



HEALTHY HERITAGE LIFESTYLE

SISTERS' DAY OF WELLNESS



A PLACE TO GATHER

Join Healthy Heritage Lifestyles for our Sisters' Day of Wellness, providing Black women a place to **gather**, **learn** and **discuss** how to better manage their health in a stressful world.



A PLACE TO LEARN

Attendees, healthcare professionals, and community stakeholders will share insight, laughter, food, and relaxation in a **comfortable** and **intimate** setting.



HEALTHY LIFESTYLE WORKSHOPS

Attendees will experience hands on healthy living workshops, including **cooking demonstrations**, **tastings**, and **interactive exercise demonstrations**.





HEALTHY LIVING MEDICAL EXPERTS

Black health professionals at the top of their game will participate in **panel discussions** analyzing some of the obstacles Black women face in obtaining healthier lifestyles, and **solutions** our community can take home and get started on.





Experts are also on-site to provide skincare, lifestyle, and product tips at information booths throughout the event.



HEALTHY HERITAGE LIFESTYLE ENGAGES

As the healthcare landscape continues to evolve, Healthy Heritage Lifestyles aims to create **ongoing event series** and **other opportunities** to introduce **viable, quality healthcare** options to this often ignored consumer market and demographic.



Healthy Heritage Lifestyle Sisters' Day of Wellness

Join us September 17, 2016 at the Jim Wise Theater, NJIT in Newark to learn healthy lifestyle tips for us!
Go to www.HealthyHeritageLifestyle.com for details or 973 715 3934



Dr. Jeanine Downie
Dermatologist



Yonda McPherson
Chef



Dr. Ogori N. Kalu
Oncologist



Dr. Carol Penn,
Integrated Medicine



Kelly Burgess Nutritionist



Benita Perkins
AFAA, NASM

Newark Beth Israel
Medical Center

RWJ Barnabas
HEALTH

Walmart



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AARP
Real Possibilities in
New Jersey

Horizon
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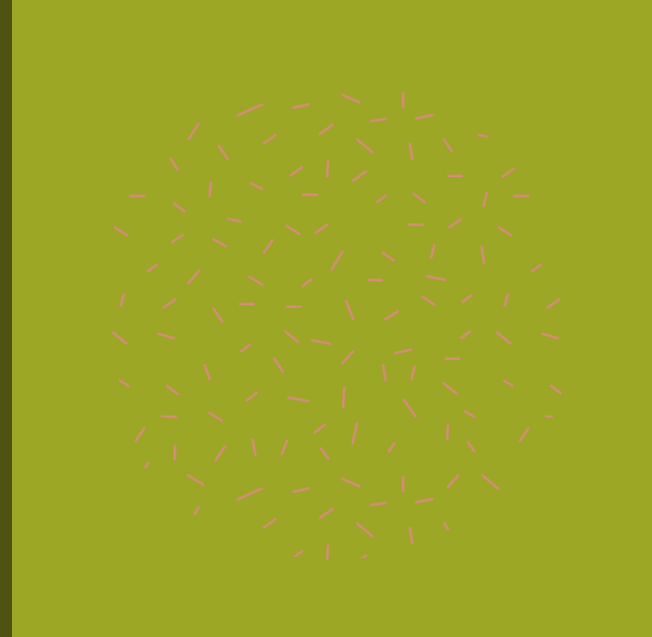
Saint Michael's
Medical Center

NEWARK
CELEBRATION
350

GET CONNECTED

- Become a Sponsor today and **get connected**! Our community often chooses to support institutions and organizations that support them.
- Be part of the conversation to **reduce health disparities** in our community by supporting a focus on **healthy lifestyle** and **behavior**.
- Sponsorship packages range from \$1,500—\$15,000.





Kick off event – October 15, 2022

Four local satellite events scheduled through June 20, 2023

- Healthy Heritage Lifestyles has created a day to provide women of color, ages 37 to 55, a place to gather, learn and discuss how to better manage their health. We welcome sponsors, government and community groups to bring together women and promote healthy lifestyle changes that matter. These events provide the venue for engagement with this community, disseminating information about services and products to develop a blueprint for living a healthy lifestyle. These panel discussions and workshops are provided in a setting where participants feel comfortable, supported and involved in shaping the future of their health and their families' health.

PARTNERSHIP OPPORTUNITIES

Community outreach and support for healthy communities and reducing health disparities

Digital and traditional media spend

Strengthen relationships with local community groups

Benefit from follow up impact data analysis

SPONSORSHIP LEVELS

Heritage of Health Sponsor \$10,000- \$15,000 (1x)

- **Premium** logo placement across event website and all promotional materials, including invitations, posters, emails, press releases, radio programs, and social media channels
- Full page ad in event program as **premier** sponsor
- Logo placement throughout the event as **premier** sponsor
- Exhibitor booth
- Option to provide organization items/marketing material in promotional gift bags given to all event attendees
- 6+ VIP tickets to kickoff event

Lifestyle Matters Sponsor \$7,500 - \$9,999 (2x)

- Major logo placement across event website and all promotional materials, including invitations, posters, emails, press releases, radio programs, and social media channels
- Half page ad in event program as major sponsor
- Logo placement throughout the event as major sponsor
- Exhibitor booth
- Option to provide organization items/marketing material in promotional gift bags given to all event attendees
- 4+ VIP tickets to kickoff event

Women's Health Sponsor \$3,500 - \$6,000 (3x)

- Logo placement across event website and all promotional materials, including invitations, posters, emails, press releases, radio programs, and social media channels
- Half page ad in event program as sponsor
- Option to provide organization items/marketing material in promotional gift bags given to all event attendees
- Logo placement throughout the event
- 2+ VIP tickets to kickoff event

Caring Partner \$1,000 – 2,000 (5x)

- Logo placement across event website and all promotional materials, including invitations, posters, emails, press releases, radio programs, and social media channels
- Option to provide organization items/marketing material in promotional gift bags given to all event attendees
- 2+ VIP tickets to kickoff event



Benita Perkins is President of BennieGirl Healthy Lifestyle Branding & Communication, Inc. and has worked with corporations, health organizations and managed care companies, producing health awareness events for the African American community. Ms. Perkins list of clients include Jefferson Hospital, Newark Beth Israel Medical Center, Pepsico, McDonalds, New York Life, American Heart Association, American Diabetes Association, AARP, National Urban League, Healthy Churches 20/20 and Durham County.

CONTACT INFORMATION

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