

November 6-7, 2009

Twelve Hotel at Atlantic Station

Awards Celebration
and
Women's Health Expo



Center for Black Women's
Wellness



Sponsor & Vendor Packet



CONGRESSMAN JOHN LEWIS' CALL TO ACTION



Center for Black Women's
Wellness
www.cbww.org

Dear Center for Black Women's Wellness Supporter,

As a longtime supporter of the Center for Black Women's Wellness, I am pleased to present the *2nd Annual Awards Reception* on November 6 and the *Women's Health Expo* that will take place on November 7 at the Twelve Hotel Ballroom in Atlanta, GA.

This is an exciting year for the Center for Black Women's Wellness (CBWW) as they join forces with Atlantans to continue to improve the health of Atlanta's black women and the medically underserved through education, policy, outreach and advocacy.

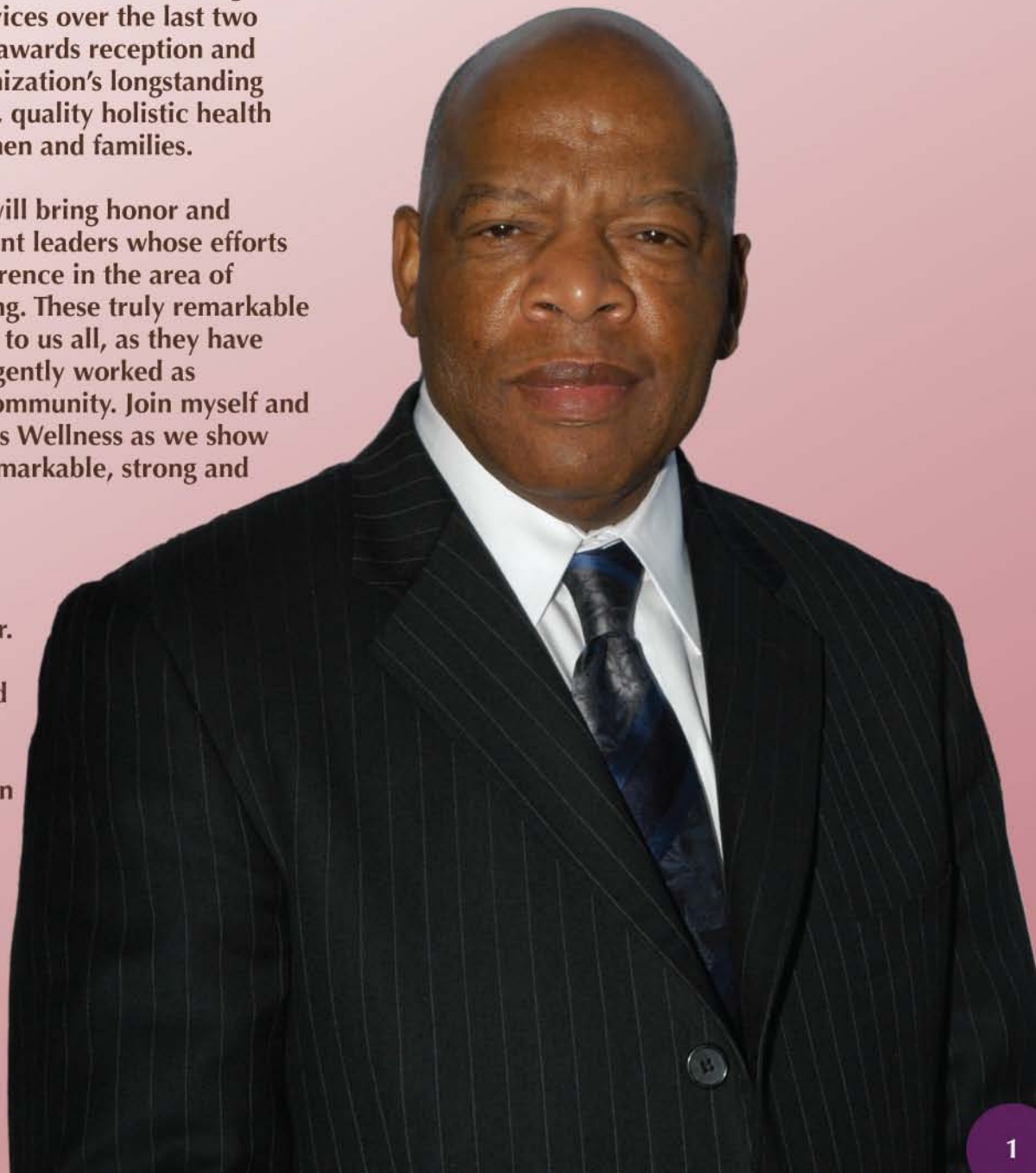
The CBWW has impacted the lives of more than 10,000 metro Atlanta women and families through its core health and wellness services over the last two decades. Proceeds from the awards reception and health expo benefit the organization's longstanding efforts to provide affordable, quality holistic health and wellness services to women and families.

