

Healthy City - Health and Wellness Affair

2012



Black Market Strategies  
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# Healthy City

## Health and Wellness Affair


An Officially Sanctioned Block Party for Peace Event

**@ the Block Party for Peace**

**Raleigh Springs Mall**

3384 Austin Peay Hwy  
Memphis, TN 38128

**May 25-27, 2012**



Memphis Peace Week is a two week period of service, celebration and education to community. During Peace Week, we deliver quality events, forums and initiatives that provide information and other tangible benefits to the citizens of our communities.



To culminate Memphis Peace Week, ABetterMemphis.com presents the annual Block Party for Peace. Nestled inside of the Block Party for Peace are its core events, one of which is the Healthy City Health & Wellness Affair. The Healthy City Health & Wellness Affair is arguably Memphis' fastest growing and largest health and wellness event. In its fifth year this event is poised to serve attendees of the Block Party for Peace with multiple health and wellness related offerings. The expected attendance at this year's event is in the thousands.

We ask that you partner with us by becoming a sponsor for this year's events. Last year participants had access to over 15,000 health conscious attendees.



By sponsoring or partnering with the Healthy City Health & Wellness Affair, your organization will benefit from positive product placement, advertisement, access and booth space at the health fair. We look forward to your participation and assistance in serving our communities.



Below you will find the information needed to become a sponsor or partner. For more information or online payments, please visit our website [www.BlockPartyForPeace.com](http://www.BlockPartyForPeace.com) or contact us at (901) 379-9101 or via email: [Info@HealthyCityWellness.com](mailto:Info@HealthyCityWellness.com).



## BENEFITS OF SPONSORSHIP

### SPONSOR LEVEL 1 – PRESENTING SPONSOR - \$7,500

- The 2012 **Healthy City Health & Wellness Affair** will be officially renamed using your company name (e.g., XYZ Company presents **The Healthy City Health & Wellness Affair**). This name will cover every event associated with the 2010 event schedule (i.e., Fashion Show, Peace Parade, etc.) This sponsorship is available only to one sponsor and is available on a first-come basis. Deadline for all sponsorships is April 13, 2012. The 2013 Event Name Sponsor has the right of first refusal to serve as the Event Name Sponsor for the 2013 event
- Your company's name and logo will be included in all radio, television, electronic, and print advertisement used to promote and market the event. (Billboard, newspaper ads, posters, postcard fliers, email, website, radio and television and press releases)
- When possible, street banners in event area at key traffic intersections will be hung with your company's logo, brand or name as presenting the Healthy City Health & Wellness Affair.
- A V.I. P. tent will be set up in your company's name along with catering from area restaurants
- Whenever possible, your company's spokesperson will be asked to participate in all on-air interviews promoting the event
- Company name or logo on event website (includes hyperlink to your web site)
- Company name or logo and brand placed on event tee-shirts
- Prominent signage display throughout all sanctioned events (Golf Tournament, Parade, etc.)
- Spotlight company during all events via verbal recognition
- Your company will be provided first choice of booth space at **The Healthy City Health & Wellness Affair**. Competitors within your industry will not be able to sponsor the event at any level above Level 3 (available on a first-come basis)
- Your company will be presented with a certificate of appreciation after the event

## **SPONSOR LEVEL 2- GOLD SPONSOR**- \$3,750

- Your company's logo will be included in all radio, television, electronic, and print advertisement used to promote and market the event. (Billboard, newspaper ads, posters, postcard fliers, email, website, radio and television and press releases)
- Whenever feasible, your logo will appear on street banners placed at key intersections in event area
- Company name or logo on event website (includes hyperlink to your web site)
- Company logo/brand placed on event tee-shirts
- Prominent signage display throughout all sanctioned events (Golf Tournament, Parade, etc.)
- Spotlight company during all events via verbal recognition
- Your company will be provided first tier choice of booth space at ***The Healthy City Health & Wellness Affair.***
- Your company will be presented with a certificate of appreciation after the event

