

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 VIP STARTS AT \$75,000

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.
- Facebook, LinkedIn, Twitter and Instagram posts

LOGO PLACEMENT:

- aawellness.org with hyperlink to company website
- Start/Finish at entry of the event
- Banner on event fencing
- Event t-shirt
- AAWellness Fatherhood Events in Columbus:
Cooking With Dads and Calling All Dads, Uplift Her Event Financial Wellness Summits

VIP RECEPTION:

- 1 table at VIP reception (\$75,000 level)
- 2 tables at VIP reception (\$100,000+ level)
- 15 event t-shirts for company team participants and 5 signature baseball hats
- VIP parking at event
- Prominent acknowledgment in VIP reception and full-page ad in reception booklet
- Sponsor speaking message at reception (not required)
- 2 teams and prominent company signage at Annual Golf Outing

**COMPANY WILL RECEIVE PREMIUM PLACEMENT
IN VENDOR PAVILION AREA AT EVENT**

PLATINUM 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.
- Facebook, LinkedIn, Twitter and Instagram posts

LOGO PLACEMENT:

- aawellness.org with hyperlink to company website
- Start/Finish at entry of the event
- Banner on event fencing
- Event t-shirt
- AAWellness Fatherhood Events in Columbus:
Cooking With Dads and Calling All Dads, Uplift Her Event Financial Wellness Summits

VIP RECEPTION:

- 1 table at VIP reception (\$75,000 level)
- 10 event t-shirts for company team participants and 4 signature baseball hats
- VIP parking at event
- Prominent acknowledgment in VIP reception and full-page ad in reception booklet
- Sponsor speaking message at reception (not required)
- 2 teams and prominent company signage at Annual Golf Outing

**COMPANY WILL RECEIVE PREMIUM PLACEMENT
IN VENDOR PAVILION AREA AT EVENT**

SILVER

STARTS AT \$25,000

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.
- Facebook, LinkedIn, Twitter and Instagram posts

LOGO PLACEMENT:

- Event t-shirt
- All print and digital marketing of event outreach materials
- Logo will have hyperlink on aawellness.org site

VIP RECEPTION:

- Company will have speaking slot on the event agenda
- Prominent vendor table placement at event
- Company announcement at monthly event committee meetings
- 6 tickets to VIP reception
- 6 event t-shirts and 2 baseball hats
- ½ page ad in VIP reception booklet
- 1 team and prominent company signage at Annual Golf Outing

BRONZE

STARTS AT \$15,000

MEDIA: *Company/Organizations will be mentioned in*

- Company listed as event sponsor
- Television/radio broadcasts
- Company logo to be implemented on all print advertising including: newspapers ads, billboards, event flyers, posters, yard signage, etc. throughout Central Ohio

LOGO PLACEMENT:

- All print and digital marketing of event outreach materials
- Prominent logo placement on Start/Finish event entry

VIP RECEPTION:

- Company will have speaking slot on the event agenda
- Vendor table at event
- Company announcement at monthly event committee meetings
- 4 tickets to VIP reception
- ½ page ad in VIP reception booklet
- 2 tickets and company signage at Annual Golf Outing

GREEN

STARTS AT \$10,000

MEDIA: *Company/Organizations will be mentioned in*

- Company listed as event sponsor
- Television/radio broadcasts
- Company logo to be implemented on all print advertising, including newspapers ads, billboards, event flyers, posters, yard signage, etc. throughout Central Ohio

LOGO PLACEMENT:

- All print and digital marketing of event outreach materials
- Prominent logo placement on Start/Finish event entry

VIP RECEPTION:

- Vendor table at event
- Company announcement at monthly event committee meetings
- 4 tickets to VIP reception
- ¼ page ad in VIP reception booklet
- 2 tickets and company signage at Annual Golf Outing

BLACK

STARTS AT \$5,000

MEDIA: *Company/Organizations will be mentioned in*

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

LOGO PLACEMENT:

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

VIP RECEPTION:

- Vendor table at event
- 2 tickets to VIP reception
- ¼ page ad in VIP reception booklet
- 2 tickets and company signage at Annual Golf Outing

