

THE NATIONAL AFRICAN AMERICAN MALE WELLNESS AGENCY



SPONSORSHIP LEVELS



SAVE THE DATE SAVE A LIFE

COLUMBUS, OH-SATURDAY AUG 14 2021

Get Involved

Since coming to Columbus in 1976, we have endeavored to build a family foundation around the importance of service to others. As Ohio natives, Columbus servant leaders in the areas of religion, education, entrepreneurship, and community service, we are honored to carry forward the father and son baton as Honorary Co-Chairmen for the National African American Male Wellness Agency (AAMWA).



We hosted the first walk in 2004 and continue to witness its steady growth from 700 participants at its inception to more than 30,000 individuals today in its 17th year, making it the largest initiative in the State of Ohio raising awareness of preventable diseases for African Americans and other minorities. The depth of community support for the AAWALK is just one more illustration of why Columbus is a great city to live, work, worship and raise a family.

For the past five years, the Office of Ohio's Governor has declared August as African-American Male Wellness month on behalf of this initiative. On Saturday, August 14, 2021, at Livingston Park, men, women, and children will come together to participate in free health screenings, 5k walk and run kids pavilion and cook-off, vendor pavilion and more. We are asking for you to participate in this great movement and provide your financial support. Together with your help, we can continue to save the lives of African-American men in our society through health awareness.

Thank you in advance for your interest and support. ***Healthy Men Make Healthy Families; Healthy Families make Healthy Communities; Healthy Communities make Healthy Cities, and Health Cities make for a Healthy Nation.***

Join the Movement



"We are honored to carry forward the father and son baton as Honorary Co-Chairmen"

-The Troy Family-

How Your Sponsorship Works

Your sponsorship supports the initiative of saving a black man's life from preventable diseases. Your support allows the National AAWALK to:

- Provide nearly 20 various free health screenings throughout the year
- Provide quarterly wellness educational events
- Provide materials used to perform health screenings
- Reach more than 100,000 African American males through community prevention and education

Diamond Sponsor

\$75,000

- Acknowledged in Event Press Release
- Company featured in all media commercials (Spectrum Channels)
- Company featured on radio broadcasts & advertisements
- Company logo featured on billboard advertisements throughout Central Ohio
- Company logo printed on all event marketing (flyer's, hot card material)
- Logo with hyperlink displayed on walk website
- Prominent logo placement on the Start/Finish display
- Company banner/signage displayed on fencing (banner provided by company)
- Added presence on all social media Platforms (Instagram, Facebook, LinkedIn)
- Company logo preferred placement on event t-shirt
- Company logo presented as Sponsor for wellness initiatives throughout the year
- Premium placement at day of event in vendor pavilion
- Two reserved preferred table at VIP Reception
- Prominent acknowledgment in VIP Reception Program
- Opportunity to give 'Sponsor Message' at VIP Reception
- Full page ad in the VIP Reception Host
- Two teams at Annual Golf Outing
- Prominent signage at Golf Outing
- Official announcement to start event walk/run
- 15 event t-shirts & 5 event signature hats
- VIP parking at day of the event
- Table placement at day of event in vendor pavilion (1 tables, 2 chairs)
- Logo Featured on NBC 4 Morning Show
- Logo Placement on Billboards
- Title Sponsor for VIP Breakfast or VIP Reception



Platinum Sponsor

\$50,000

- Company featured in all media commercials
- Company featured on radio broadcasts & advertisements
- Company logo featured on billboard advertisements throughout Central Ohio
- Company logo printed on all event marketing
- Logo with hyperlink displayed on walk website
- Prominent logo placement on the Start/Finish display
- Company banner/signage displayed on fencing (banner provided by company)
- Company logo preferred placement on event t-shirt
- Premium placement at day of event in vendor pavilion
- One reserved preferred table at VIP Reception
- Prominent acknowledgement in VIP Reception Program
- Full page ad in VIP reception Program
- Two teams at Annual Golf Outing
- 10 event t-shirts & 2 event signature hats
- Table placement at day of event in vendor pavilion (1 tables, 2 chairs)



Title Sponsor for Event Activation: \$20,000

- Company will be listed as Title Sponsor for AAMWA Activation Event
- Company featured on NBC4 and Logo on all Media for the Event
- Company featured in on radio broadcasts & advertisements for event
- Prominent logo placement on all event marketing material
- Speaking slot at event
- Prominent vendor table placement at event
- Opportunity to speak at monthly committee meeting leading up to event

