



7th Annual

“Celebrating a Healthier Detroit” Expo
2017

Wednesday, August 9, 2017
11am – 4pm

****NEW Location****

William G. Milliken State Park
& Harbor
Detroit, MI



The McKinney Foundation
7th Annual “Celebrating a Healthier Detroit” Expo on Wednesday, August 9, 2017
Theme: Building a Culture of Health Equity

Summer is a time to enjoy good music, healthy foods and Family! In August, The McKinney Foundation will focus its educational programming on matters related to health and wellness. In an effort to ensure a healthier metro Detroit we are collaborating with the healthcare community to provide a unique array of activities that center on chronic health concerns affecting our city.

The 7th Annual “Celebrating a Healthier Detroit” Expo is a full-day event with a serious purpose! To take place on Wednesday, August 9, 2017; from 11:00am–4pm at William G. Milliken State Park & Harbor, which anchors the River Walk. The purpose of this Expo is to close the knowledge gap and reduce health disparities in metro Detroit, especially for metro Detroit residents who were recently ‘uninsured and underinsured’. By bringing together the greater health and wellness communities to educate families about relevant health issues and to share programs that are most beneficial to creating and maintaining a healthy lifestyle.

The Expo consists of informational seminars, invited speakers, and exhibits targeting health issues relevant to our community: Obesity and diet-based diseases with an emphasis on childhood obesity, hyper-tension, diabetes, heart disease, stroke, asthma, HIV/AIDS, depression, preventative care and wellness for the entire family, nutrition and fitness. This event features healthy cooking demonstrations and tastings for the entire family, free give-a-ways, prizes, music, song, dance and more!

Come join us in celebrating healthy Children, Families and a Healthier Detroit!

The McKinney Foundation’s goals to achieve for the “*Celebrating a Healthier Detroit*” Expo:

1. The Expo will attract over 1,000 Metro Detroit families;
2. The Expo will connect metro Detroit families with the broader Health and Wellness community;
3. The Expo will increase awareness of beneficial health/preventative care and wellness programs that are free and/or low-cost to metro Detroit residents.

Goals are achieved in collaboration with local, state, and national health and wellness partners.

The Mission of The McKinney Foundation is to strengthen the metropolitan Detroit community by reinvesting in the citizenry through quality educational programs which help promote healthy living, entrepreneurship, and environmental responsibility.

Our Vision: The McKinney Foundation envisions a community with educational equity leading to a healthy and thriving Detroit Metropolitan Area, where each individual is:

- Assured of Access to quality education
- Economically empowered
- Environmentally responsible
- Aspiring and striving to reach their full potential
- A productive global citizen

To create this reality, The McKinney Foundation collaborates with like-minded agencies providing quality educational programs.



Sponsorship Benefits for “Celebrating a Healthier Detroit” Expo

With thousands of expected attendees, “**Celebrating a Healthier Detroit**” Expo is a prime opportunity to reach your community outreach, marketing, and media goals while promoting the overall mission of your company. Many promotional options are available including, but not limited to, on-site signage, product sampling and direct advertising. As a sponsor you will have numerous opportunities to:

- Participate in a strategic grassroots marketing campaign utilizing social media, TV, online newspaper ads, mobile ads, billboards, email blasts, and event flyers.
- Promote your organization, product, and/or services to a diverse target audience
- Network with representatives from participating sponsors, organizations, and businesses

We've created several sponsorship package levels designed to have the greatest impact on your sponsorship participation and event goals.

SPONSORSHIP TIERS

PRESENTING SPONSOR- \$25,000

As the **Presenting Sponsor** of “Celebrating a Healthier Detroit”, your company will enjoy the following benefits:

Collateral Benefits:

- Name in title of the event: (YOUR COMPANY'S NAME) presents CELEBRATING A HEALTHIER DETROIT
- Name/logo TMF website with link to your site
- Top-Level Name/Logo displayed in all online & print marketing used to promote the Expo
- First right of refusal as PRESENTING Sponsor for 2018 Expo

Media & Public Relations:

- Only Company name mentioned in PSAs (qty. TBD) and on Billboard (minimum one)
- Top Company and logo inclusion in all press correspondence and activities
- Company representation at all press conferences and media events
- Top-Level placement of Company Logo on all advertising & promotional materials
- Only Company Name/Logo on Title page in highlight video on YouTube
- Two (2) second spot in highlight video to be published to YouTube
- Name/Logo ran in credit of highlight video
- Web banners (300x250, 728x90, 160x600) on MEDIA 2-weeks prior to event. Total of 30,000 impressions

On-Site Benefits:

- Top-level placement on all event signage
- Stage mentions throughout the Expo
- Upgrade: 1-hour speaker or demonstration
- (2) Premiere Booth spaces
- Signage on Main stage at the event
- Additional benefits specific to your company can be discussed, i.e. coupons, samples, etc.

DIAMOND SPONSOR- \$20,000

As the **Diamond Sponsor** of “Celebrating a Healthier Detroit”, your company will enjoy the following benefits:

Collateral Benefits:

- Name/logo TMF website with link to your site
- Name/Logo displayed in all online & print marketing used to promote the Expo
- First right of refusal as DIAMOND Sponsor for 2018 Expo

Media & Public Relations:

- Company mention and logo inclusion in all press correspondence and activities
- Company Name/Logo shown at all press conferences and media events
- Prominent display of Company Logo on all advertising & promotional materials
- Two (2) second spot in highlight video to be published to YouTube
- Name/Logo ran in credit of highlight video

On-Site Benefits:

- Logo placement on all appropriate event signage (quantity TBD)
- Minimum 2 stage mentions during the Expo
- 45-minute speaker or demonstration
- (2) Prominent Booth spaces
- Additional benefits specific to your company can be discussed, i.e. coupons, samples, etc.

