



2022 Sponsorship Packet



15th Annual Hispanic Family Health & Wellness Celebration
presented by The Hispanic Health Coalition



2022 HOUSTON SPONSORSHIP PACKET

Elevate your company's reputation, visibility and customer loyalty within the Hispanic community through your support of *¡Vive tu Vida! - Get up! Get Moving!*®.

Created by the National Alliance for Hispanic Health (NAHH), and presented in Houston by the Hispanic Health Coalition (HHC), *¡Vive tu Vida! - Get up! Get Moving!* is the premier nation-wide healthy lifestyle event. This series of family oriented events takes place in 10 major cities across the U.S. and is tailored to the culture and interests of each community.

¡Vive tu Vida! - Get up! Get Moving! addresses many factors that contribute to heart disease, stroke, high blood pressure, type-2 diabetes and certain cancers. Poor health indicators are more prominent among Hispanics, when compared to other groups. Childhood obesity is becoming more common and research shows that 38.6% of Hispanic girls and 39.6% of Hispanic boys are obese. Approximately 75.7% of Hispanic women and 81.7% of Hispanic men are overweight or obese.

GET INVOLVED!

¡Vive tu Vida! - Get up! Get Moving! reminds people of all ages and sizes to add fun, flair and corazón (heart) to their daily routine by encouraging an active, healthy lifestyle and providing information on ways to lower their risk of chronic disease.

DATE: Saturday, November 12, 2022

TIME: 8:00 am to 2:00pm

LOCATION: Mason Park, 541 S. 75th Street, Houston, TX 77023 (planned)

ADMISSION: Free

FEATURES: Physical Activities, Sports, Family Walk, Entertainment, Health Screenings, Vaccines, Health Information and much more!

COVID-19 PRECAUTIONS: Social distancing and masks encouraged

The Hispanic Health Coalition, a 501(c) 3 non-profit organization, has been working to advance the overall health of Houston's Hispanic community through research, education and advocacy since 1996.



SPONSORSHIP LEVELS

\$5,000 - A Su Salud Sponsor

- Premier 10x30 tent with (3) tables and (6) chairs (provided)
- Company logo placement on direct mail, event banner and promotional flyer*
- Display and promotional rights at booth space
- Logo and link to website from the Get Up! Get Moving! website
- (4) Live DJ mentions during event

\$2,500 - Estrella Brillante Sponsor

- 10x20 tent with (2) tables and (6) chairs (provided)
- Company logo placement on direct mail, event banner and promotional flyer*
- Display and promotional rights at booth space
- Logo and link to website from the Get Up! Get Moving! website
- (2) Live DJ mentions during event

\$1,000 - Amigo de la Comunidad Sponsor

- 10x10 tent with (1) table and (2) chairs (provided)
- Company logo placement on direct mail, event banner and promotional flyer*
- Display and promotional rights at booth space
- (1) Live DJ mention during event

\$500 - Solidario

- Small businesses with less than 250 employees OR not-for-profit organizations with greater than 250 employees
- Table and (2) chairs under a group tent (provided)
- Company logo on event banner*
- Display and promotional rights at booth space - banner/signage limited to 4 feet or less

\$250 - Deportivo

- Not-for-profit organizations with 51 to 250 employees
- (1) Table and (2) chairs under a group tent (provided)
- Display and promotional rights at booth space - banner/signage limited to 4 feet or less

\$100 - Espiritu

- Not-for-profit organizations with fewer than 50 employees
- Table and (2) chairs under a group tent (provided)
- Display and promotional rights at booth space - banner/signage limited to 4 feet or less

*Sponsorship and high-resolution logo must be received by October 7, 2022 for inclusion in promotional materials.

PLEASE NOTE: Power is not available on site.



2022 REGISTRATION FORM

Company or Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Office: _____

Email: _____ Cell: _____

Sponsorship Level

_____ \$5,000 A Su Salud

_____ \$500 Solidario*

_____ \$2,500 Estrella Brillante

_____ \$250 Deportivo**

_____ \$1,000 Amigo de la Comunidad

_____ \$100 Espiritu***

* Small Businesses with less than 250 employees OR not-for-profit organizations with greater than 250 employees

** Not-for-profit organizations with 51 to 250 employees

*** Not-for-profit organizations with fewer than 50 employees

Email your sponsor registration form to gugm@hispanic-health.org or register online at <http://www.hispanic-health.org> - click the Registration tab and select your sponsorship level under the ¡Vive tu Vida! Get Up! Get Moving! event. Sponsorship payments can be made online or by check.

Registration must be received by noon on Friday, October 7, 2022 to ensure your organization's name or logo appears on ¡Vive tu Vida! Get Up! Get Moving!® promotional materials.