

Healthy City - Health and Wellness Affair

2023



Black Market Strategies
P. O. Box 281453
Memphis, TN 38168
info@BlockPartyForPeace.org



Healthy City

Health and Wellness Affair

@ the Block Party & *Picnic* for Peace

Presented By

YOUR COMPANY NAME GOES HERE

Saturday, October 14, 2023

“A healthy community is a working community.” “A working community is a safer community.” – State Rep. Antonio Parkinson



Nestled inside of the Block Party for Peace are its core events, the education and career fair and Healthy City Health & Wellness Affair. Healthy City Health & Wellness Affair is arguably Memphis' largest health and wellness event. For more than a decade, this event has served thousands of attendees at the Block Party for Peace with multiple health

and wellness related offerings. The expected attendance at this year's event is in the hundreds.

We ask that you partner with us by becoming a sponsor for this year's events.

By sponsoring or partnering with Healthy City Health & Wellness Affair, your organization will benefit from positive product placement, advertisement, access and booth space at the health fair. We look forward to your participation and assistance in serving our communities.

Below is a partial list of what takes place at Healthy City Health and Wellness Affair:

We will be providing

- Health screenings
- Free physicals for kids
- Blood pressures checks
- Cholesterol checks
- Blood glucose level checks
- O2 Saturation checks
- Flu shots
- Dental Screenings
- Vision screenings



Live persons discussing

- Healthy joints and joint surgery
- Congestive Heart Failure
- Hypertension
- Addressing wounds
- Breast cancer and mammography
- Signs of stroke

We will also have booths on

- Patient and family-centered care
- Dental
- Mental Health



Also!

- Live music
- Fun!
- Prizes
- Giveaways
- Contests
- Lifeblood bus will be onsite for blood donations.
- “Healthy Cooking” demonstrations to promote healthy eating

Healthy City Health and Wellness Affair is free to the public.

Vendors and sponsors are welcome. For more information
info@BlockPartyForPeace.org.

Please share this and other Block Party and Picnic for Peace events with your
friends and associates.

Below you will find the information needed to become a sponsor or partner. For
more information or online payments, please visit our website
www.BlockPartyForPeace.org or via email: Info@BlockPartyForPeace.org.



BENEFITS OF SPONSORSHIP

SPONSOR LEVEL 1 – PRESENTING SPONSOR - \$10,000

- This year's ***Healthy City Health & Wellness Affair*** will be officially renamed using your company name (e.g., XYZ Company presents ***The Healthy City Health & Wellness Affair***). This name will be positioned at every event associated with the Block Party event schedule. This sponsorship is available to one sponsor and is on a first-come basis. Deadline for all sponsorships is September 1st. This year's Event Name Sponsor has the right of first refusal to serve as the Event Name Sponsor for next year's event
- Your company's name and logo will be included in all radio, television, electronic, and print advertisement used to promote and market the event.
- When possible, street banners in event area at key traffic intersections will be hung with your company's logo, brand or name as presenting the Healthy City Health & Wellness Affair.
- Whenever possible, your company's spokesperson will be asked to participate in all on-air interviews promoting the event
- Company name or logo on event website (includes hyperlink to your web site)
- Company name or logo and brand placed on event tee-shirts
- Prominent signage display throughout all sanctioned events (Golf Tournament, Parade, etc.)
- Spotlight company during all events via verbal recognition
- Your company will be provided first choice of booth space at ***The Healthy City Health & Wellness Affair***. Competitors within your industry will not be able to sponsor the event at any level above Level 3 (available on a first-come basis)
- Your company will be presented with a certificate of appreciation after the event

SPONSOR LEVEL 2- GOLD SPONSOR- \$5,000

- Your company's logo will be included in all radio, television, electronic, and print advertisement used to promote and market the event. (Billboard, newspaper ads, posters, postcard fliers, email, website, radio and television and press releases)
- Whenever feasible, your logo will appear on street banners placed at key intersections in event area
- Company name or logo on event website (includes hyperlink to your web site)
- Company logo/brand placed on event tee-shirts
- Prominent signage display throughout all sanctioned events (Golf Tournament, Parade, etc.)
- Spotlight company during all events via verbal recognition
- Your company will be provided first tier choice of booth space at ***The Healthy City Health & Wellness Affair.***
- Your company will be presented with a certificate of appreciation after the event