SPONSORSHIP TIERS

PLATINUM SPONSOR- \$10,000

As the **Platinum Sponsor** of "Celebrating a Healthier Detroit", your company will enjoy the following benefits:

Marketing Collateral:

- Name/logo TMF website with link to your site
- Name/Logo displayed in all online & print marketing used to promote the Expo
- First right of refusal as PLATINUM Sponsor for 2018 Expo

Media & Public Relations:

- Two (2) second spot in highlight video to be published to YouTube
- Name/Logo ran in credit of highlight video
- Prominent display of Company Logo on all advertising & promotional materials
- Name/Logo inclusion on sponsor listing in e-Newsletter
- Name/Logo listed on event page at TMF website for one (1) year

On-Site Benefits:

- Signage on Main stage at the event
- Logo placement on all appropriate event signage (quantity TBD)
- Company Name mentioned in announcement on Main Stage (minimum 2)
- Upgrade to two (2) prominent booth spaces during Expo
- 30-minute speaker or demonstration
- Additional benefits specific to your company can be discussed, i.e. coupons, samples, etc.

GOLD SPONSOR- \$5,000

As the **Gold Sponsor** of "Celebrating a Healthier Detroit", your company will enjoy the following benefits:

Marketing Collateral:

- Name/logo TMF website for one (1) year
- First right of refusal as GOLD Sponsor for 2018 Expo

Media & Public Relations:

- Name/Logo ran in credit of highlight video
- Company Logo on all advertising & promotional materials
- Name/Logo inclusion on sponsor listing in e-Newsletter
- Name/Logo listed on event page at TMF website for one (1) year

On-Site Benefits:

- Logo placement on all appropriate event signage (quantity TBD)
- Company Name mentioned in announcement on Main Stage (minimum 2)
- One (1) prominent booth space during Expo
- 30-minute speaker or demonstration
- Additional benefits specific to your company can be discussed, i.e. coupons, samples, etc.

SILVER SPONSOR - \$2,500

Silver level sponsorship will receive the following exposure:

- Speaker or Demonstration to public (20 minutes) with Company signage
- Logo placement on select event signage
- Company Name inclusion on sponsor listing in e-Newsletter and YouTube highlight video
- Logo and Company listed on event page at TMF website for six (6) months
- (1) Large Booth space during the Expo
- First right of refusal as *Silver Sponsor* for next scheduled **2018 "Celebrating a Healthier Detroit" Expo**

BRONZE SPONSOR - \$1,500

Bronze level sponsorship will receive the following exposure:

- Logo placement on select event signage
- Company Name inclusion on sponsor listing in e-Newsletter and YouTube highlight video
- Logo and Company listed on event page at TMF website for six (6) months
- (1) Booth space during the Expo
- First right of refusal as *Bronze Sponsor* for next scheduled **2018 "Celebrating a Healthier Detroit" Expo**

Exclusive Naming Opportunities

PERFORMANCE / CONCERT STAGE (Main) - \$10,000

This unique sponsorship opportunity is limited to one company who will receive high visibility with prominent display of Company Name & Logo on stage to host Opening Ceremony, Expo Performances, and “live” performance by scheduled entertainment throughout the day.

In addition, Company will receive the following exposure:

- Prominent Signage with Company Name & Logo on stage
- Prominent display of Company Logo in marketing collateral used to promote Expo
- Logo and/ or Company Name in credits of highlight video to be published to YouTube.
- Company literature included in take-home bags provided during registration.
- Company Logo featured on The McKinney Foundation’s website, 1 year
- First right of refusal for next scheduled **2018 “Celebrating a Healthier Detroit” Expo**

2017 VOLUNTEER T-SHIRTS - \$3,500

- Company Banner with Name & Logo to be prominently displayed on back of Expo T-Shirts worn by all Volunteers and Staff during 7th Annual, “Celebrating a Healthier Detroit” Expo,
- First right of refusal for next scheduled **2018 “Celebrating a Healthier Detroit” Expo**

“NAME-A-TENT” AT THE EXPO - \$2,500

Selections include: VIP, Hospitality and Immunizations, and K-12 Schools; Company Banner with Name & Logo to be prominently displayed in area.

The Company/K-12 School will receive the following exposure:

- Acknowledgement(s) of Company/School during appropriate activities scheduled
- Company/School Logo ran in credits of highlight video to be published to YouTube
- Company/School Logo featured on The McKinney Foundation’s website, 6 months
- First right of refusal for next scheduled **2018 “Celebrating a Healthier Detroit” Expo**

INFORMATION & REGISTRATION TENT - \$1,500

Company Banner with Name & Logo to be prominently displayed on tent

The Company will receive the following exposure:

- Company Logo ran in credits of highlight video to be published to YouTube
- Company Logo featured on The McKinney Foundation’s website, 6 months
- First right of refusal for next scheduled **2018 “Celebrating a Healthier Detroit” Expo**

EXHIBITOR RATES

Booth space during the Expo

Medium-size Business/Association Exhibit- \$500.00

Prominent Location and footage – TBD, which includes one 6-foot table and two chairs
Company listing in e-Newsletter and listing in YouTube video

Non-Profit and Small-Business-\$85.00

Standard Location, Standard footage –TBD