

YOUNGSTOWN, OHIO

# 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:

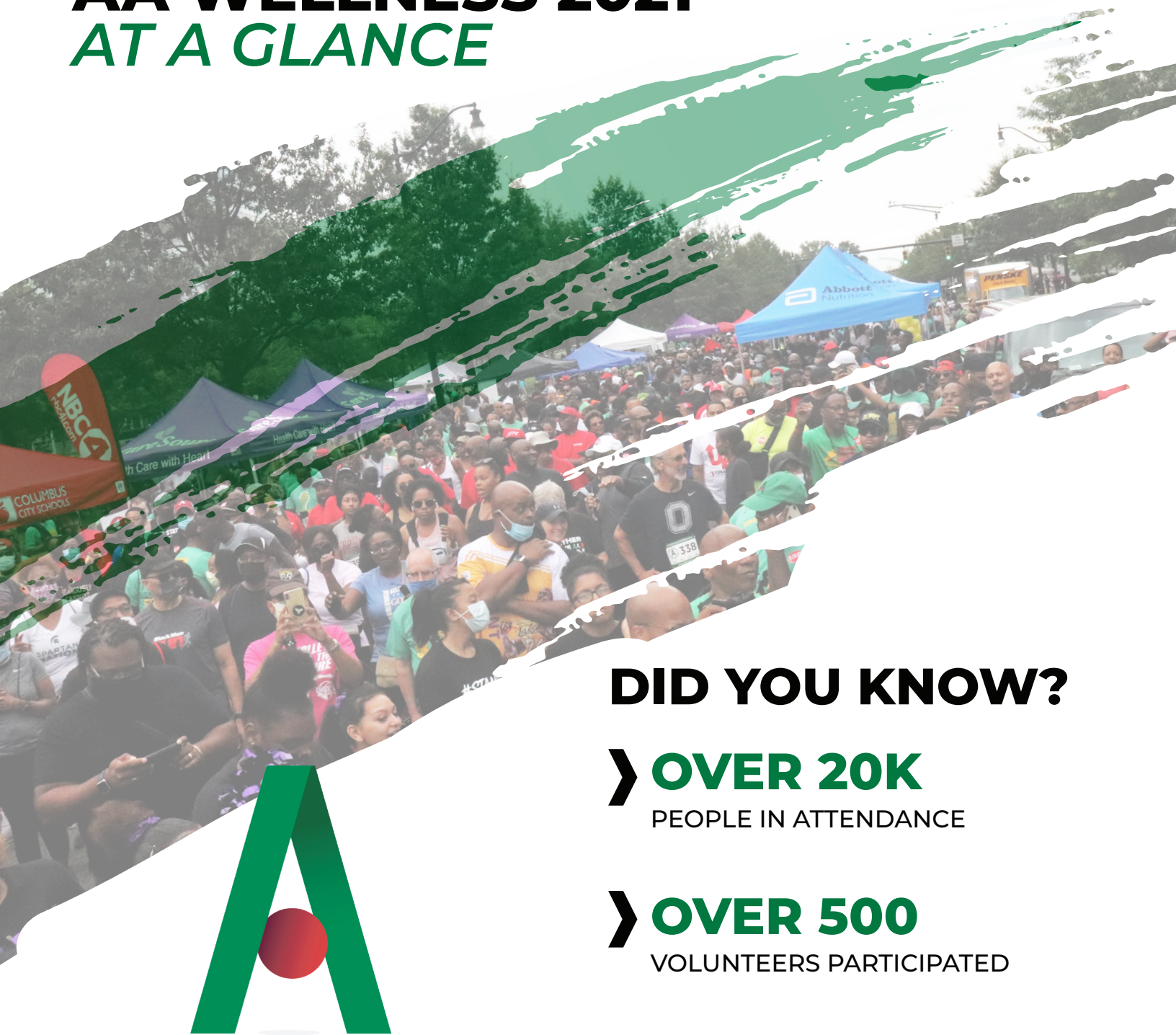
- All print and digital marketing of event outreach materials
- Event t-shirt

### DAY OF EVENT:

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



# AA WELLNESS 2021 AT A GLANCE



## 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

**130**

SPONSORS

**75**

PHYSICIANS

**300**

VENDORS

**450**

PASSION  
TEAMS

**200**

CHURCHES  
PARTICIPATED

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