



Asthma Action Hero Day

MAY 2, 2020 | ATLANTA, GA

Health Fair
Carnival Games
Coding Camp
Free Summer Camp Giveaways



ASTHMA ACTION HERO DAY — A WELLNESS EVENT

Size of extended audience 2,500+

The Opportunity

Highlighted by a multi-marketing campaign, Asthma Action Hero Day (AAHD) will be with valuable resources for wellness. The one day health fair takes place on May 2, 2020, 11am - 4pm at no cost to attendees.

The stage will be set for live entertainment with fun family activities that promote ultimate health and wellbeing. Children can participate in cooking demonstrations, aerobic fun and a STEM corner where they learn to code.

The mission of Asthma Action Hero, Inc., a 501(c)(3) organization, is to empower families to improve asthma outcomes. Asthma Action Hero Day is our celebration of World Asthma Day created by the Global Initiative for Asthma.

This event will offer companies the perfect doorway to reach an underserved audience with high asthma fatality rates.

By partnering with AAHD, your sponsorship will help improve healthcare disparities for thousands of at-risk children. Funding will be used to provide free asthma resources and education throughout the calendar year.

Target Audience:

- African American Men & Women 18 - 54
- Children 0 - 17
- Mothers, grandparents, friends

Why Partner With Us Now?

**Statistics from the U.S. Department of Health*

- Minority children with asthma often don't use long-term asthma control medicines enough.
- Lack of access to health education leads to increased asthma flare ups.
- In 2015, African American children had a death rate ten times that of non-Hispanic white children.
- Black children are 4 times more likely to be admitted to the hospital for asthma

We trust that you will consider being a partner in this monumental cause of health empowerment and look forward to collaborating with you!

SPONSORSHIP LEVELS

**Ask us about customization*

Presenting - \$10,000

- Company logo on all marketing materials as “presenting”
- Access to mailing list
- Category exclusivity
- Logo on mobile app for 12 months (5,000+ impressions/month)
- Opportunity to deliver opening remarks during event
- Mention as “presenting” sponsor in press releases/media coverage
- Exclusive branded social media post
- Opportunity to send 5 children to one-week at Camp Breath Easy
- Logo on event signage onsite at the event
- Welcome Banner featuring sponsor logo prominently placed onsite
- Tickets to VIP reception
- Exhibitor booth prominently placed onsite
- Special thanks at the event closing ceremonies
- Opportunity to participate in dunk tank

Hero - \$5,000

- Company logo on all marketing materials
- Access to mailing list
- Opportunity to present medals to contest winners
- Mention in press releases/media coverage
- Mention on social media
- Logo on event signage onsite at the event
- Tickets to VIP reception
- Exhibitor booth prominently placed onsite
- Special thanks at event closing ceremonies
- Opportunity to participate in dunk tank

Supporting - \$1,500

- Company logo on event program and social media
- Logo on event signage onsite at the event
- Tickets to VIP reception
- Exhibitor booth
- Special thanks at closing ceremonies
- Opportunity to participate in dunk tank

Host Committee - \$500

- Tickets to VIP reception
- Special thanks at closing ceremonies