PARTNERSHIP WITH

# AAMWA

AFRICAN AMERICAN
MALE WELLNESS AGENCY

# SPONSORING OUR MISSION.

## Taking the clinic to the community.

# 2027



## YOUR PARTNERSHIP. OUR IMPACT.

### CONNECT

Bringing partners and communities together to drive meaningful change.

### PROMOTE

Advancing health and wellness through education, resources, and access.

### EMPOWER

Empowering men and families to lead healthier stronger, and more fulfiling lives.

### IMPACT

Creating lasting impact that strengthens individuals and communities.

## BE A PARTNER. MAKE AN IMPACT.

Together we can build a healthier tomorrow.

LEARN MORE & PARTNER TODAY

**AAWELLNESS.ORG**

BUILDING HEALTH. STRENGTHENING COMMUNITIES

BLACK MEN'S WELLNESS DAY

5K WALK & RUN

SAVING BLACK MEN'S LIVES

EST. 2004

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 2027 and beyond!

# 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:



**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**

### 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 i n 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 Usin 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.

# 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.*****

# A NATIONAL PLATFORM FOR IMPACT AND ENGAGEMENT

Every number tells a story and the story is urgent.

In the last year alone, more than 10,000 Black men stepped forward to be screened through our work. What we found was alarming: nearly 85% were living with high blood pressure, many without even knowing it. Behind those numbers are fathers, sons, husbands, leaders—lives at risk from preventable conditions that continue to cut futures short.

***But this is not just a statistic.***
***This is a call to action and an opportunity for meaningful partnership.***

**A Commitment That Saves Lives, and connection to the Community.**

Black Men's Wellness Day is a national movement driving real outcomes—changing behaviors, increasing access to care, and extending lives. We meet men where they are, removing barriers and replacing them with access, trust, and community.

We deliver what too many have gone without:

- Free, life-saving health screenings
- Access to medical professionals + resources
- Education that empowers men to take control of their health
- A culture of brotherhood, support, and accountability

Our message is simple but transformational:
Go to the doctor. Know your numbers. Stay active.

Why Your Support Matters

This mission does not move forward without partners.

When you invest you are supporting:

- Helping a man detect a life-threatening condition early
- Giving a father more years with his children
- Strengthening families and entire communities
- Closing critical gaps in healthcare access

Your partnership ensures that when they show up...everything they need is there. Free. Accessible. Life-changing.

Together, we are building a future where health is no longer a privilege but a standard.

**Where prevention replaces crisis.**
**Where awareness turns into action.**
**Where lives are not shortened but extended.**

When you invest in this mission, you invest in life.

Truthfully it's the most fun you'll ever have at a doctor's appointment.

## GET CHECKED OUT NOT CHECKED IN!

ATLANTA, GA
BALTIMORE, MD
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CHARLOTTE, NC
CHICAGO, IL
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# 2027 SPONSORSHIP

| BENEFITS CATEGORY | LEGEND $100,000 | DIAMOND $75,000 | PLATINUM $50,000 | GOLD $25,000 | SILVER $10,000 | BRONZE $5,000 | GREEN $3,000 |
|---|---|---|---|---|---|---|---|
| PRINT MATERIALS | 350,000 | 200,000 | 100,000 | 50,000 | 25,000 | Signage Only | X |
| BILLBOARD EXPOSURE | Up to 6 | Up to 3 | 1 | X | X | X | X |
| EVENT SIGNAGE | Entertainment Main Stage Banners & Yard Signs Start & Finish Line | Banners & Yard Signs Start & Finish Line | Banners & Yard Signs Start & Finish Line | Banner & Yard Sign | X | X | X |
| SOCIAL MEDIA RECOGNITION | Facebook Instagram Linkden | Facebook Instagram Linkden | Facebook Instagram | Facebook Instagram | Facebook | 1 Facebook mention | 1 Facebook mention |
| WEBSITE PLACEMENT | Homepage (6 Months) | Homepage (4 Months) | Homepage (3 Months) | Homepage (2 Months) | Homepage (1 Months) | Sponsor Page Only | Sponsor Page Only |
| PODCAST RECOGNITION | 1 Episode | X | X | X | X | X | X |
| EVENT SHIRTS | 12 | 8 | 6 | 4 | 2 | 1 | 1 |
| VENDOR TABLES | 4 | 3 | 2 | 1 | 1 | 1 | 1 |
| STAGE TIME | 5 Minutes | X | X | X | X | X | X |
| VIP BREAKFAST ACCESS | 6 Tickets | 5 Tickets | 4 Tickets | 3 Tickets | 2 Tickets | 1 Tickets | 1 Ticket |
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# 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 | | |

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TO BECOME A SPONSOR CONTACT:

**JAMAIL JOHNSON AT JJOHNSON@NCUSOLUTIONS.COM**

MAKE CHECKS PAYABLE TO:

**AFRICAN AMERICAN MALE WELLNESS AGENCY**

2780 Airport Drive Suite 333, Columbus OH 43219

**In the subject line, please include: 2027 Sponsorship**

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

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