CHARLOTTE, NORTH CAROLINA

2022 WALK

SPONSORSHIP PACKAGE

JOIN THE MOVEMENT



THE NATIONAL AFRICAN AMERICAN MALE WELLNESS AGENCY

The National African American Male Wellness Walk (NAAMWW) provides a 5k walk and run as an awareness campaign addressing the need for black men to live longer from preventable diseases. The heartbeat of each walk initiative is our health screenings where we screen for blood pressure, glucose, cholesterol, HIV, STD/STI and prostate cancer for men who may not be seeing the doctor regularly.

2022 WALK SPONSORSHIP PACKAGE

DIAMOND
STARTS AT $50,000

MEDIA: *Company/Organizations will be mentioned in*
- All Event Press Releases
- Television/radio broadcasts
- Company logo to be implemented on all print advertising including: newspapers ads, billboards, event flyers, posters, yard signage, etc.
- Social Media posts

LOGO PLACEMENT:
- Aawellness.org with hyperlink to company website
- Mile markers
- Prominent Signage
- Event t-shirt

DAY OF EVENT:
- 2 premium 8ft exhibit tables with 4 chairs
- VIP Parking at day of the event
- 15 event t-shirts for company team participants and 5 event signature hats
- 10 event "swag bags"
- Stage announcements day of event
- Honorary Chair Meet & Greet

PLATINUM
STARTS AT $25,000

MEDIA: *Company/Organizations will be mentioned in*
- Television/radio broadcasts
- Company logo to be implemented on all print advertising including: newspapers ads, billboards, event flyers, posters, yard signage, etc.
- Social Media posts

LOGO PLACEMENT:
- Aawellness.org with hyperlink to company website
- Start/Finish banner
- Prominent Signage
- Event t-shirt

DAY OF EVENT:
- 1 premium 8ft exhibit table with 4 chairs
- VIP Parking at day of the event
- 10 event t-shirts for company team participants and 2 event signature hats
- 8 event "swag bags"
- Stage announcements day of event
- Honorary Chair Meet & Greet

SILVER
STARTS AT $15,000

MEDIA: *Company/Organizations will be mentioned in*
- Television/radio broadcasts
- Company logo to be implemented on all print advertising including: newspapers ads, billboards, event flyers, posters, yard signage, etc.

LOGO PLACEMENT:
- Aawellness.org with hyperlink to company website
- Start/Finish banner
- Event t-shirt

DAY OF EVENT:
- 1 8ft exhibit table with 2 chairs
- 6 event t-shirts
- 6 event "swag bags"
- Stage announcements day of event
- Honorary Chair Photo Op

GREEN
STARTS AT $5,000

MEDIA: *Company/Organizations will be mentioned in*
- Company logo to be implemented on all print advertising, including newspapers ads, event flyers, posters, yard signage, etc.

LOGO PLACEMENT:
- Aawellness.org with hyperlink to company website
- Event t-shirt

DAY OF EVENT:
- 1 8ft exhibit table with 2 chairs
- 4 event t-shirts
- 4 event "swag bags"
- Stage announcements the day of event
- Honorary Chair Photo Op





BLACK
STARTS AT $2,500

MEDIA: *Company/Organizations will be mentioned in*

- Company logo to be implemented on all print advertising, including newspapers ads, event flyers, posters, yard signage, etc.

LOGO PLACEMENT:

- Aawellness.org with hyperlink to company website
- Event t-shirt

DAY OF EVENT:

- 1 8ft exhibit table with 2 chairs
- 2 event t-shirts
- 2 event "swag bags"
- Stage announcements the day of event

DAY OF EVENT
STARTS AT $1,500

MEDIA: *Company/Organizations will be mentioned in*

- Company listed as event sponsor
- Company logo to be implemented on all print advertising, including newspapers ads, event flyers, posters, yard signage, etc.

LOGO PLACEMENT:

- All print and digital marketing of event outreach materials
- Event t-shirt

DAY OF EVENT:

- 1 8ft exhibit table with 2 chairs
- 2 event "swag bags"

AA WELLNESS 2021
AT A GLANCE



COMPLETED FIRST EVER
BLACK MEN'S HEALTH WEEK

DID YOU KNOW?

OVER 20K
PEOPLE IN ATTENDANCE

OVER 500
VOLUNTEERS PARTICIPATED

OVER 5,500
HEALTH SCREENINGS

130 SPONSORS

75 PHYSICIANS

300 VENDORS

450 PASSION TEAMS

200 CHURCHES PARTICIPATED

2021 PARTICIPATING CITIES: AKRON, ATLANTA, CLEVELAND, COLUMBUS, DETROIT, MEMPHIS, PHILADELPHIA, TOLEDO, YOUNGSTOWN