



CLINIC TO COMMUNITY 2026

BLACK MEN'S WELLNESS DAY

AAWELLNESS.ORG



Black Men's Wellness Day (BMWD) is a powerful, community-centered initiative designed specifically to empower Black men through a comprehensive approach to health and wellness. Held annually, this initiative serves as a critical intervention in addressing the unique health challenges faced by Black men, promoting holistic well-being in an engaging and supportive environment. BMWD brings together individuals, families, and health professionals to address critical health issues, fostering a culture of support and empowerment. This ripple effect promotes long-term change and fosters a culture of health. It provides a space for black men to the lead in their families to be well.





KEY IMPACTS

RAISING AWARENESS

BMWD shines a spotlight on the unique health challenges faced by Black men, including higher rates of chronic illnesses and mental health struggles. By raising awareness, we empower participants to take charge of their health and seek necessary resources.

COMPREHENSIVE HEALTH SCREENINGS

Attendees have access to free health screenings for conditions such as hypertension, diabetes, cancer screenings, and mental health assessments. These screenings provide immediate feedback and help participants understand their health status, encouraging them to seek further medical advice if needed. Direct access to resources is crucial in bridging the gap in healthcare disparities within our communities.

COMMUNITY CONNECTION

The life changing initiative creates a safe space for Black men to share experiences, support one another, and build a network of accountability. This sense of community fosters resilience and encourages ongoing discussions about health and wellness for a lifetime.

INSPIRING CHANGE

BMWD features motivational speakers and success stories that inspire participants to prioritize their health and advocate for wellness within their families and communities.

CALL FOR SUPPORT

To continue this vital work and expand the reach of Black Men's Wellness Day, we need your support. By contributing to this event, you are investing in the health of Black men and the overall well-being of our communities. Together, we can uplift and empower Black men through wellness in 2025 and beyond!

HEALTH & WELLNESS

Initiatives

Our community health and wellness programs are designed to improve the overall health and well-being of individuals within our communities. These programs focus on promoting healthy behaviors, preventing diseases, and providing access to healthcare services. They play a crucial role in empowering communities to take control of their health and creating environments that support healthy living.



BLACK MEN'S WELLNESS DAY

Held in 20 cities nationwide, Black Men's Wellness Day addresses health disparities faced by African American men, who are 70% more likely to die from preventable diseases than white men. Through free health screenings, workshops, and fitness activities, the event empowers men to take charge of their health and promotes a culture of wellness in our communities.



UPLIFT HER

Uplift Her recognizes the importance of supporting African American women in our communities. With Black women 60% more likely to have high blood pressure and other chronic conditions, this initiative provides free health screenings, resources, and programs to empower women, addressing their unique health needs and promoting overall well-being.



FATHERHOOD

Our Fatherhood initiative emphasizes the vital role fathers play in the health and development of their children. With 76% of Black children not being kindergarten ready, we provide resources and support to help fathers build strong, positive relationships with their children, fostering healthier families and communities.



IT'S OUR PROBLEM TOO

The Black community has seen a 214% increase in opioid overdose deaths in the past decade, highlighting the urgency of our It's Our Problem Too initiative. This program focuses on addressing the opioid dependency crisis within the Black community. By providing education, resources, and support, we aim to combat addiction and promote recovery, emphasizing that opioid dependency is a collective issue requiring collective action.



U GOT THIS

The U Got This Diabetes Program provides African American men with the education, resources, and support they need to manage and prevent diabetes. With 60% of Black men at risk of developing type 2 diabetes by age 55, we offer workshops, screenings, and personalized care plans to empower individuals to take control of their health and improve their quality of life.



REAL MEN REAL TALK

Real Men Real Talk encourages open and honest discussions about health, relationships, and personal growth among African American men. Given that Black men have the lowest life expectancy of any racial group in the U.S., we aim to foster a supportive environment to break down barriers and promote a culture of wellness and self-improvement.

*****Financial wellness is woven into every aspect of our work, empowering individuals and families to build healthier, more secure futures by addressing both physical and economic well-being.*****

UPLIFT Her

Enhancing Women's Health through Sisterhood, Education, and Health Screenings

Uplift Her is a transformative initiative launched by the African American Male Wellness Agency (AAMWA) dedicated to improving the holistic health and well-being of women of color. Established in 2019 during the pandemic, Uplift Her formed a powerful partnership with The Ohio State University Wexner Medical Center and numerous community organizations. This collaboration aims to address critical health disparities affecting women of color by providing access to quality healthcare, education, and resources tailored to their unique needs.

Understanding the Health Challenges

Women of color face disproportionately higher health risks associated with heart disease, stroke, breast cancer, and maternal health issues being among the most severe. For instance, Black women are 41% more likely to die from breast cancer compared to their white counterparts, and heart disease and stroke are the leading causes of death for women of color. Additionally, diabetes is the fourth leading cause of death for Black women, and 1 in 25 Black women is diagnosed with colorectal cancer. Alarmingly, Black, Hispanic, and Indigenous women are 2-3 times more likely to experience pregnancy-related complications.

