

**1BBHI 10th Anniversary**

**2022 Celebration**

**SPONSORSHIP PROSPECTUS**

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**EXECUTIVE LETTER**

**February 1st, 2022**

Sponsoring Organizations
Address

Address

Dear Sponsor Decision Maker,

Thank you for your continued leadership in advancing community health!

We invite you to sponsor the Indiana Black Barbershop Health Initiative, a Statewide community outreach, vital signs screening and health education event led by community leaders, health champions, and sponsor organizations across 17 communities!

This year’s theme is our 10th anniversary and the National Minority Health Month theme of “Give a boost to our communities”.

Our mission is to bring focus and support to African-American men’s health across the State of Indiana, educate men on their self-advocacy of their health, and share information to promote healthy behaviors.

Please review the sponsorship prospectus and connect with Mr. James Garrett, Jr., Executive Director of the Indiana Commission on the Social Status of Black Males with any questions.

Sponsorship commitments must be received by March 30th, 2022 with payment due by April 30th, 2022.
We look forward to your sponsorship!

Sincerely,

\_[Insert e-signature]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

James Garrett, Jr.
Executive Director
Indiana Commission on the Social Status of Black Males
100 North Senate Avenue, Room N300
Indianapolis, IN 46204
Office phone:  317.233.1744

Work cell:  317.670.7125

TTY: 1-800-743-3333

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Email: jgarrett@icssbm.in.gov

Web: [www.in.gov/icssbm](http://www.in.gov/icssbm)

**SPONSORSHIP FORM – PAGE 1 of 2**To be completed by Sponsoring Organization

 **Organization Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 **Contact Person:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Contact Person Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Best Reach Phone:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**E-mail:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 **Street Address:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**City, State, Zip Code:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Organization Website:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Is the organization a 501(c)3 non-profit?** Circle: YES NO

**Brief description of your organization.** (Please use maximum of 250 words. Description will be used for marketing.)

**How do you support African-American men’s health today?** (Please use maximum of 250 words. Description will be used for marketing.)

**SPONSORSHIP SELECTION**

Please select requested sponsorship tier and total sponsorship amount in the space below:

* Annual Barbershop Health Initiative Statewide April Event Sponsor (1) – $20,000
* Statewide Healthy Behaviors Education Series May through September Sponsor (1) – $20,000
* Community Gold Sponsor (multiple) – $5,000
* Community Silver Sponsor (multiple) – $3,000
* Community Bronze Sponsor (multiple) – $1,500
* Community Friends Sponsor (multiple) – $250

**Total Sponsorship Amount: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Sponsorships are not tax deductible.)**

**SPONSORSHIP FORM – PAGE 2 of 2**

This document is a legally binding sponsorship agreement between the

[Insert Sponsoring Organization Name]
and the National Wellness Institute, the fiduciary to the Commission on the Social Status of Black Males for the 2022 Indiana Black Barbershop Health Initiative.

**Signature of Authorized Representative: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

 **Printed Name of Authorized Representative: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

 **Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**PAYMENT INSTRUCTIONS**

**Payment made by credit card:** For Sponsors choosing to pay by credit card, please access online payment via:
[**[Insert**](https://www.paypal.com/paypalme/my/profile) **Website Link]**

**Payment made by physical checks:**

For Sponsors choosing to pay by physical check, please mail your check made out to:
National Wellness Institute
ATTN: IBBHI/Chuck Gillespie
PO Box 827
Stevens Point, WI 54481

**Please state on memo line of check: 2022 IBBHI Sponsorship**

**Please email your completed sponsorship form to:**Mr. James Garrett, Jr., Executive Director of the Indiana Commission on the Social Status of Black Males at jgarrett@icssbm.in.gov

**Invoice requests may be directed to:**
Mr. Chuck Gillespie, CEO at National Wellness Institute at chuck@nationalwellness.org

**Sponsorship Levels & Benefits**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **10 Year Anniversary IBBHI Title Sponsor****STATEWIDE****April****(1)****$20K** | **Healthy Education Series** **STATEWIDE****May-Sept****(1)****$20K** | **Community Sponsors April EventMultiple Sponsors per Community** **Community Gold - $5,000****Community Silver - $3,000****Community Bronze - $1,500****Community Friends - $250** |
| Shop-based Promotional Package  | April Event Shop Posters – Premium Placement | Monthly Educational Series Shop Posters  | April Event Shop Posters – Placement by Sponsor Tier  |
| Co-Branded Items  | 10th Anniversary Celebration T-Shirt Title Placement on back of shirt |  | T-Shirt RecognitionGOLD – logo displayed in middle of shirtSILVER – logo displayed in lower middle of shirtBRONZE – name displayed in large font in alphabetical listing FRIENDS – name displayed in standard font in alphabetical listing  |
| Website  | Sponsor NameSponsor Logo Sponsor BlurbSponsor Redirect to website  | Sponsor NameSponsor Logo Sponsor BlurbSponsor Redirect to website | GOLD – Sponsor Name, Sponsor Logo large sized placement SILVER – Sponsor Name, Sponsor Logo medium sized placementBRONZE – name displayed in large font in alphabetical listing FRIENDS – name displayed in standard font in alphabetical listing |
| Social Media # of mentions  | 2 Sponsor spotlight posts per during April; 4 weeks at 8 total posts. | 2 Sponsor spotlight posts each month of educational series; 5 months at 10 posts total  | GOLD – 4 sponsor spotlight during April eventSILVER – 2 sponsor spotlight during April eventBRONZE – 1 sponsor spotlight during April event FRIENDS – 1 group sponsor post during April event |
| Special Activity  | Co-Host of 10th Anniversary Virtual Celebration in May  | Sponsor logo placed on fruit baskets & veggie platter trays provided weekly for participating barbershops on Saturdays. | 10th Anniversary Virtual Celebration ProgramGOLD – Sponsor Name, Sponsor Logo large sized placement SILVER – Sponsor Name, Sponsor Logo medium sized placementBRONZE – name displayed in large font in alphabetical listing FRIENDS – name displayed in standard font in alphabetical listing |
| ***Educational Brochures*** | * ***CDC Vaccination information (CDC logo only)***
* ***IDOH brochures printed with IBBHI logo & 10 Year Anniversary Sponsor + Community Sponsor logos***
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