

# Sponsorship Opportunities

2020 - 2021 EVENTS



# About HealthCorps



**HealthCorps** is a national non-profit organization committed to helping youth in America's underserved communities live longer, stronger and healthier lives. Grounded in the understanding that poor health habits developed early in life lead to a lifetime of social, emotional and physical challenges, HealthCorps is determined to change the culture of health and wellness in our most vulnerable communities to give future generations the best chance at long and healthy lives.

**Healthier Teens. Stronger Schools. Connected Communities.**

# Why HealthCorps Matters

“

I was in a very dark place... I didn't want to do anything besides go home and go to sleep... I would've not continued to go to school if it wasn't for HealthCorps.

—**Jarrett Gentz**

Junior at San Geronimo High School

”



Teens see anxiety and depression in

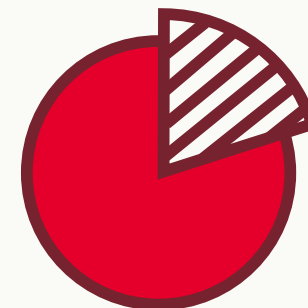
**7 out of 10 peers**



Suicide is the

**2nd leading**

cause of death among teens



At least

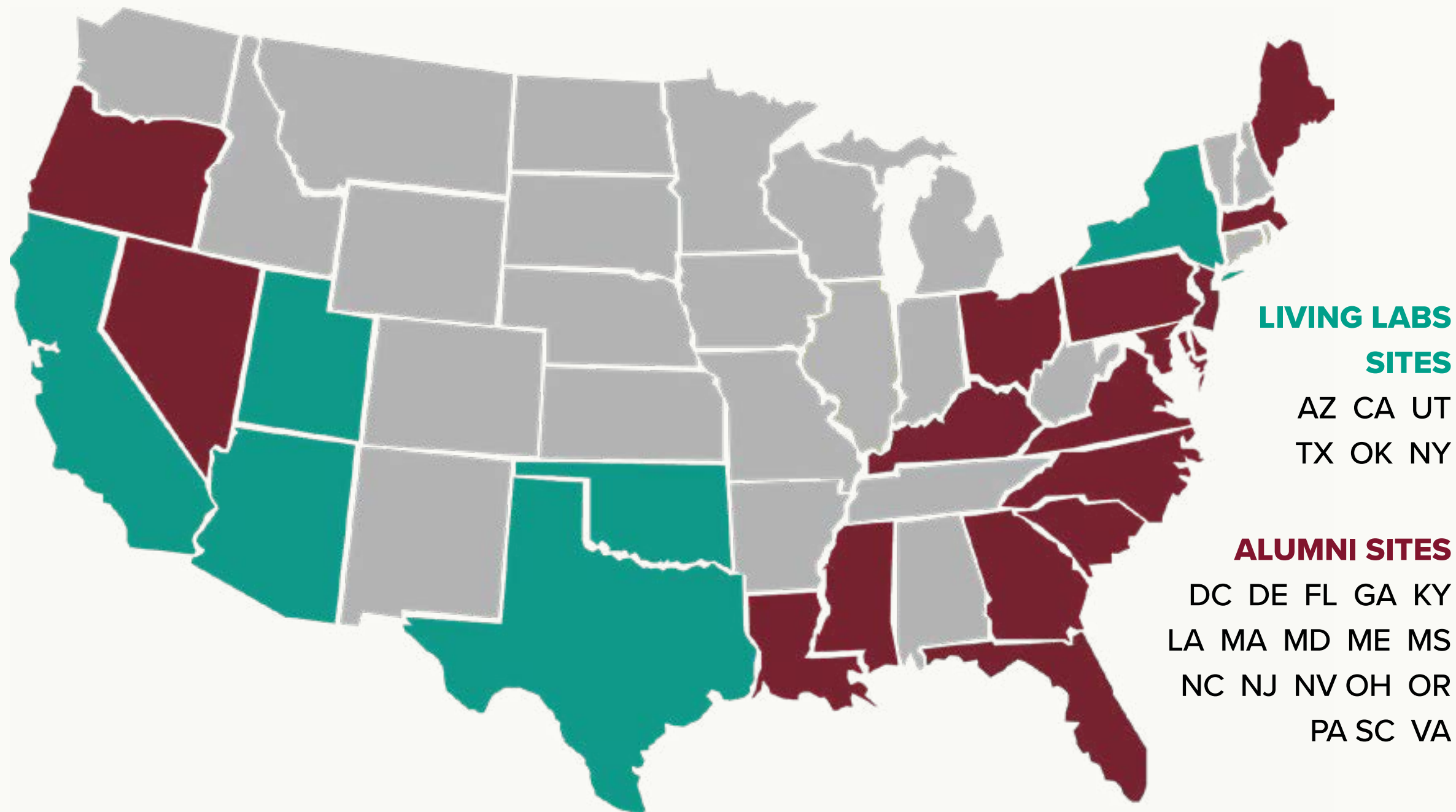
**1 in 5 youth**

have a high risk health factor

# Results that Matter

## Serving Youth in Schools Across America:

Programming across 23 states & DC from 2003–2020



## IMPACT TO DATE



**84% of students**  
improved in at least one  
of our targeted behaviors

HEALTHCORPS EDUCATION PROGRAMS  
HAVE CONTINUED TO GROW.  
SINCE 2003, WE'VE IMPACTED:



**2.5 million**  
students



**340 schools**  
across the country



**70 million**  
invested

# Response to COVID-19: Service & Program

During these unprecedented times, our teens need us more than ever. As teens have attempted to manage the trauma and stress inflicted from the pandemic, HealthCorps has been committed to ensuring that our students' social, emotional and physical wellbeing are prioritized.

