

# Ruby A. Neeson Diabetes Awareness Foundation, Inc.

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*I invite you to advance your support of philanthropic endeavors by elevating your business social responsibility reach through a company partnership or corporate sponsorship.*

At Ruby A. Neeson Diabetes Awareness Foundation (RANDAF), we have served the metropolitan Atlanta area for over ten years. This fall, we are aiming to raise \$10,000.00 to help fund our Nutrition for Wellness Initiative, a campaign dedicated to improving nutrition, achieving food security, and promoting sustainability.

In continuation since 2012, RANDAF is a 501c3 public charity yielding comprehensive programs to underserved populations. Our work promotes social, emotional, and economic well-being.

On Friday, November 11, 2022, Veterans Day we will host the 9<sup>th</sup> Annual Taste of Health Wellness Expo from 11:00 am until 1:00 pm at HearthSide Club Lafayette located at 105 Meeting Place Drive in Fayetteville. This year's theme is *The Art of Aging Gracefully*.

Held annually in November, in recognition of American Diabetes Month, Taste of Health Wellness Expo is an unparalleled exhibition uniting the community. The event has welcomed and engaged hundreds of attendees interested in health, livelihood, fitness, beauty, and the constantly evolving wellness industry.

To successfully meet our fundraising needs we depend on the goodwill and generosity of local businesses and individuals for their support. Our endeavor would go much farther with you as a sponsor. In this role, your business would provide sponsorship and in turn we would promote your company at the event in several ways. Alternatively, your business could participate as an exhibitor. There are considerable advantages to supporting Taste of Health Wellness Expo. The opportunity offers invaluable brand positioning, exposure, and more. With you by our side at the event, we are sure to achieve our fundraising goal and continue to serve the community by helping to eradicate health variances.

I invite you to visit our website to see firsthand the earnest difference that sponsorship and philanthropy can make. If your company is interested in being an official event sponsor, or exhibitor please do not hesitate to reach out to me at the contact information provided above. The event summary and sponsorship levels have been outlined on the corresponding pages. You may complete the attached sponsorship interest form if you accept our invitation to make a difference.

Respectfully,

Mutima Jackson-Anderson, President/CEO

## Event Summary

The inaugural **Taste of Health Wellness Expo** was held on November 14, 2014, in acknowledgment of World Diabetes Day, the paramount global awareness campaign of the diabetes community. Presented annually in perpetuation from the introductory event, Taste of Health Wellness Expo offers a meaningful, entertaining day to raise awareness of diabetes and nutrition, as well as the plight of food insecurity.



**Taste of Health Wellness Expo** is celebrating its 9th year in partnership with OneStreet Residential, a multi-family residential company offering healthy housing for aging populations.

Taste of Health presents a day of jollification activities to strengthen family ties which contribute to the overall well-being of the community.

With the support of community partners, we aim to outstretch our optimistic aspirations of impacting and influencing communities with a high prevalence of diabetes, by promoting the gravity and positive consequences of proper nutrition, fitness, and healthcare.

*Pictured: Images from 2014, 2017, and 2015 Taste of Health Wellness Expo*



# Sponsorship Levels

## Diamond Gem Sponsor: \$500.00

- Benefits: Raise brand awareness with a 15-minute platform to address audience on event main stage near prime anchor store. Company logo recognition on prominent 2022 Taste of Health Wellness Expo marketing materials (print publications, email blast). Recognition on RANDAF website with hyperlink to your company's website. Media Exposure with publicity VIP interview. Your company's name is mentioned in the press release (distribution scheduled for 10/10). Exhibitor booth station. Promotional advertising in event souvenir booklet. Business card placement in gift bag for attendees.

## Ruby Gem Sponsor: \$300.00

- Benefits: Company logo recognition on prominent 2022 Taste of Health Wellness Expo marketing materials (print publications, email blast). Recognition on RANDAF website with hyperlink to your company's website. Media Exposure with publicity VIP interview. Your company's name is mentioned in the press release (distribution scheduled for 10/10). Exhibitor station. Promotional advertising in event souvenir booklet. Business card placement in gift bag for attendees.

## Emerald Gem Sponsor: \$100.00

- Benefits: Company logo recognition on prominent 2022 Taste of Health marketing materials (print publications, email blast). Recognition on RANDAF website. Media Exposure with publicity VIP interview. Exhibitor station. Promotional advertising in event souvenir booklet. Business card placement in gift bag for attendees.

## Sapphire Gem Sponsor- \$25.00

- Benefits: Exhibitor station. Promotional advertising in event gift bag.

## Opal Gem Sponsor- \$10.00

- Benefits: Promotional advertising in event gift bag.



## SPONSORSHIP INTEREST FORM

***Fight Diabetes Now-Together We Can Win!***

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

\* Do you Represent a Direct Sales or Multi-Level Marketing Company? If yes, please list company affiliation and product/service type *in detail*:  
\_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone Number \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

### Sponsorship Level

- ☐ Diamond \$500.00    ☐ Ruby \$300.00    ☐ Emerald \$100    ☐ Sapphire \$25
- ☐ Opal \$10
- ☐ Donation \_\_\_\_\_ \* Ruby A. Neeson Diabetes Awareness

*Foundation, Inc. is a registered public charity under section 501(c)(3) of the Internal Revenue Code. All donations are tax-deductible to the extent allowed by law.*

**To be listed as a sponsor and included in marketing material, please remit payment by Tuesday November 8, 2022.**

*\*Fundraising activities are regulated by state law. Ruby A. Neeson Diabetes Awareness Foundation, Inc. is registered with the Georgia Secretary of State. A copy of our State Solicitation Permit is available upon request. A copy is also on file at the Georgia Secretary of State Office- Charities Division.*

*\* Ruby A. Neeson Diabetes Awareness Foundation, Inc. is a GuideStar Exchange Platinum Participant. We are committed to transparency, accountability, and strong financial health in order to best serve the community. You can find a list of our programs, outcomes, and financials at [www.guidestar.org](http://www.guidestar.org).*

Thanks for your support.