age 3 & under)  
8:30–11:30 am Family Health Fair

### Online Event

**August 27–September 10, 2022**

Reston Town Center  
[www.PSVCare.org/5K](https://www.PSVCare.org/5K)



## Sponsors and PSV Promote Health

Your sponsorship support of the **Race To Make It All Better** 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 70,000 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

“Our experience with PSV has been amazing. The doctors and nurses in Rheumatology, Gastroenterology, and Endocrinology have been thoughtful, responsive, and are responsible for my son finally being in good health. Pediatric specialists are not easy to find, and appointments can be challenging, but I would choose this practice over and over without a second thought.”

– Cal S.

## Sponsorship Levels – Four levels of sponsorship are available

Benefits	Presenting Sponsor \$10,000	Platinum Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000
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, Attention: Gabrielle Ina.