Gold Sponsor

\$15,000

- Company featured in all media commercials
- Company featured on radio broadcasts & advertisements
- Company logo featured on billboard advertisements throughout Central Ohio
- Company logo printed on all event marketing
- Logo with hyperlink displayed on walk website
- Prominent logo placement on the Start/Finish display
- Company logo preferred placement on event t-shirt
- Table placement at day of event in vendor pavilion (1 tables, 2 chairs)
- 6 Tickets to VIP Reception
- Full page ad in the VIP Reception Program
- Two teams at Annual Golf Outing
- 8 event t-shirts



Silver Sponsor

\$10,000

- Company logo featured on billboard advertisements throughout Central Ohio
- Company logo printed on all event marketing
- Prominent logo placement on the Start/Finish display
- Company logo placed on event t-shirt
- Table placement at day of event in vendor pavilion (1 tables, 2 chairs)
- 4 Tickets to VIP Reception
- Half page ad in the VIP Reception Program
- One team at Annual Golf Outing
- 5 event t-shirts
- 2 event “Swag Bags” (AMMWW candle, mug, sweat towel, and hat)



Bronze Sponsor

\$5,000

- Company logo printed on event marketing
- Company logo placed on event t-shirt
- Table placement at day of event in vendor pavilion (1 Table 2 Chairs)
- 2 Tickets to VIP Reception
- Name listed in VIP Reception Program
- 2 event ‘swag bags’ (AMMWW candle, mug, sweat towel and hat)
- One team at Annual Golf Outing
- 4 event t-shirts



Green Sponsor

\$2,500

- Company logo printed on event marketing
- Company logo placed on event t-shirt
- Vendor table at day of event in vendor pavilion (1 Table 2 Chairs)
- 2 Tickets to VIP Reception
- Name listed in VIP Reception Program
- 2 event t-shirts



Our Platform... *Our Reach*



ATTENDED AAWALK AGENCY EVENTS

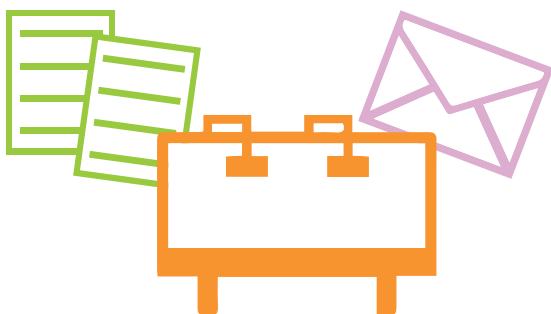
OVER
35,000
PARTICIPANTS



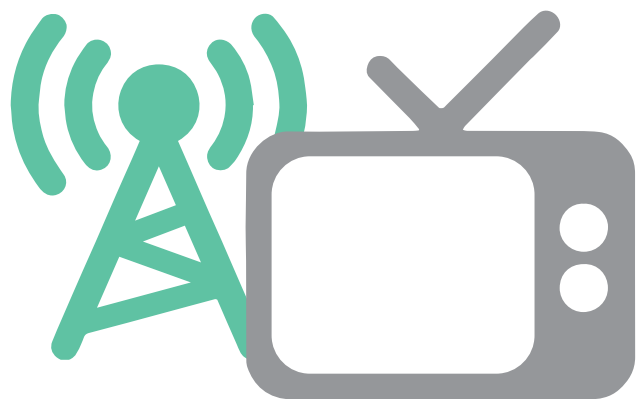
SOCIAL MEDIA
2,199,000



ONLINE PRESENCE
2,636,000



PRINT/ADVERTISING
11,100,000



RADIO/TV
6,200,000

Become a sponsor for one of
the Wellness Agency Events

**NATIONAL BLACK
HIV/AIDS
AWARENESS DAY**

FRIDAY, FEBRUARY 5TH

**Calling
All
Dads** Proud Dad
Cook-Out 

SATURDAY, JUNE 19TH

Cooking
with
DADS

WEDNESDAY, NOVEMBER 12TH

THE NATIONAL
**AFRICAN
AMERICAN
MALE**
WELLNESS AGENCY
VIP Reception

THURSDAY, AUGUST 12TH


RMIRT
What's Good Bruh?

SATURDAY, JULY 10TH

EST. 2004 **NATIONAL
AFRICAN
AMERICAN**
MALE WELLNESS WALK 

SATURDAY AUGUST 14TH
5K WALK & RUN
LIVINGSTON PARK AT 7AM

9TH ANNUAL AAMWI
GOLF
Tournament

SATURDAY, AUGUST 7TH

**Financial
Wellness**

THURSDAY, OCTOBER 21ST

**** See page 3 for Title Sponsor Activation ****



African American Male Wellness Agency

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Facebook: The National African American Male Wellness Initiative

Instagram: Aawellnessagency

YouTube: The African American Male Wellness Agency

Linkedin: National African American Male Wellness Agency