SPONSOR LEVEL 3 –SILVER SPONSOR- \$2,500

- Your company's name and/or logo will be included in print advertising (newspaper ads, posters, take-one brochures, press releases) promoting the event.
- Company name or logo on event website (includes hyperlink to your web site)
- Spotlight company during Block Party via verbal recognition
- Your company will be provided booth space at ***The Healthy City Health & Wellness Affair.***
- Your company will be presented with a certificate of appreciation after the event

SPONSOR LEVEL 4 –BRONZE SPONSOR- \$1,250

- Company name or logo on event website (includes hyperlink to your web site)
- Spotlight company during Block Party via verbal recognition
- Your company will be provided booth space at ***The Healthy City Health & Wellness Affair.***
- Your company will be presented with a certificate of appreciation after the event

Vendors

- Vendor Booth Rental - \$250.00 – Covers all three days
- Non-Profit Booth Rental - \$200.00 – Covers all three days

Letter of Intent

Event: _____

On behalf of _____
(Company name)

We intend to purchase a: ☐ **Level 1** ☐ **Level 2** ☐ **Level 3** ☐ **Level 4**
☐ **Food Vendor** ☐ **Non-Food Vendor** ☐ **Non-Profit** (*Must show proof*)
(Check appropriate box)

Title: _____ Name: _____

Email: _____

Address: _____ City: _____ State: _____

Zip: _____ Telephone: _____ Fax: _____

Signature: _____ **Date:** _____

*Our sponsorship will be paid by: ____ - ____ - 2016

Please make checks to payable to Black Market Strategies. Memo: Block Party for Peace 2016
Mail payment along with this form to:

Black Market Strategies
P.O Box 281453
Memphis, TN 38168

E-mail: info@BlockPartyForPeace.com
Phone: 901.379.9101
Fax: 901.922.5675

For Office Use Only

Amount Received: \$ _____ **Received From:** _____

Form of Payment: ☐ **Cash** ☐ **Check No.** _____ ☐ **Money Order** ☐ **In Kind**

If in kind, what was the specific item and value in dollars? _____

Received By (Please Print): _____

Received By (Please Sign): _____ **Date:** _____

FAQ:

1. What size is the booth space? We provide a 10' x 10' space for your booth.
2. Do I need a canopy tent? No. Healthy City Health and Wellness Affair is an indoor event.
3. Is there overnight security? Yes. However, we recommend that you remove any valued items prior to leaving the site for the night.
4. Can I rent tables and chairs from the organizers? Yes. (1) Table and (2) chairs are \$40.00/day and are to be returned at the end of each day.
5. Is there anything that I cannot offer or sale? Yes, there are items that cannot be sold or offered by vendors at the Healthy City Health & Wellness Affair. They are: Water, pornographic material, material promoting gangs, and any items that would be deemed illegal under the laws and ordinances governing the City of Memphis, Shelby County, State of Tennessee and the United States of America. Note: Subject to the discretion of the Healthy City Health & Wellness Affair organizers.
6. Should I supply my own electricity? No. Electrical requests must be made 30 days prior to event launch.
7. Will food be provided? Catered food items will be provided for silver level sponsors and above.
8. Is there a referral incentive associated with this event? Yes. We will reduce your fee charge by 15% for every paid referral. (Conditions apply) (subject to approval)
9. When is setup? Setup for vendors begins at 4 PM on the Thursday prior to event launch.
10. Can I set up the day of? In some cases we present special consideration for late setup, however due to large amounts of pedestrian traffic and events that are in progress, we highly recommend that you set up during the pre-determined setup time.
11. **Who determines booth location and choice?** Booth location choice is determined in this manner: **Fist Choice to Sponsors (Highest level first), Vendors (based on payment date).**