DAY OF

STARTS AT \$2,500

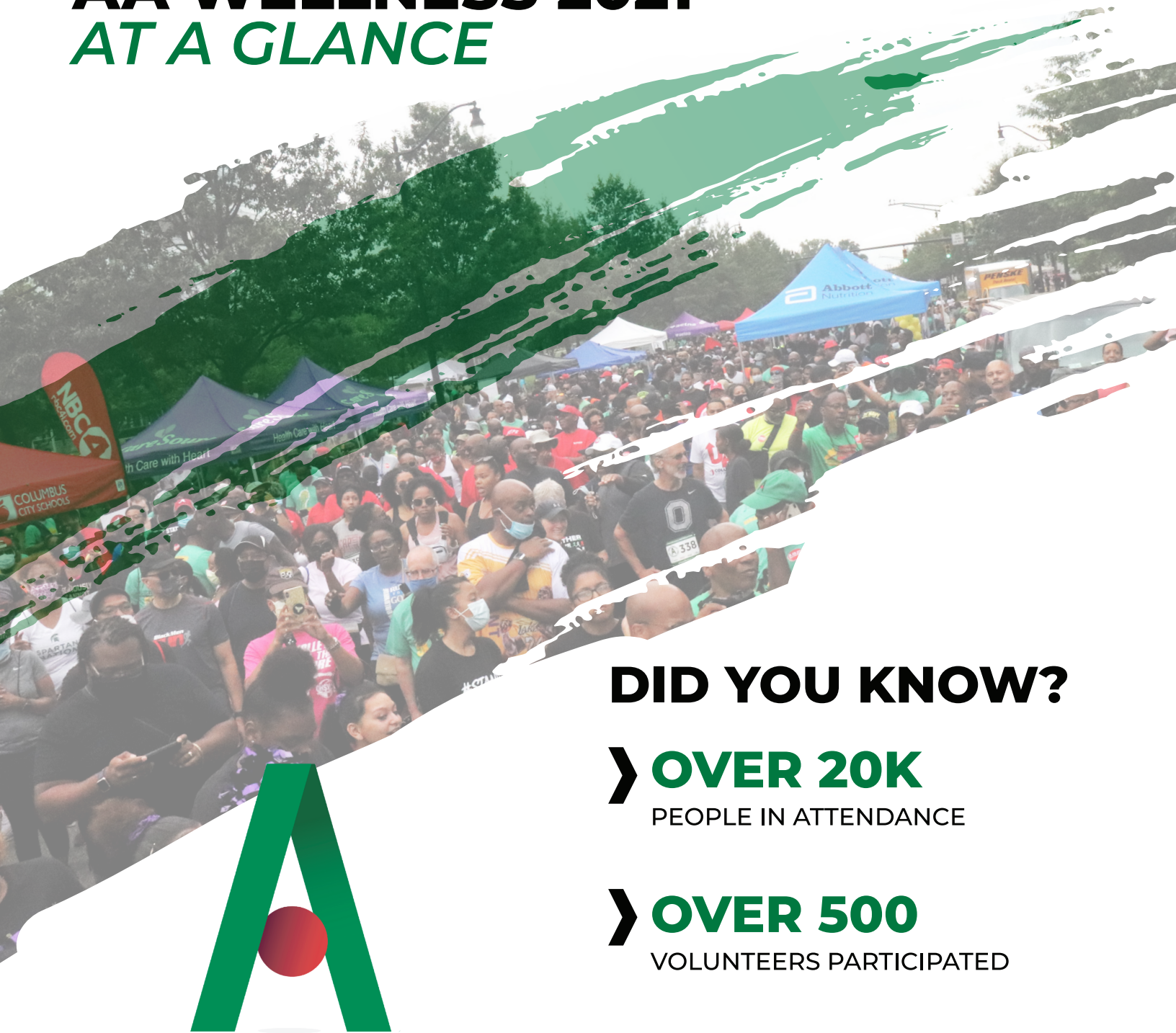
MEDIA: *Company/Organizations will be mentioned in*

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

LOGO PLACEMENT:

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

AA WELLNESS 2021 AT A GLANCE



DID YOU KNOW?

➤ **OVER 20K**
PEOPLE IN ATTENDANCE

➤ **OVER 500**
VOLUNTEERS PARTICIPATED

➤ **OVER 5,500**
HEALTH SCREENINGS

COMPLETED FIRST EVER
BLACK MEN'S HEALTH WEEK

65

SPONSORS

50

PHYSICIANS

115

VENDORS

405

PASSION
TEAMS

125

CHURCHES
PARTICIPATED

TOP PARTICIPATING ZIP CODES: **43205, 43207, 43219, 43068**



Office of
**COMMISSIONER
KEVIN L. BOYCE**

373 S. High Street, 26th Floor
Columbus, Ohio 43215

Dear Friends,

For decades, the National African American Male Wellness Agency (AAMWA) has uplifted and improved the health and well-being of African American men in Franklin County. As Honorary-Chair I am proud to support such a dynamic organization as the AAMWA. From the annual Wellness Walk, the largest wellness campaign in the country to the many events hosted throughout the year, the AAMWA remains a connected resource to vital health screenings, tests, and educational sessions for our community.

As steadfast as we are to our commitment to addressing racism and the obstacles to build wealth and financial success, Franklin County is just as committed to prioritizing our residents' mental and physical health. The AAMWA is a central partner and trusted resource in the Board of Commissioners' work to improve the lives of African American families in Franklin County.

Dedicated organizations like AAMWA are what make this vast and growing community a great place to live. I sincerely thank you for your work and I look forward to future collaboration between AAMWA and Franklin County.

Be Safe and Well,

A handwritten signature in blue ink that reads 'Kevin L. Boyce'. The signature is written in a cursive style.

Kevin L. Boyce

Commissioner

Franklin County Board of Commissioners