Young people who are combatting feelings of loneliness could be **3x more likely** to develop depression in the future — affecting our children for decades to come.

Uniquely situated to serve our students in-person or online, we have continued to deliver our program and meet the needs of our community. We have served over 68,000 meals, delivered dozens of lessons via Zoom and Google Classroom, hosted wellness challenges, cooking clubs and leadership council meetings online and we have created online and printable wellness resources that have over 1.6 million views.



**199,582**

individuals reached during this pandemic



**68,927**

meals distributed to those in need



**1.6 million**

views of digital resources created to combat effects of COVID-19

Resources online at [www.HealthCorps.org/resources](http://www.HealthCorps.org/resources)



# Response to COVID-19: #SaveTheStudents

As schools across the country face insurmountable budget cuts and families reckon with a depressing economy and rising food insecurity, HealthCorps has developed a program to ensure that our kids remain safe and healthy as they head back to the classroom – in whatever form that may take.

We want to send kids back to school with low-tech and high-tech instruments to ensure good health, safety and learning.

## Safe Student Kit

The Safe Student Kit is given to student at one of our participating HealthCorps Schools as well as a second kit will be sent for a classmate matched by a generous donor. This package includes:

- A connected thermometer
- Four (4) reusable masks
- HealthCorps Program Resources
- A school-wide program to monitor symptoms and protect from outbreak

If you're interested in getting involved, please visit  
[www.HealthCorps.org/SaveTheStudents](http://www.HealthCorps.org/SaveTheStudents)



# Media

**HealthCorps** has received notable media coverage from international and national news outlets, including:



Both HealthCorps' and Chairman Dr. Mehmet Oz's social media channels cover program and events for an ever-growing network.

**@HealthCorps**

83,000+ followers

**@Dr\_Oz**

12m+ followers



# The Spring Benefit

**The Spring Benefit** is our celebration hosted by Dr. Mehmet Oz and his wife Lisa, bringing together corporate partners and philanthropists for a night to support our youth's health and wellness.

TENTATIVE DATE\*

6:30–10:30 pm

May/June TBD, 2021

TENTATIVE LOCATION\*

Outdoor Venue TBD

\*DEPENDENT ON ANY PROLONGED  
IMPACT OF COVID-19





# The Spring Benefit: Past Honorees



Martha Stewart (2019)








Hugh Jackman (2011)

Rachael Ray (2016)

- 2020** Bob Harper, CVS Health Foundation
- 2019** Martha Stewart, Allen Grubman
- 2018** Elvis Duran, Daniel Lubetzky
- 2017** Rocco DiSpirito, The Choudhrie Family Foundation, California Walnut Board
- 2016** Eva Gutowski, Pamela Kehaly, Omron Healthcare, Inc., Rachael Ray

- 2015** CK-12, The Chickasaw Nation, Jordin Sparks, Montel Williams
- 2014** The California Endowment, Goldie Hawn, Gloria Steinem
- 2013** Harold Hamm, Marlo Thomas
- 2012** Matthew Modine, Diane Sawyer
- 2011** Deb & Hugh Jackman, Russell Simmons, Tibor Hollo
- 2010** Tara Guber, Gary Hirshberg, George Nadaff, Kerry Rhodes
- 2009** John Catsimatidis, Quincy Jones, Joel Klein, Ben Vereen
- 2008** B.K. Boreyko, Grace Cavnar, LL Cool J
- 2007** Kevin Liles, John Mack

# The Spring Benefit: Sponsor Levels

	LEADER \$250,000	CHAMPION \$100,000	INFLUENCER \$75,000	ADVOCATE \$50,000	ADVISOR \$25,000	SUPPORTER \$12,500
<b>Name in Title as Presenting Sponsor</b>						
<b>Tickets</b>	20	10	10	10	10	10
<b>Event Placement</b>	Optimal	VIP	Premium	Prime	Preferred	
<b>Acknowledgement during Program</b>	Featured	Featured	Logo	Logo	Listing	
<b>Advertisement during Event (Branded Content)</b>	Exhibitor space, product placement+video, Prime ad	Exhibitor space, product placement+video, large ad	Logo placement, product placement, medium ad	Logo placement, product placement, small ad	Listing, ad options	Listing, ad options
<b>Website, Social Media, Annual Report</b>						
<b>VIP Elements (ex. Photos, Lounge, or Options)</b>	20	10	10	10	Group	2
<b>Visit &amp; Speaking Engagement at HealthCorps School</b>						
<b>Tickets to Dr. Oz Show with VIP Meet &amp; Greet</b>						

**Based on an in-person event; comparable benefits provided if adapted for any COVID-19 impact.**

\*\*\*Additional branding & sponsorship opportunities available for individual areas like the Red Carpet, Mentor Exhibitor Booths, product placement; and in-kind donations. Contact us for more details.