This year's award reception will bring honor and recognition to many prominent leaders whose efforts have made a substantial difference in the area of women's health and well being. These truly remarkable individuals are an inspiration to us all, as they have recognized the need and diligently worked as advocates of change in the community. Join myself and the Center for Black Women's Wellness as we show our appreciation for these remarkable, strong and proactive individuals.

Your ongoing support and sponsorship are extremely critical – now more than ever. So, I invite you to join us for an evening of recognition and celebration of the partners who stand with us in our efforts to build and strengthen the health framework for Atlanta's women.

Best,

Honorable Congressman
John Lewis
Honorary Chair,
2009 CBWW Awards
Ceremony





It's no secret that women in general, and black women in particular, are the backbone of their families and their communities. CBWW recognizes that empowering black women leads to the empowerment of the family and, eventually, the empowerment of the community.

For 21 years as Atlanta's ONLY provider of services and referrals to address ALL the key factors impacting poor health and wellness among black women, the Center for Black Women's Wellness (CBWW) is a mainstay non-profit organization that provides free and low-cost services to empower black women and their families toward physical, mental and economic wellness.

CBWW has assisted more than 10,000 metro Atlanta women and families through a unique holistic approach that addresses the most critical facets of physical, mental/emotional, and economic health through its core services: Wellness Program, Maternal and Infant Health Program (Atlanta Healthy Start), Women's Economic Self-Sufficiency Program, and Adolescent Health & Youth Development.

❖ **Fulfilling the Need**

Black women make up 7% of the total U.S. population and they are dying at a higher rate than men or women of any other ethnic group. They rank #1 for the highest mortality rates in breast cancer, heart disease, diabetes, lupus, HIV/AIDS, reproductive diseases and pregnancy complications, to name a few.

CBWW exists for the sole purpose of eradicating these disheartening statistics. For this reason CBWW is honoring women's wellness at the 2009 Awards Reception and the Annual Women's Health Expo, November 6 and November 7, 2009 respectively in the heart of midtown Atlanta, at Atlantic Station.





We are proud to bring you this year's Awards Ceremony. This event serves to honor the individuals whose strength and willingness to fulfill their destiny has driven them to look beyond a simple recognition of the problem, but instead, to work diligently and tirelessly towards the solution.

These remarkable and strong individuals acknowledged and served by this year's event prove to us that strength does not depend on our title, position, wealth or our talents. Our strength lies in a commitment to do what we can with what we have because we cannot sit idly while others suffer.

❖ Awards Ceremony

On Friday, November 6th, CBWW will host its annual Awards Ceremony celebrating 21 years of incomparable service to the Atlanta community, and the truly remarkable achievements of those who have made a difference in the area of women's health.

The evening will feature a special *Defeating the Odds Award*, to honor a woman who has tirelessly worked to serve others in the community while striving to overcome a major health challenge. Six additional awards will be given to honor and recognize the achievements of prominent leaders who have increased awareness and have been strong advocates of change.



In addition to the Awards Reception, attendees will have the opportunity to participate in our *Be the Solution* silent auction. Not your ordinary silent auction, the *Be The Solution* silent auction features an online bidding platform thirty days prior to the event, including premium packages and sponsor ads.

Target Attendees: Healthcare professionals, medical facilities healthcare advocacy groups, community organizations, government officials and metro Atlanta women and men at large.

Estimated Attendance: 300



Featured Speaker

Keynote Speaker: Dr. Joycelyn Elders

Dr. Joycelyn Elders was the first person in the state of Arkansas to become board certified in pediatric endocrinology, the sixteenth Surgeon General of the United States, and the first African American and only the second woman to head the U.S. Public Health Service. An outspoken advocate of public health, Elders was appointed Surgeon General by President Clinton in 1993. Elders combined her clinical practice with research in pediatric endocrinology, publishing well over one hundred papers, most dealing with high rates of AIDS and teen pregnancy cases as well as juvenile diabetes. And in 1996, she wrote her autobiography, *Joycelyn Elders, M.D.: From Sharecropper's Daughter to Surgeon General of the United States of America*.





