

Ruby A. Neeson Diabetes Awareness Foundation, Inc.

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

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

In continuation since 2012, Ruby A. Neeson Diabetes Awareness Foundation, Inc. is a 501c3 public charity that yields comprehensive programs to underserved populations. Our work promotes social, emotional, and economic well-being.

On Saturday, November 2, 2019 we will host the Sixth Annual Taste of Health Wellness Expo from 12:00 noon until 4:00 pm at Greenbriar Mall located at 2841 Greenbriar Pkwy SW in Atlanta.

Held annually in November, in recognition of American Diabetes Month, Taste of Health Wellness Expo is an unparalleled exhibition uniting the community. The event brings 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 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 above. The event summary and sponsorship levels have been outlined on the corresponding pages. You may complete the attached sponsorship interest form if you are accepting 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 will celebrate its 6th year in collaboration with lifestyle brand, Ashley Stewart. The occasion will purvey an array of creative, healthy food samples prepared by award winning Chef Troy LaRose, of Taylor Rose Culinary Boutique. Guests will be able to enjoy a fashion show, fitness demonstrations, music, games, prizes, diabetes information, exclusive wellness information for older-adults and veterans, and other fundamental healthcare resources at Greenbriar Mall, a popular shopping destination in the heart of southwestern Atlanta.

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

Taste of Health Wellness Expo 2019 yields your company with a possibility to fortify its brand presence in the Greenbriar neighborhood of southwestern Atlanta- and beyond.

Taste of Health Wellness Expo is a free, family-friendly event, open to the public. Hundreds are expected to visit the exhibitions, surpassing last year's attendance.

By investing, potential sponsors have an opportunity to increase visibility, receive recognition, and assemble an enduring bond with a substantial consumer market.

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 2019 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 mentioned on press release (distribution scheduled for 10/01). 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 2019 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 mentioned on press release (distribution scheduled for 10/01). 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 2018 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- \$50.00

- **Benefits:** Exhibitor station. Promotional advertising in event souvenir booklet.



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 \$50
- 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 October 1, 2019.**

**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.*



Thanks for your support.