# The Spring Benefit: Tickets

## VIP Ticket \$2,500

Includes one prime placement for one at the Spring Benefit and VIP elements (photo, lounge, options)

## Individual Ticket \$1,250

Includes placement for one at the Spring Benefit

## Junior Ticket \$600

Includes placement for one at the Spring Benefit (young professionals 35 and under)

Based on in-person event; comparable benefits provided if adapted for any COVID-19 impact

FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES  
OR BRAND ACTIVATION, PLEASE CONTACT:

### **Michelle Marquez**

*Chief Operating Officer*

Michelle.Marquez@HealthCorps.org

(646) 724-0076

### **Rob Lunde**

*Director of Events*

Rob.Lunde@HealthCorps.org

(413) 262-3532

For updates, purchases or other information please go to  
**[www.Gala.HealthCorps.org](http://www.Gala.HealthCorps.org)**

# Stride4Students: A Virtual Run/Walk Challenge

Inspired by our successful Walktober school campaign last year, HealthCorps' **Stride for Students** event encourages us to get up and move while staying safe in the era of COVID. Supporters are given the opportunity to become a part of a school initiative while contributing to our impact at a pace that fits their personal situation.

## DATES

October 5 - 23,  
2020

## FEE

\$35 / Participant

## LEARN MORE & REGISTER

[HealthCorps.org/Stride4Students](https://HealthCorps.org/Stride4Students)



# Stride4Students: Sponsor Levels

	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000	VENDOR \$500	DONOR \$100
<b>Name in Title as Presenting Sponsor</b>						
<b>Participant Slots</b>	20	15	10	5	3	1
<b>Event Placement</b>	Optimal	VIP	Premium	Prime	Preferred	
<b>Acknowledgement during program</b>	Featured	Featured	Logo	Logo	Listing	Listing
<b>Advertisement during Event including Zoom Programming</b>	Branded Content (Race Materials Full***, product placement, Video, prime ad)	Branded Content (Race Materials Gold Level*, product placement, Video, large ad)	Branded Content (Race Materials Silver Level*, product placement, medium ad)	Branded Content (Race Materials Bronze Level*, small ad)	Branded Content (Listing, T-shirt & ad options)	Branded Content (Listing, ad options)
<b>Website, Social Media, Digital, Annual Report</b>						
<b>Visit with HealthCorps Programming</b>						

\*\*\*Race Material options include

<b>Platinum/Full</b>	<b>Gold Level*</b>
Certificates, Masks Shipping Packaging Bibs (self print) <i>plus Gold Level</i>	Awards Ceremony Insta geotag Web Banners <i>plus Silver Level</i>

<b>Silver Level*</b>	<b>Bronze Level*</b>
Spotify Playlist Results Page Registration Confirmation <i>plus Bronze Level</i>	T-Shirts Facebook Frame

*In-Kind Donor Opportunities include product, materials and shipping – contact us for details*

# Stride4Students: Build Your Team

## Encouraging Health from Home

Nationwide stay-at-home orders have left even the most active bodies feeling lethargic.

Stride4Students encourages much needed physical activity while improving mood, strengthening muscles, and even managing heart disease, high blood pressure, and type 2 diabetes.

## Promote Teamwork

Many remote employees are missing the daily workplace culture.

Creating a Stride4Students team contribute to a sense of community built on a greater cause.

And because it's virtual, participants stride at their own pace while working towards goals together.

## Amplify Impact

Every dollar you raise brings even more health opportunities to students who wouldn't have it otherwise.

When you're a part of a team, you amplify your impact by setting higher goals fundraising together.

No matter how you help, you can feel good knowing you made a difference with others.

# Get Involved With Virtual Events

## Underwriting Support

Customize your organization's visibility through participant gifts, t-shirts, entertainment, video graphics, print materials, etc.

## Peer-to-Peer Fundraising

Show the community your support and garner brand awareness by encouraging employees to fundraise on behalf of your organization on Facebook.

## Employee Matching

If you or your spouse work for a company that offers a matching gift program, you can ask your company to match that donation — doubling, sometimes tripling, your impact.

FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES OR BRAND ACTIVATION, PLEASE CONTACT:

### **Michelle Marquez**

*Chief Operating Officer*

Michelle.Marquez@HealthCorps.org

(646) 724-0076

### **Rob Lunde**

*Director of Events*

Rob.Lunde@HealthCorps.org

(413) 262-3532

For more Stride4Students info, please go to [www.HealthCorps.org/Stride4Students](http://www.HealthCorps.org/Stride4Students)