

# Health IS Wealth

**DETROIT**

A WELLNESS EXPO IN PARTNERSHIP WITH  
THE EASTERN MARKET PARTNERSHIP

**AUGUST 16, 2022**

**SPONSORSHIP GUIDE**

**BLAC** +  
BLACK LEGACY ADVANCEMENT COALITION



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## **ABOUT THE HOST**

The Black Legacy Advancement Coalition is a movement that builds Black power by providing education and resources that uplift our communities. Bringing some of the brightest and most diverse minds in the country together, we research the state of the Black community to develop tactical strategy that will empower America's Black ethos. Through strategic methodology, we work to dismantle systematic racism by creating systemic change, opportunity, and equity for African-Americans.

## **ABOUT THE EVENT**

Health Is Wealth – Detroit is the premier gathering for Detroiters who desire to experience a celebration of wellness in community. On Tuesday, August 16, 2022, Detroiters and friends are invited to share in a day of festivities at the city's Eastern Market, highlighting the importance of wellness in our everyday lives. There will be live music, entertainment, wellness exhibits, wellness vendors, informative panels and conversations, great food, free health screenings, fitness experiences, as well as activities for youth and children. The entire day will be a come and go atmosphere, making it accessible for the general public and all ages. We encourage those working throughout the day to take your lunch with us. Employers are encouraged to become wellness partners with Health is Wealth by endorsing a 1-hour wellness break for their staff to visit the expo during the day. Come out looking to have a good time, and to experience wellness in a vibrant, fun-filled atmosphere!

## **EVENT DETAILS**

Date: Tuesday, August 16, 2022

Time: 9AM to 8PM

Location: Eastern Market 2934 Russell St, Detroit, MI 48207, Shed 3

Attire: Casual



## **SPONSORSHIP PACKAGES**

### **Bronze - \$500.00**

- Company logo included on website, print collateral, and event advertisement
- Standard Vendor Location

### **Silver - \$1,000.00**

- Company logo included on website, print collateral, and event advertisement
- Stage Mention
- Standard Vendor Location

### **Gold - \$2,500.00**

- Company logo included on website, print collateral, and event advertisement
- 3-minute stage opportunity to present a wellness moment to the live audience
- Media promotion in association with the event (1 social media post)
- Standard Vendor Location

### **Platinum Sponsor - \$5,000.00**

- Company logo included on website, print collateral, and event advertisement
- 10-minute stage opportunity to present a wellness discussion to the live audience
- Media promotion in association with the event (2 social media posts)
- Premium Vendor Location

## **Double Platinum Sponsor - \$10,000.00**

- Company logo included on website, in all print collateral, and event advertisement
- 15-minute stage opportunity to present a wellness discussion to the live audience
- Media promotion in association with the event (2 social media posts, 1 live video plays)
- Shed 3 Exhibitor location for showcase opportunity to event registrants

## **Titanium Sponsor - \$15,000.00**

- Company logo included on website, print collateral, and event advertisement
- 20-minute stage opportunity to present a wellness discussion to the live audience
- Media promotion in association with the event (3 social media posts, 2 live video plays)
- Premium Shed 3 exhibitor location for showcase opportunity to event registrants

## **Diamond Premier Sponsor - \$25,000.00**

- Company logo included on website, print collateral, and event advertisement
- 1-hour of cumulative time to present to the event's live audience
- Media promotion in association with the event (5 social media posts, 3 live video plays)
- Main Shed 3 feature exhibitor location for the central showcase to event registrants
- Radio and television verbal acknowledgement with local news
- Gift bag branding for all registrants



TO SECURE YOUR SPONSORSHIP TODAY, EMAIL US AT  
INFO@THEBLAC.CO.

IN KIND DONATIONS ARE ALSO WELCOMED.

FOR MORE INFORMATION, CALL US AT 313-327-1449 OR VISIT  
THEBLAC.CO/HEALTHISWEALTH.

TO MAKE YOUR SPONSORSHIP PAYMENT ONLINE, VISIT US AT:  
**WWW.THEBLAC.CO/DONATE**

**IN THE DONATION COMMENT SECTION, PLEASE NOTATE:  
"HIW SPONSORSHIP PAYMENT FROM (YOUR ORGANIZATION'S NAME)"**

TO MAKE A SPONSORSHIP PAYMENT BY CHECK, MAKE THE CHECK  
PAYABLE TO:

**BLACK LEGACY ADVANCEMENT COALITION**  
MEMO: HEALTH IS WEALTH

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