Women's Health Expo

November 7, 2009 • 10:00am - 3:00pm



On Saturday, November 7th CBWW brings the entire metro Atlanta community together for the Annual Women's Health Expo, a day of fun, where entire families can participate in interactive health presentations, and activities that promote nutrition, physical activity, stress management and more. There will be opportunities for attendees to participate in a variety of free health screenings including cholesterol, glucose, HIV, and mammography screening. A holistic approach to healthy lifestyle changes and preventing a variety of diseases, CBWW's Annual Women's Health Expo reinforces the impact of nurturing the mind, body and spirit.

Local healthcare organizations will be invited to set up booths where they can share information on available health resources.

Target Vendors: Health care services, fitness experts, nutrition specialists, holistic wellness providers, health & beauty services, counseling and emotional support services.

Target Attendees: Metro Atlanta women at large including church groups, college students, sororities, and sports teams.

Estimated Attendance: 500

The event venue (Atlantic Station) is centrally located and easily accessible by public transportation.

All activities of the Women's Health Expo are provided to participants FREE of charge.



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SPONSOR BENEFITS



To partner with CBWW through Corporate Sponsorship,
contact Jemea Dorsey at 404-688-9202 ext 19
or email jemea@cbww.org

BE REMARKABLE...

\$5,000.00

- Table of ten (10) to Awards Reception
- Prominent placement on Awards Reception invitation
- Full page advertisement prominently placed in Awards Reception program
- Company logo on an Awards Reception award to be presented in select category
- Premium booth space at Women's Health Expo
- Prominent recognition on all printed promotional materials for Awards Reception & Women's Health Expo
- Recognition on signage by stage area for both events
- Prominent recognition on the CBWW website with a link to your company's website
- Company mentioned as sponsor in all radio advertisements



BE STRONG...

\$2,500.00

- Table of ten (10) to Awards Reception
- Recognition on Awards Reception invitation
- Full-page advertisement prominently placed in Awards Reception program
- Premium booth space at Women's Health Expo
- Recognition on all printed promotional materials for Awards Reception and Women's Health Expo
- Recognition on signage by stage area for both events
- Recognition on the CBWW website with a link to your company's website



BE PROACTIVE...

\$1,000.00

- Five (5) tickets to Awards Reception
- Recognition on Awards Reception invitation
- Half-page advertisement prominently placed in Awards Reception program
- Standard booth space at Women's Health Expo
- Recognition on signage at the bar area for both events



BE THE SOLUTION... (For Silent Auction Donors)

- Company recognition and website link posted to the official silent auction website
- Acknowledgement in Awards Reception program
- On-Site signage in a dedicated Silent Auction area





Additional Marketing Opportunities

To partner with CBWW through Corporate Sponsorship, contact Jemea Dorsey at 404-688-9202 ext 19 or email jemea@cbww.org



Vendor Package (Businesses \$300 | Non-Profits \$150)

- Top tier booth placement which includes 6ft table, 2 chairs, table covering & skirting, and surrounding drapery
- Company booth signage
- Half page advertisement in event Program Journal
- Stage acknowledgements by event MC
- Refreshments for two (2)

Commemorative Program Journal Ad Opportunities



\$150

Full Page Ad (8.0" X 10")



\$75

Half Page Ad (7.0" X 4.75" horizontal only)



\$50

Quarter Page Ad (4.75" X 3.75" horizontal or vertical)



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SPONSOR / VENDOR CONFIRMATION

Awards Reception and Women's Health Expo | Saturday, November 6-7, 2009 | Twelve Hotel at Atlantic Station

Please Print

COMPANY NAME: _____

COMPANY CONTACT NAME: _____

COMPANY ADDRESS: _____

PHONE NUMBER: _____ ALTERNATE NUMBER: _____

SPONSORSHIP COMMITMENT:

BE REMARKABLE...
\$5,000.00

BE STRONG...
\$2,500.00

BE PROACTIVE...
\$1,000.00

BE THE SOLUTION...
(For Silent Auction Donors)



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Estimated Value of Silent Auction Contribution: \$ _____

Description of Silent Auction Contribution _____

VENDOR COMMITMENT:

Business
\$300

Non-Profit Organization
\$150

Optional Electricity Fee
\$50 List your electrical needs and uses _____

COMMEMORATIVE PROGRAM JOURNAL AD OPPORTUNITIES:

Full Page Ad
\$150 (8.0" X 10")

Half Page Ad: \$75
(7.0" X 4.75" -horizontal only)

Quarter Page Ad: \$50
(4.75" X 3.75"-horizontal or vertical)

TICKETS TO AWARDS RECEPTION: (11/06/09) _____ x \$75 per person Tables _____ x \$700 per table of 10

PAYMENT (circle one): Check / Money Order (payable to CBWW) VISA MC

I authorize CBWW to automatically charge credit card in the one-time payment of \$ _____

Credit Card # _____ Expiration Date _____

Name on Card: _____ Signature: _____

Receipt will be mailed to above address

Please bill. Attention: _____ P.O.# _____



SPONSOR / VENDOR CONFIRMATION contd.

