



*10th Annual Taste of Health Wellness Expo
Saturday, May 20, 2023, The Mall West End*

Dear Prospective Sponsor,

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

Ruby A. Neeson Diabetes Awareness Foundation (RANDAF) has served the metropolitan Atlanta area for over a decade. In 2023, we are aiming to raise \$35,000.00 to help fund Wholesome Blooming, a community outreach initiative undertaking food insecurity, mental/ behavioral health, and environmental concerns by advancing techniques to improve lifestyle habits in people living with type 2 diabetes, or those at risk.

In continuation since 2012, RANDAF is a 501c3 public charity endeavoring to bridge the health equity gap by yielding comprehensive health and civic programs to underserved populations. Our work promotes social, emotional, and economic well-being.

On Saturday, May 20, 2023, we will host the 10th Annual Taste of Health Wellness Expo from 12:00 pm until 4:00 pm at The Mall West End located at 850 Oak Street in southwest Atlanta. This year's theme is *The Food-Mind Connection: Nutritious Basics for Mental Health*.

Held in recognition of Mental Health Awareness Month, Taste of Health Wellness Expo is an unparalleled exhibition uniting the community. The event will bring attention to the correlation between diabetes and mental/behavioral wellbeing by offering vital community recourses in an optimistic effort to minimize its obstacle.

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 a 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 in this invitation package.

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 the seriousness of type 2 diabetes and its complications.



Taste of Health Wellness Expo is celebrating its 10th year with a unique focus on mental/behavioral health resources for multigenerational populations.

Taste of Health Wellness Expo 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.





Sponsorship Levels

Diamond Gem Sponsor: \$500.00

- Benefits: Raise brand awareness with a 15-minute platform to address audience on event main stage. Company logo recognition on prominent 2023 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 May 9, 2023). Exhibitor booth station. Business card placement in gift bag for attendees. Platform during a RANDAF diabetes support forum session.

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 May 9, 2023). Exhibitor station. Business card placement in gift bag for attendees. Platform during a RANDAF diabetes support forum session.

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. Business card placement in gift bag for attendees.

Sapphire Gem Sponsor: \$50.00

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

Opal Gem Sponsor: \$25.00

- 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:

Phone Number: _____

Email: _____

Website: _____

Sponsorship Level

Diamond Gem Sponsor: \$500.00 Ruby Gem Sponsor: \$300.00 Emerald Gem Sponsor: \$100.00

Sapphire Gem Sponsor: \$50.00 Opal Gem Sponsor: \$25.00 Donation: \$ _____

Thanks for your consideration.

To be listed as a sponsor and included in marketing material, please remit payment by Monday May 1, 2023. All exhibitor sponsorship payments must be made electronically via PayPal button found on the Taste of Health Expo page at www.fightdiabetesnow.org. As a payment processing partner, PayPal offers safe and secure protection which may cover eligible online transactions. For more information about PayPal Purchase Protection contact 1-888-221-1161 or 1-402-935-2050 (if calling from outside the U.S.).

* Corporate partner sponsors can mail payments to PO Box.



Ruby A. Neeson Diabetes Awareness Foundation 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.

Ruby A. Neeson Diabetes Awareness Foundation is a GuideStar Exchange Platinum Participant. We are committed to transparency, accountability, and strong financial health to best serve the community. You can find a list of our programs, outcomes, and financials at www.guidestar.org.

Sponsorships at Work

Proceeds from the 10th Annual Taste of Health Wellness Expo sponsorships will benefit RANDAF core program, Wholesome Blooming that advances activities to improve quality of life. A detailed program summary outlining activities, staffing and budget is available for review.

Our Mission

Ruby A. Neeson Diabetes Awareness Foundation (RANDAF) mission is to subside the diabetes burden by implementing behavior change strategies to eradicate health disparities. Our work executes evidence-based practices and innovative approaches to promote social, emotional, and economic wellbeing. We are a community-based social service agency dedicated to aiding people affected by diabetes by raising public awareness through education, outreach, and advocacy. RANDAF the only community organization in the state of Georgia led by Community Health Workers who champion for better health outcomes by promoting community empowerment and social justice in healthcare.

We have served 5,929 people and logged 7,680 hours of volunteering; and counting.



For more information:

Contact Name: Mutima Jackson-Anderson

Mobile Voicemail #: (404) 838-1620

Mobile Text: (229) 633-3558

Email: mutima.anderson@fightdiabetesnow.org

Website: www.fightdiabetesnow.org