

COLUMBUS, OHIO

THE WALK 2023

SPONSORSHIP PACKAGE

SATURDAY, AUGUST 12TH



CELEBRATING
20 YEARS OF SAVING
BLACK MEN'S LIVES

CLOSE THE GAP!

@AAWELLNESSAGENCY



AAWELLNESS.ORG



CLOSE THE GAP!

THE NATIONAL AFRICAN AMERICAN MALE WELLNESS WALK

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 their doctor regularly.

MORE THAN A WALK AGENCY INITIATIVES



FATHERHOOD • FINANCIAL • MENTORSHIP • MENTAL WELLNESS • OUTREACH • RESEARCH

CLOSE THE GAP!

LETTER FROM OUR HONORARY CHAIR



KEITH B. KEY

As the founder of KBK Enterprises and committed to enriching the lives of people traditionally underserved, it's a foundational principle that we build strategic alliances with organizations that actively steer communities forward. Moreover, being an advocate of health and wellness, education, and community service, it is my great pleasure to serve as Honorary Chair of the 20th Annual African American Male Wellness 5K Walk and Run.

Since my arrival in 1983 to attend The Ohio State University, I have been committed to serving the Columbus community, and likewise, The African American Male Wellness Agency has a rich history of doing the same. I have steadily witnessed its growth, attracting more than 30,000 participants this past year. Consequently, making it the largest initiative in the state of Ohio to raise awareness of preventable diseases affecting African American men.

The long-standing impact and community support for "The Walk" is evidence that Franklin County is a wonderful place to live, work, worship, and raise a family. Through this work, the organization has provided thousands of free health screenings across the state of Ohio. In support of this campaign, the Office of the Governor of Ohio has declared August African American Male Wellness Month.

On August 12, 2023, men, women, and children will gather at the historic Livingston Park for this year's celebration. We will also incorporate our Uplift Her initiative, making this a family affair you do not want to miss. The meaningful activities include free family health screenings, a 5k Walk and Run, a kid's pavilion, entertainment, and more.

Through your advocacy, collectively we take a stance to reduce disparities in premature mortality and chronic diseases affecting men in our community. We close the inequitable gaps in health and increase levels of productivity, stronger families, stabilized neighborhoods, and longer life expectancies.

Thank you in advance for your support of the 20th Annual African American Male Wellness 5K Walk and Run. I'll see you there!



Keith B. Key
Honorary Chair



2023 SPONSORSHIP LEVELS



MEDIA	DIAMOND \$75K	PLATINUM \$50K	GOLD \$25K	SILVER \$15K	BRONZE \$10K	GREEN \$5K
TV COMMERCIALS	✓	✓	✓			
RADIO ADS	✓	✓				
SOCIAL MEDIA	✓	✓	✓	✓	✓	
WEBSITE	✓	✓	✓	✓	✓	
COMPANY LINK ON WEBSITE	✓	✓	✓	✓		
MOBILE APP	✓	✓	✓			
PRESS RELEASE	✓	✓				
PODCAST	✓	✓	✓			
STREAMING	✓	✓	✓			
PRINT						
HOT CARDS	✓	✓	✓	✓	✓	✓
BILLBOARDS	✓	✓	✓			
POSTER	✓	✓	✓	✓	✓	✓
YARD SIGNS	✓	✓				
DOOR HANGERS	✓	✓	✓	✓	✓	✓
AGENCY EVENTS						
HIV AWARENESS	✓	✓	✓	✓		
VIP BREAKFAST	✓	✓	✓	✓		
PROUD DAD COOKOUT	✓	✓	✓	✓		
REAL MEN REAL TALK SUMMIT	✓	✓	✓	✓		
FINANCIAL WELLNESS SUMMIT	✓	✓	✓	✓		
COOKING WITH DADS	✓	✓	✓	✓		
UPLIFT HER	✓					
GOLF OUTING TEAM	2	1				
VIP RECEPTION TIX	14	10	4	4	2	2
VIP RECEPTION PROGRAM AD	FULL	HALF	QUARTER	PLACEMENT	PLACEMENT	PLACEMENT
DAY OF THE WALK						
VIP PARKING	✓					
THANK YOU BANNER	✓	✓	✓	✓	✓	✓
WELCOME START/FINISH LINE	✓					
START/FINISH BANNER	✓					
OFFICIAL WALK SHIRT	16	8	6	4	2	2
VENDOR TABLE	2	1	1	1	1	1
SWAG BAG	✓					

CLOSE THE GAP!

AA WELLNESS 2022



DID YOU KNOW?

➤ **OVER 30,000**
SUPPORTED THE WALK

➤ **OVER 6,000**
INDIVIDUAL HEALTH SCREENINGS

➤ **OVER 500**
VOLUNTEERS PARTICIPATED

50

DOCTORS PROVIDED FREE
HEALTH CONSULTATIONS

101

SPONSORS
(FINANCIAL CONTRIBUTORS)

150

VENDORS
PARTICIPATED

440

PASSION
REGISTERED TEAMS

TOP PARTICIPATING ZIPCODES

43205, 43219, 43211, 43229, 43203



CLOSE THE GAP!



SAVE BLACK MEN'S LIVES.



CONNECT WITH US!



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**THE AFRICAN AMERICAN
MALE WELLNESS AGENCY**



**THE AFRICAN AMERICAN
MALE WELLNESS AGENCY**



**"MORE THAN A WALK"
PODCAST**



SCAN HERE ▲