



Reclaim, Restore, Recommit

SPONSORSHIP PACKAGE

ABOUT THE CONFERENCE



Reclaim Weekend is the first event of its kind – a fully integrated and immersive weekend that serves as catalyst for men in Chicago’s black community to *reclaim, restore and recommit* to their families, their communities, their health and their wealth.

With full weekend attendance projected at 150–200, and estimated participation in *restore* (Black Men’s Wellness Day) of 10,000, there has never been a greater opportunity to directly impact current and future community leaders through dynamic, outcomes-oriented programming and key resources.

WHY SPONSOR?



3 DAY CONFERENCE
JUNE 13TH – 15TH



INVEST IN IMPACT.

Help us create sustainable, measurable results as we equip attendees with the education and resources they need.



INVEST IN VISIBILITY.

Your participation as a sponsor maximizes your exposure to the black community and the City of Chicago, as this will be a highly publicized event.



INVEST IN COMMUNITY.

Join our cause to build committed leaders, address health challenges, and maximize the experience and accessibility of this conference.

GOALS & OBJECTIVES

It's not enough to talk about leadership in the black community. We have the privilege of bringing together those leaders and potential leaders and equipping them with the tools they need to create impact in their families, their communities, their health and their wealth. The Reclaim Weekend, like no other, fosters critical dialogue and ensures attendees walk away with actionable plans to achieve their goals and track their progress.



BUILDING AWARENESS & HEALTHIER COMMUNITIES

01

reclaim

Day 1 is our immersive conference held at the DuSable Museum. Featuring panels and sessions, the content is designed to equip attendees with education and resources to navigate issues facing the community ranging from mental health to financial literacy.

02

restore

Day 2 is dedicated to health. In partnership with Columbus-based African American Male Wellness Agency, we will host a 5K run and provide free health screenings. Our evening programming includes dine arounds at local black-owned restaurants.

03

recommit

Day 3 is the conclusion of the conference, and features the ticketed brunch at Offshore Rooftop on Navy Pier supporting The Chicago Public Schools Safe Passage program and a powerful recommittal ceremony.

OVERALL CONFERENCE

Sponsorship Opportunities

PEACE SPONSORSHIP - \$250K

Premium sponsorship of all three days: *reclaim, restore and recommit*. Includes customized presentation options, conference committee membership, company recognition on all materials.

PROSPERITY SPONSORSHIP - \$200K

reclaim, restore and recommit to financial wealth by underwriting the entire financial literacy programming component over all three days, sponsor the subscription to Best money moves for all attendees.

EVERLASTING LIFE SPONSORSHIP - \$150K

reclaim, restore and recommit to physical health by underwriting the entire fwellness programming component over all three days, including exposure to Real Men Cook and the Become app.

INTELLECT SPONSORSHIP - \$250K

reclaim, restore and recommit to advancing the cause and creating awareness and access by underwriting the public relations, media and marketing efforts to ensure sustainable momentum and long-term growth.

CREATE YOUR OWN SPONSORSHIP

Fully customized sponsorship opportunities available for businesses, organizations, and professional partners who align with our mission.

Conference Sponsorship

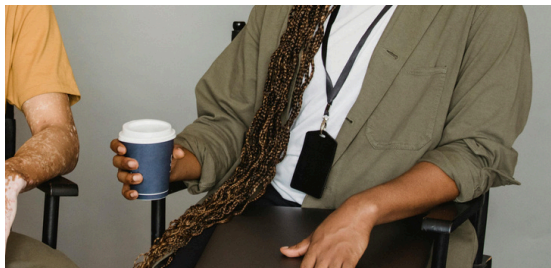
In addition to overall conference sponsorship, we offer the options below.
Please connect with us directly to create a customized sponsorship package.



***reclaim* Registration**
\$20K



***reclaim* Luncheon**
\$40K



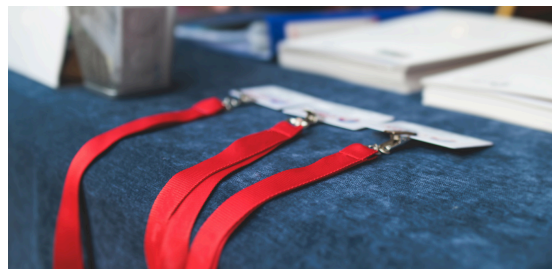
***reclaim* Coffee Break**
\$10K



***reclaim* Resources**
\$25K



***restore* Dine Around**
\$50K



***recommit* Registration**
\$20K



***recommit* Program**
\$10K



***recommit* Brunch**
\$20K

Conference Sponsorship

In addition to overall conference sponsorship, we offer the options below. Please connect with us directly to create a customized sponsorship package.



