

# Ruby A. Neeson Diabetes Awareness Foundation, Inc.

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P.O Box 814, Duluth Georgia 30096 | 404-838-1620 | [www.fightdiabetesnow.org](http://www.fightdiabetesnow.org) | [info@fightdiabetesnow.org](mailto:info@fightdiabetesnow.org)



September 27, 2017

Dear Friend:

I invite you to make a prodigious influence in the community by elevating your support of philanthropic endeavors and enhancing your company's social responsibility reach through a corporate sponsorship of Ruby A. Neeson Diabetes Awareness Foundation, Inc. Fourth Annual Taste of Health Wellness Expo on Saturday, November 11, 2017 at Greenbriar Mall in Atlanta, Georgia.

Ruby A. Neeson Diabetes Awareness Foundation, Inc. is a Georgia-based nonprofit organization that provides educational and social programs to people affected by diabetes. As a 501c3 public-charity, we make a difference in three areas of impact: Health and Wellness; Social Services and Socioeconomics.

Now in continuation since 2012, Ruby A. Neeson Diabetes Awareness Foundation, Inc. progressively crusades to proliferate our programs to the community. I hope that you will take part as a sponsor and observe the fulfillment we convey in championing our cause.

Held annually in November, in recognition of American Diabetes Month our Taste of Health Wellness Expo is an unparalleled wellness exhibition showcasing the diversity of subsiding both the diabetes burden, and food insecurity quandary by protecting overall health and wellness in the areas of: nutrition, fitness, skincare, and health insurance. The 2017 event date coincides with Veterans Day, which bestows a fervent opportunity to honor military veterans, and their families.

To successfully meet our fundraising needs, with confidence; we depend on the kindness and generosity of local businesses and individuals for their support.

Our ambitious and momentous goals for the event is to help eradicate health variances in Georgia, as well as motivate guest and create momentum for the organization. I invite you to visit our website to see firsthand the profound difference that sponsorship and philanthropy can make to our organization. For more information, please do not hesitate to reach out to me at the contact information provided above.

Respectfully,

Mutima Jackson-Anderson, President/Executive Director

## 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 4th 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 session, 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 and 2015 Taste of Health Wellness Expo*





## SPONSORSHIP LEVELS

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Taste of Health Wellness Expo 2017 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.

*Taste of Health Sponsors are our gems; the precious pieces of support in making a profound difference in the lives of many. ©*

### **Diamond Gem Sponsor: \$500.00**

- **Benefits:** Raise brand awareness with a ten-minute platform to address audience on event main stage near prime anchor store. Company logo recognition on prominent 2017 Taste of Health marketing materials (print publications, email blast, etc.). Recognition on RANDAF website with hyperlink to your company's website. Media Exposure with publicity VIP interview on "Blue Carpet". Your company's name mentioned on press release (distribution scheduled for 10/30). Exhibitors booth table. Full page 8x10.5 ad in event Souvenir Ad Book, Business card placement in Swag Bag for attendee.

### **Ruby Gem Sponsor: \$300.00**

- **Benefits:** Company logo recognition on prominent 2017 Taste of Health marketing materials (print publications, email blast, etc.). Recognition on RANDAF website with hyperlink to your company's website. Media Exposure with publicity VIP interview on "Blue Carpet". Your company's name mentioned on press release (distribution scheduled for 10/30). Exhibitors table. Half page 8x5 ad in event Souvenir Ad Book, Business card placement in Swag Bag for attendee.

### **Emerald Gem Sponsor: \$100.00**

- **Benefits:** Company logo recognition on prominent 2017 Taste of Health marketing materials (print publications, email blast, etc.). Recognition on RANDAF website. Media Exposure with publicity VIP interview on "Blue Carpet". Exhibitors table. Business card 4x2.5 ad in event Souvenir Ad Book.

### **Moonstone Gem Sponsor- \$50.00**

- **Benefits:** Exhibitors table. Recognition on RANDAF website. Media Exposure with publicity VIP interview on "Blue Carpet". Business card 4x2.5 ad in event Souvenir Ad Book.

### **Sapphire Gem Circle of Friends- \$25.00**

- **Benefits:** Media Exposure with publicity VIP interview on "Blue Carpet". Business card 4x2.5 ad in event Souvenir Ad Book

**\* In-Kind-Donation of goods are welcomed. Contact us for need list.**



## SPONSORSHIP ORDER FORM

### ***Fight Diabetes Now-Together We Can Win!***

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_  
Email: \_\_\_\_\_  
Website: \_\_\_\_\_  
Sponsor Name (as it will appear in print): \_\_\_\_\_

### Sponsorship Level

- Diamond \$500.00
- Ruby \$300.00
- Emerald \$100
- Moonstone \$50
- Sapphire \$25
- 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 Monday October 30, 2017.**

Make all checks payable to Ruby A. Neeson Diabetes Awareness Foundation, Inc. \*Memorandum on Check: TOH 2017

Thank you for your support.



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