In response to these alarming statistics, Uplift Her seeks to bring healthcare services directly into the community, eliminating barriers to access. We offer a variety of year-round engagement activities designed to support women in their health and wellness journey including mentorship programs, mental wellness resources, and maternal and infant health assessments.

Comprehensive Support and Education

At Uplift Her, we believe that education is key to empowering women to make informed health decisions. Our educational workshops cover crucial topics such as nutrition, chronic disease prevention, mental health awareness, and reproductive health. By equipping women with knowledge and resources, we enable them to advocate for their own health and well-being.





Engaging the Next Generation

By involving young girls through our youth pavilion, we inspire the next generation to prioritize their health and wellness. Activities are designed to promote healthy habits and self-care, setting the foundation for a lifetime of well-being. Moreover, our initiative includes a youth pavilion aimed at inspiring the next generation of women leaders. Through activities that promote self-care and healthy habits, we aim to instill lifelong values in young girls, ensuring they grow into informed and empowered women.

Community Impact and Success Stories

Since its inception, Uplift Her has positively impacted the lives of over 10,000 women and girls. Our collaborative efforts have facilitated more than 5,000 free health screenings right in the neighborhoods where women live. These screenings encompass a range of essential health checks, including blood pressure, glucose levels, colorectal cancer screenings and breast cancer screenings, all aimed at identifying health issues early and providing continuum of care resources and services.

In 2024, recognizing the critical role of education in health and wellness, Uplift Her implemented \$12,500 in scholarships. This initiative awarded funds to five young women attending four-year universities and one young woman pursuing a trade skills program in construction. By investing in education, we are not only addressing immediate health concerns but also fostering long-term empowerment and economic stability.

Looking Ahead: Expansion and Empowerment

The African American Male Wellness Agency is excited to announce the expansion of Uplift Her to Houston, Philadelphia, and Youngstown in 2025. Our Uplift Her Women's Wellness Day will be a cornerstone event in these cities, dedicated to empowering women to #LowerTheirRisk and save lives. This event will provide access to free biometric screenings—including blood pressure, glucose, hemoglobin A1C, and cholesterol levels—alongside vital services such as mammograms, women's health exams, HIV/STI testing, and maternal health assessments.

Beyond Women's Wellness Day, Uplift Her will offer a year-long calendar of engaging activities that promote fitness, mental health support, talk therapy, networking opportunities, and educational programs. These initiatives are designed to create a supportive environment where women can connect, share experiences, and thrive.

Join Us in Making a Difference

Uplift Her is more than just a health initiative; it is a movement to empower women of color to take charge of their health and well-being. We invite community members, organizations, and advocates to join us in this vital mission. Together, we can create a ripple effect of health awareness, education, and empowerment that transforms lives and strengthens our communities.

Let's work together to uplift women of color, ensuring they have the resources and support they need to lead healthy, fulfilling lives. Join us all year in UPLIFTING women in our communities through participating in our #LowerYourRisk movement

LEGEND SPONSOR

\$100K

LOGO INCLUSION ON ALL PRINT MATERIALS

- Nearly 1 million print media materials to include hot cards, posters, yard signs, door hangers, & custom collaborative content
- Logo placement on signature event billboards (7 events with up to 12 billboard recognition)

DIGITAL AND BROADCAST MEDIA

- Acknowledgement of sponsorship on our social media channels, Facebook, Instagram, and LinkedIn
- Webpage advertisement, 3 awareness campaign content, and hyperlink to relevant health & wellness content on aawellness.org
- Inclusion in television and radio advertising resulting in over 10 million impressions
- Recognition of sponsorship on our national Real Men Real Talk podcast

SIGNATURE EVENT DAY BENEFITS

- VIP Parking up to 2 parking spaces
- 24 official event shirts for BMW/D/Uplift Her/Golf Outing/Proud Dad Cookout
- 10 vendor tables with 2 accompanying chairs per table
- 1 Screening or Promotional Mobile vehicle
- Logo on event stage
- Logo on banner
- Logo on gate banner
- Logo on Megatron Screens
- 10 min main stage presentation
- Priority vendor table placement
- 2 tables at the VIP Breakfast
- 2 tables at the VIP Reception
- Full page ad in the reception program



DIAMOND SPONSOR

\$75K

LOGO INCLUSION ON ALL PRINT MATERIALS

- 750K print media materials to include hot cards, posters, yard signs, door hangers, & custom collaborative content
- Logo placement on signature event billboards (5 events with up to 10 billboard recognition)

DIGITAL AND BROADCAST MEDIA

- Acknowledgement of sponsorship on our social media channels Facebook, Instagram, and LinkedIn
- Webpage advertisement & 2 awareness campaign content on aawellness.org
- Inclusion in television and radio advertising resulting in over 10 million impressions
- Recognition of sponsorship on our national Real Men Real Talk podcast

SIGNATURE EVENT DAY BENEFITS

- VIP Parking up to 1 parking space
- Recognition on event signage
- 15 official event shirts for BMWD/Uplift Her/Golf Outing/Proud Dad Cookout
- 5 vendor tables with 2 accompanying chairs per table
- 1 Screening or Promotional Mobile vehicle
- Logo on event stage
- Logo on banner
- Logo on gate banner
- Logo on Megatron Screens
- 10 min main stage presentation
- Priority vendor table placement
- 1 table at the VIP Breakfast
- 1 table at the VIP Reception
- Full page ad in the reception program



