

# BLACK MEN'S WELLNESS DAY

**SATURDAY SEPTEMBER 14**



**CELEBRATING  
21 YEARS OF SAVING  
BLACK MEN'S LIVES**

**ATLANTA.AAWELLNESS.ORG**

**ATLANTA  
GEORGIA**

# 2025

**@AAWELLNESSAGENCY**

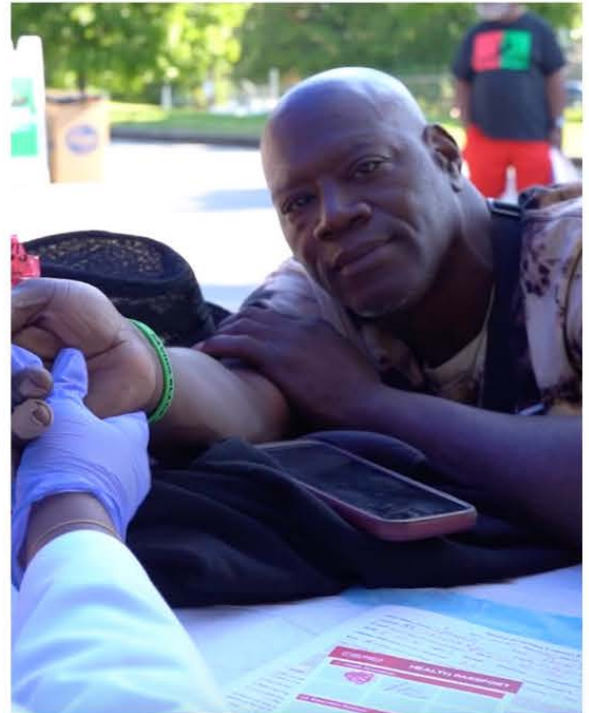
**SPONSORSHIP PACKET**



Our annual Wellness Day, previously recognized as the Walk, is not merely an event but a movement. It stands as a holistic awareness campaign, spotlighting the imperative for Black men to lead longer, healthier lives, safeguarded from preventable diseases. This commitment is most visibly demonstrated by offering, for free, essential health screenings – vital checkpoints for blood pressure, glucose, cholesterol, HIV, STD/STI, and prostate cancer, tailored for those who may not have regular medical consultations.

As we evolve into the African American Male Wellness Day, the scope and scale of our impact grows. This presents a golden opportunity for our sponsors: to align with a mission that resonates deeply within communities and to be recognized as catalysts for a transformative change in Black men's health.

Your support empowers this mission. Together, we can create a ripple effect of wellness, changing lives one day, one man, and one family at a time.



## MORE THAN A WALK

### AGENCY INITIATIVES



**FATHERHOOD FINANCIAL MENTORSHIP MENTAL WELLNESS OUTREACH RESEARCH**

# 2025 SPONSORSHIP LEVELS

## SAVING BLACK MEN'S LIVES

MEDIA	DIAMOND \$75K	PLATINUM \$50K	GOLD \$20K	SILVER \$10K	BRONZE \$5K	GREEN \$3K
TV COMMERCIALS	✓	✓	✓	✓		
RADIO ADS	✓	✓	✓			
SOCIAL MEDIA	✓	✓	✓	✓	✓	
WEBSITE	✓	✓	✓	✓	✓	
COMPANY LINK ON WEBSITE	✓	✓	✓	✓		
MOBILE APP	✓	✓	✓			
PRESS RELEASE	✓	✓				
PODCAST	✓	✓	✓			
STREAMING	✓	✓	✓			
<b>PRINT</b>						
HOT CARDS	✓	✓	✓	✓	✓	✓
BILLBOARDS	✓	✓	✓	✓		
POSTER	✓	✓	✓	✓	✓	✓
YARD SIGNS	✓	✓	✓			
DOOR HANGERS	✓	✓	✓	✓	✓	✓
<b>AGENCY EVENTS</b>						
REAL MEN REAL TALK SUMMIT	✓	✓	✓			
GOLF OUTING TEAM	2	1	1			
VIP RECEPTION PROGRAM AD	FULL	HALF	QUARTER	PLACEMENT	PLACEMENT	
<b>DAY OF THE WALK</b>						
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



**CLOSE THE GAP!**



**SAVE BLACK MEN'S LIVES.**



**CONNECT WITH US!**



**@AAWELLNESSAGENCY**



**THE AFRICAN AMERICAN  
MALE WELLNESS AGENCY**



**THE AFRICAN AMERICAN  
MALE WELLNESS AGENCY**



**"MORE THAN A WALK"  
PODCAST**



**SCAN HERE ▲**