Wifi
\$20K



Social Wall
\$15K



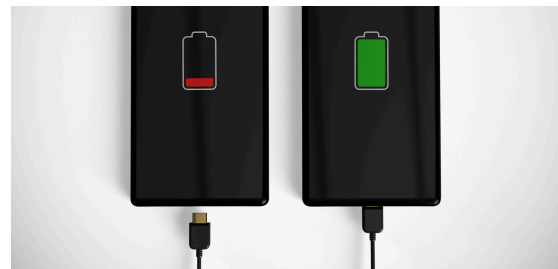
Lanyards
\$15K



Tables
\$10K EACH



Speaker Lounge
\$10K



Cell Phone Charger Station
\$10K



Giveaways - Rideshare Cards
\$10K



Giveaways - Notebooks and Pens
\$5K

Black Men's Wellness Day Sponsorship



LEGEND SPONSOR \$100K

LOGO INCLUSION ON ALL PRINT MATERIALS

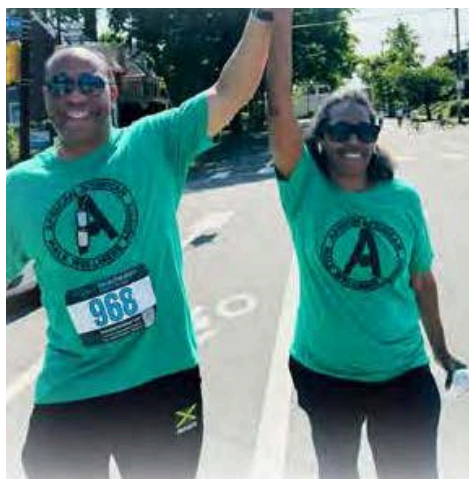
- Nearly 1 million print media materials to include hot cards, posters, yard signs, door hangers, & custom collaborative content
- Logo placement on signature event billboards (7 events with up to 12 billboard recognitions)

DIGITAL AND BROADCAST MEDIA

- Acknowledgement of sponsorship on our social media channels, Facebook, Instagram, and LinkedIn
- Webpage advertisement, 3 awareness campaign content, and hyperlink to relevant health & wellness content on aawellness.org
- Inclusion in television and radio advertising resulting in over 10 million impressions
- Recognition of sponsorship on our national Real Men Real Talk podcast

SIGNATURE EVENT DAY BENEFITS

- VIP Parking up to 2 parking spaces
- 24 official event shirts for BMWD/Uplift Her/Golf Outing/Proud Dad Cookout
- 10 vendor tables with 2 accompanying chairs per table
- 1 Screening or Promotional Mobile vehicle
- Logo on event stage
- Logo on banner
- Logo on gate banner
- Logo on Megatron Screens
- 10 min main stage presentation
- Priority vendor table placement
- 2 tables at the VIP Breakfast
- 2 tables at the VIP Reception
- Full page ad in the reception program



Black Men's Wellness Day Sponsorship



DIAMOND SPONSOR \$75K

LOGO INCLUSION ON ALL PRINT MATERIALS

- 750K print media materials to include hot cards, posters, yard signs, door hangers, & custom collaborative content
- Logo placement on signature event billboards (5 events with up to 10 billboard recognition)

DIGITAL AND BROADCAST MEDIA

- Acknowledgement of sponsorship on our social media channels Facebook, Instagram, and LinkedIn
- Webpage advertisement & 2 awareness campaign content on aawellness.org
- Inclusion in television and radio advertising resulting in over 10 million impressions
- Recognition of sponsorship on our national Real Men Real Talk podcast

SIGNATURE EVENT DAY BENEFITS

- VIP Parking up to 1 parking space
- Recognition on event signage
- 15 official event shirts for BMWD/Uplift Her/Golf Outing/Proud Dad Cookout
- 5 vendor tables with 2 accompanying chairs per table
- 1 Screening or Promotional Mobile vehicle
- Logo on event stage
- Logo on banner
- Logo on gate banner
- Logo on Megatron Screens
- 10 min main stage presentation
- Priority vendor table placement
- 1 table at the VIP Breakfast
- 1 table at the VIP Reception
- Full page ad in the reception program



Black Men's Wellness Day Sponsorship



PLATNIUM SPONSOR \$50K

LOGO INCLUSION ON ALL PRINT MATERIALS

- 500K print media materials to include hot cards, posters, yard signs, door hangers, & custom collaborative content
- Logo placement on signature event billboards (3 events with up to 3 billboard recognitions)