PLATINUM SPONSOR

\$50K

LOGO INCLUSION ON ALL PRINT MATERIALS

- 500K print media materials to include hot cards, posters, yard signs, door hangers, & custom collaborative content
- Logo placement on signature event billboards (3 events with up to 3 billboard recognition)

DIGITAL AND BROADCAST MEDIA

- Acknowledgement of sponsorship on our social media channels Facebook, Instagram, and LinkedIn
- Webpage advertisement & 1 awareness campaign content on aawellness.org
- Inclusion in television and radio advertising resulting in over 10 million impressions
- Recognition of sponsorship on our national Real Men Real Talk podcast

SIGNATURE EVENT DAY BENEFITS

- VIP Parking up to 1 parking space
- 10 official event shirts for BMW/D/Uplift Her/Golf Outing/Proud Dad Cookout
- 3 vendor tables with 2 accompanying chairs per table
- 1 Screening or Promotional Mobile vehicle
- Logo on event stage
- Logo on banner
- Logo on gate banner
- Logo on Megatron Screens
- 10 min entertainment stage presentation
- Priority vendor table placement
- 6 tickets at the VIP Breakfast
- 6 tickets to the VIP Reception
- Half page ad in the reception program



GOLD SPONSOR

\$25K

LOGO INCLUSION ON ALL PRINT MATERIALS

- 300K print media materials to include hot cards, posters, yard signs, door hangers, & custom collaborative content
- Logo placement on signature event billboards (3 events with up to 3 billboard recognition)

DIGITAL AND BROADCAST MEDIA

- Acknowledgement of sponsorship on our social media channels Facebook, and Instagram
- Webpage advertisement on aawellness.org

SIGNATURE EVENT DAY BENEFITS

- VIP Parking up to 1 parking space
- Recognition on event signage
- 8 official event shirts for BMWD/Uplift Her, 1 additional signature event
- 2 vendor tables with 2 accompanying chairs per table
- 1 Screening or Promotional Mobile vehicle
- Logo on event stage banner
- Logo on event stage banner
- Logo on gate banner
- Logo on Megatron Screens
- 10 min entertainment stage presentation
- 4 tickets at the VIP Breakfast
- 4 tickets to VIP Reception
- Quarter page ad in the reception program

SILVER SPONSOR

\$10K

LOGO INCLUSION ON ALL PRINT MATERIALS

- 150K print media materials to include hot cards, posters, yard signs, door hangers, & custom collaborative content

DIGITAL AND BROADCAST MEDIA

- Acknowledgement of sponsorship on our social media channels Facebook, and Instagram
- Company link and logo on aawellness.org

SIGNATURE EVENT DAY BENEFITS

- 4 official event shirts for BMWD or Uplift Her
- 1 vendor tables with 2 accompanying chairs per table
- 2 tickets at the VIP Breakfast
- 2 tickets at the VIP Reception
- Sponsorship mention in the reception program

BRONZE SPONSOR

\$5K

LOGO INCLUSION ON ALL PRINT MATERIALS

- 75,000 print media materials to include hot cards, posters, yard signs, door hangers, & custom collaborative content

DIGITAL AND BROADCAST MEDIA

- Acknowledgement of sponsorship on our social media channels Facebook, and Instagram
- Company logo on aawellness.org

SIGNATURE EVENT DAY BENEFITS

- 2 official event shirts for BMWD or Uplift Her
- 1 vendor tables with 2 accompanying chairs per table
- 1 ticket at the VIP Breakfast
- 1 ticket to the VIP Reception
- Sponsorship mention in the reception program

GREEN SPONSOR

\$3K

SIGNATURE EVENT DAY BENEFITS

- FB sponsor mention
- 1 official event shirt for BMWD or Uplift Her
- 1 vendor table with 2 accompanying chairs per table





SPONSORSHIP FORM

My sponsorship level is as follows:

| | | | |
|------------------|-----------|----------------|----------|
| LEGEND SPONSOR | \$100,000 | SILVER SPONSOR | \$10,000 |
| DIAMOND SPONSOR | \$75,000 | BRONZE SPONSOR | \$5,000 |
| PLATINUM SPONSOR | \$50,000 | GREEN SPONSOR | \$3,000 |
| GOLD SPONSOR | \$25,000 | | |

DONATION \$_____

NAME: _____

TITLE: _____

COMPANY: _____

ADDRESS: _____

CITY: _____

STATE/ZIP: _____

EMAIL: _____

MOBILE: _____

TO BECOME A SPONSOR CONTACT:

Deirdra Coleman dcoleman@ncusolutions.com
Phone: 405-532-0444

MAKE CHECKS PAYABLE TO:

AFRICAN AMERICAN MALE WELLNESS AGENCY
2780 Airport Drive Suite 333, Columbus OH 43219
In the subject line, please include: 2026 Sponsorship OKC

The AAMWA is a charitable 501(c)(3) organization.
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