Awards Reception and Women's Health Expo | Saturday, November 6-7, 2009 | Twelve Hotel at Atlantic Station

Please mail both the form and check or money order (payable to CBWW) to:

Attn: Nadine Trotter
Center for Black Women's Wellness
477 Windsor Street, Suite 309
Atlanta, Georgia 30319
By fax: 404-880-9435 | By phone: 404-688-9202 ext. 12

COMPANIES / ORGANIZATIONS ARE ASKED TO PROVIDE DIGITAL LOGO AND/OR AD (SEE SPONSORSHIP PACKET FOR DETAILS)

INSTRUCTIONS FOR ARTWORK FOR PROGRAM JOURNAL ADVERTISEMENTS

- Company / Organization Name
- Contact person and daytime phone number and email address
- Ad Size
- Specified layout preferences

AD SIZES:

Full Page	8.0" x 10"
Half Page	7.0" x 4.75" (horizontal only)
Quarter Page	4.75" x 3.75" (horizontal or vertical)

Graphics MUST be at least 300 dpi and formatted as a .pdf, .jpg, .tiff, or .eps file.

Be sure to convert or embed the fonts. Supported Applications: Illustrator, Photoshop, InDesign, Acrobat, or QuarkXpress. (InDesign and Photoshop are the only acceptable source files and must include all supporting fonts and images. All source files must include a high resolution .pdf.) *October 1, 2009 is the Deadline for all Program Journal Ad Submissions.*

Materials may be accepted via email (if they are compressed) to strotter@brainchildassociates.com

Name your file [your company]_prog.[file extension] | Example: CBWW_prog.pdf

or Mail via CD to the attention of:

Attn: Shelley Trotter
Brainchild Associates
191 Peachtree Street, Ste. 300
Atlanta, GA 30303

Please direct all artwork inquiries to:
strotter@brainchildassociates.com or 678-884-4008 ext. 703



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VENDOR GUIDELINES

CBWW Women's Health Expo | Saturday, November 7, 2009 | Twelve Hotel at Atlantic Station

FEES: Fee payments are required in full by October 1, 2009.

PRICING: It will be the responsibility of each Vendor to set his/her own prices for products or services at/around booth. The CBWW will not be responsible for vendor/booth marketing needs.

VENDOR HOURS: Vendor areas will be set up by 10 a.m. on Saturday, November 7, 2009. Vendors may enter the ballroom space at 8 a.m. to check in and organize their booths. The Women's Health Expo officially begins at 10 a.m. and ends at 3 p.m. Volunteers will be available at 8 a.m. to assist with check-in and show you to your booth. All community guests arrive beginning at 10 a.m. Please ensure that your area is ready to receive them.

ELECTRICITY: Electricity is an additional item and has an additional fee of \$50 for standard electrical needs. To accommodate this need, please list your electrical needs and uses on your Vendor Registration Application and include the \$50 fee with your application.

SIGNAGE: Each Vendor will receive visible booth signage. Other booth signage or advertising will be the responsibility of the Vendor.

ADVERTISING: Included in the Vendor fee is an advertisement in the Program Journal. Additional advertising is available upon request. Space is limited and requests are granted on a first come first served basis. Please contact Nadine Trotter for more details.

REFUND POLICY: This is an indoor event. All activities will occur rain or shine. Refunds will be granted up to 45 days prior to event only. A cancellation fee of \$50 will be deducted from refund. No refunds granted less than 45 days prior to event activities. Refunds will be mailed within two weeks of the initial request.

Note: The Women's Health Expo will be set up in the ballroom of Twelve Hotel. Vendors will receive complimentary access to display any and all marketing materials in/at booth. Advertising is limited to your designated vendor booth only. No exceptions.



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To partner with CBWW through Vendor Sponsorship contact
Nadine Trotter, 404-688-9202 ext. 12, nadine@cbww.org