## **SPONSOR LEVEL 3 –SILVER SPONSOR**- \$1,750

- Your company's name and/or logo will be included in print advertising (newspaper ads, posters, take-one brochures, press releases) promoting the event.
- Company name or logo on event website (includes hyperlink to your web site)
- Spotlight company during Block Party via verbal recognition
- Your company will be provided booth space at ***The Healthy City Health & Wellness Affair.***
- Your company will be presented with a certificate of appreciation after the event

## **SPONSOR LEVEL 4 –BRONZE SPONSOR**- \$500

- Company name or logo on event website (includes hyperlink to your web site)

- Spotlight company during Block Party via verbal recognition
- Your company will be provided booth space at ***The Healthy City Health & Wellness Affair.***
- Your company will be presented with a certificate of appreciation after the event

### Vendors

- Vendor Booth Rental - \$250.00 – Covers all three days
  
- Non-Profit Booth Rental - \$200.00 – Covers all three days

## Letter of Intent

### Event: Healthy City Health and Wellness Extravaganza

On behalf of \_\_\_\_\_  
(Company name)

We intend to purchase a:  Level 1  Level 2  Level 3  Level 4  
 Food Vendor  Non-Food Vendor  Non-Profit (Must show proof of 501  
c 3 designation from IRS)

(Check appropriate box)

Our sponsorship will be paid by (date) \_\_\_\_\_

**Please make check payable to: Black Market Strategies**

**In the memo section: Healthy City 2012**

**Name (Print):** \_\_\_\_\_

**Email (Required):** \_\_\_\_\_

**Your Title:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

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

**Please mail payment along with this form to:**

Black Market Strategies  
P.O Box 281453  
Memphis, TN 38168

**E-mail:** info@HealthyCityWellness.com

**Phone:** 901.379.9101

**Fax:** 901.590.2012

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### For Office Use Only

**Amount Received:** \$ \_\_\_\_\_ **Received From:** \_\_\_\_\_

**Form of Payment:**  Cash  Check No. \_\_\_\_\_  Money Order  In Kind

**If in kind, what was the specific item and value in dollars?** \_\_\_\_\_

**Received By (Please Print):** \_\_\_\_\_

**Received By (Please Sign):** \_\_\_\_\_ **Date:** \_\_\_\_\_

## FAQ:

1. What size is the booth space? We provide a 10' x 10' space for your booth.
2. Do I need a canopy tent? No. Healthy City Health and Wellness Affair is an indoor event.
3. Is there overnight security? Yes. However, we recommend that you remove any valued items prior to leaving the site for the night.
4. Can I rent tables and chairs from the organizers? Yes. (1) Table and (2) chairs are \$40.00/day and are to be returned at the end of each day.
5. Is there anything that I cannot offer or sale? Yes, there are items that cannot be sold or offered by vendors at the Healthy City Health & Wellness Affair. They are: Water, pornographic material, material promoting gangs, and any items that would be deemed illegal under the laws and ordinances governing the City of Memphis, Shelby County, State of Tennessee and the United States of America. Note: Subject to the discretion of the Healthy City Health & Wellness Affair organizers.
6. Should I supply my own electricity? No. Electrical requests must be made 30 days prior to event launch.
7. Will food be provided? Catered food items will be provided for silver level sponsors and above.
8. Is there a referral incentive associated with this event? Yes. We will reduce your fee charge by 15% for every paid referral.
9. When is setup? Setup for vendors begins at 4 PM on the Thursday prior to event launch.
10. Can I set up the day of? In some instances we present special consideration for late setup, however due to large amounts of pedestrian traffic and events that are in progress, we highly recommend that you set up during the pre-determined setup time.
11. **Who determines booth location and choice?** Booth location choice is determined in this manner: **Fist Choice to Sponsors (Highest level first), Vendors (based on payment date).**