DIGITAL AND BROADCAST MEDIA

- Acknowledgement of sponsorship on our social media channels Facebook, Instagram, and LinkedIn
- Webpage advertisement & 1 awareness campaign content on aawellness.org
- Inclusion in television and radio advertising resulting in over 10 million impressions
- Recognition of sponsorship on our national Real Men Real Talk podcast

SIGNATURE EVENT DAY BENEFITS

- VIP Parking up to 1 parking space
- 10 official event shirts for BMWD/Uplift Her/Golf Outing/Proud Dad Cookout
- 3 vendor tables with 2 accompanying chairs per table
- 1 Screening or Promotional Mobile vehicle
- Logo on event stage
- Logo on banner
- Logo on gate banner
- Logo on Megatron Screens
- 10 min entertainment stage presentation
- Priority vendor table placement
- 6 tickets at the VIP Breakfast
- 6 tickets to the VIP Reception
- Half page ad in the reception program



Black Men's Wellness Day Sponsorship



GOLD SPONSOR \$25K

LOGO INCLUSION ON ALL PRINT MATERIALS

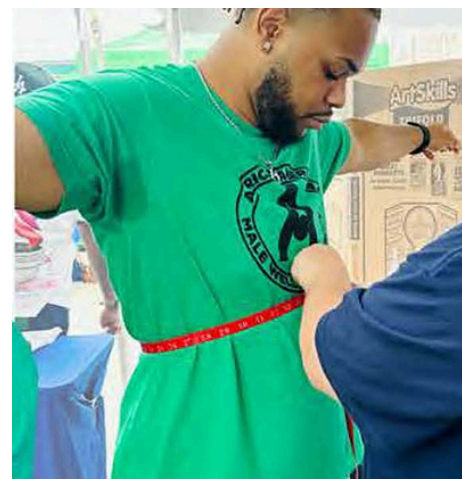
- 300K print media materials to include hot cards, posters, yard signs, door hangers, & custom collaborative content
- Logo placement on signature event billboards (3 events with up to 3 billboard recognition)

DIGITAL AND BROADCAST MEDIA

- Acknowledgement of sponsorship on our social media channels Facebook, and Instagram
- Webpage advertisement on aawellness.org

SIGNATURE EVENT DAY BENEFITS

- VIP Parking up to 1 parking space
- Recognition on event signage
- 8 official event shirts for BMWD/Uplift Her, 1 additional signature event
- 2 vendor tables with 2 accompanying chairs per table
- 1 Screening or Promotional Mobile vehicle
- Logo on event stage banner
- Logo on event stage banner
- Logo on gate banner
- Logo on Megatron Screens
- 10 min entertainment stage presentation
- 4 tickets at the VIP Breakfast
- 4 tickets to VIP Reception
- Quarter page ad in the reception program



Black Men's Wellness Day Sponsorship



SILVER SPONSOR \$10K

LOGO INCLUSION ON ALL PRINT MATERIALS

150K print media materials to include hot cards, posters, yard signs, door hangers, & custom collaborative content

DIGITAL AND BROADCAST MEDIA

- Acknowledgement of sponsorship on our social media channels Facebook, and Instagram
- Company link and logo on aawellness.org

SIGNATURE EVENT DAY BENEFITS

- 4 official event shirts for BMWD or Uplift Her
- 1 vendor tables with 2 accompanying chairs per table
- 2 tickets at the VIP Breakfast
- 2 tickets at the VIP Reception
- Sponsorship mention in the reception program

BRONZE SPONSOR \$5K

LOGO INCLUSION ON ALL PRINT MATERIALS

75,000 print media materials to include hot cards, posters, yard signs, door hangers, & custom collaborative content

DIGITAL AND BROADCAST MEDIA

- Acknowledgement of sponsorship on our social media channels Facebook, and Instagram
- Company logo on aawellness.org

SIGNATURE EVENT DAY BENEFITS

- 2 official event shirts for BMWD or Uplift Her
- 1 vendor tables with 2 accompanying chairs per table
- 1 ticket at the VIP Breakfast
- 1 ticket to the VIP Reception
- Sponsorship mention in the reception program

GREEN SPONSOR \$3K

SIGNATURE EVENT DAY BENEFITS

- FB sponsor mention
- 1 official event shirt for BMWD or Uplift Her
- 1 vendor table with 2 accompanying chairs per table



Audience & Reach

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SECOND AUDIENCE

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THIRD AUDIENCE

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