

# HEALTH EQUITY PROGRAMMING - DIABETES AWARENESS EVENTS - 2023/24



According to the Centers for Disease Control and Prevention (CDC), more than 34 million adults in the U.S. have diabetes. Many don't know they have it. The Diabetes Foundation (DF) knows that increasing diabetes awareness is critical to promoting wellness, and what better way to achieve that than during National Diabetes Month(s) - this November and March!

The DF is hosting two large scale events for underserved residents living in Greater Newark (Essex County), Hackensack (Bergen County) and Trenton (Mercer County) bringing together hospitals, NGO's, and government partners to provide the public with A1C, Blood Pressure and Vision Screenings, Wellness and Diabetes Healthy Eating and Activity Demos and Education, Giveaways and so much more.

Diabetes is Hard. The Diabetes Foundation is focused on ensuring that people get what they need when they need it to get on track and stay on track with their diabetes care.

	VISIBILITY BENEFIT	PRESS/SOCIAL MEDIA BENEFIT	EVENT/REGISTRATION BENEFIT
<b>PRESENTING SPONSOR (\$10,000)</b>	Premier logo placement on all event advertising; logo and featured article on the DF website (60,000+ annual views); featured in a "DF Podcast" in Spring 2024.	Name listed in all press releases about the event; logo featured on all DF social media platforms (Facebook, Instagram, LinkedIn).	Complimentary booth at event with premier placement; logo on event flyers, T-shirts distributed at event; marketing materials in swag bags, logo on event welcome sign with other presenting sponsors.
<b>GOOD HEALTH SPONSOR (\$2,500)</b>	Logo and featured article on the DF website (60,000+ annual views). Featured as a partner at DF's November and March events.	Name listed in all press releases about the event; logo featured on all DF social media platforms (Facebook, Instagram, LinkedIn).	Complimentary booth at event; logo on event flyers, T-shirts distributed at event; marketing materials in swag bags.
<b>HEALTHY LIFESTYLE SPONSOR (\$1,000)</b>		Shout Out on all DF social media platforms (Facebook, Instagram, LinkedIn).	Booth at event; logo on event flyers, marketing materials in swag bags.
<b>KNOW YOUR NUMBERS SPONSOR (\$500)</b>		Shout Out on all DF social media platforms (Facebook, Instagram, LinkedIn).	Logo on event flyers, signage at event; marketing materials in swag bags.
<b>IN-KIND AND MEDICAL SUPPLY SPONSOR</b>		Shout Out on all DF social media platforms (Facebook, Instagram, LinkedIn).	Marketing materials in swag bags.