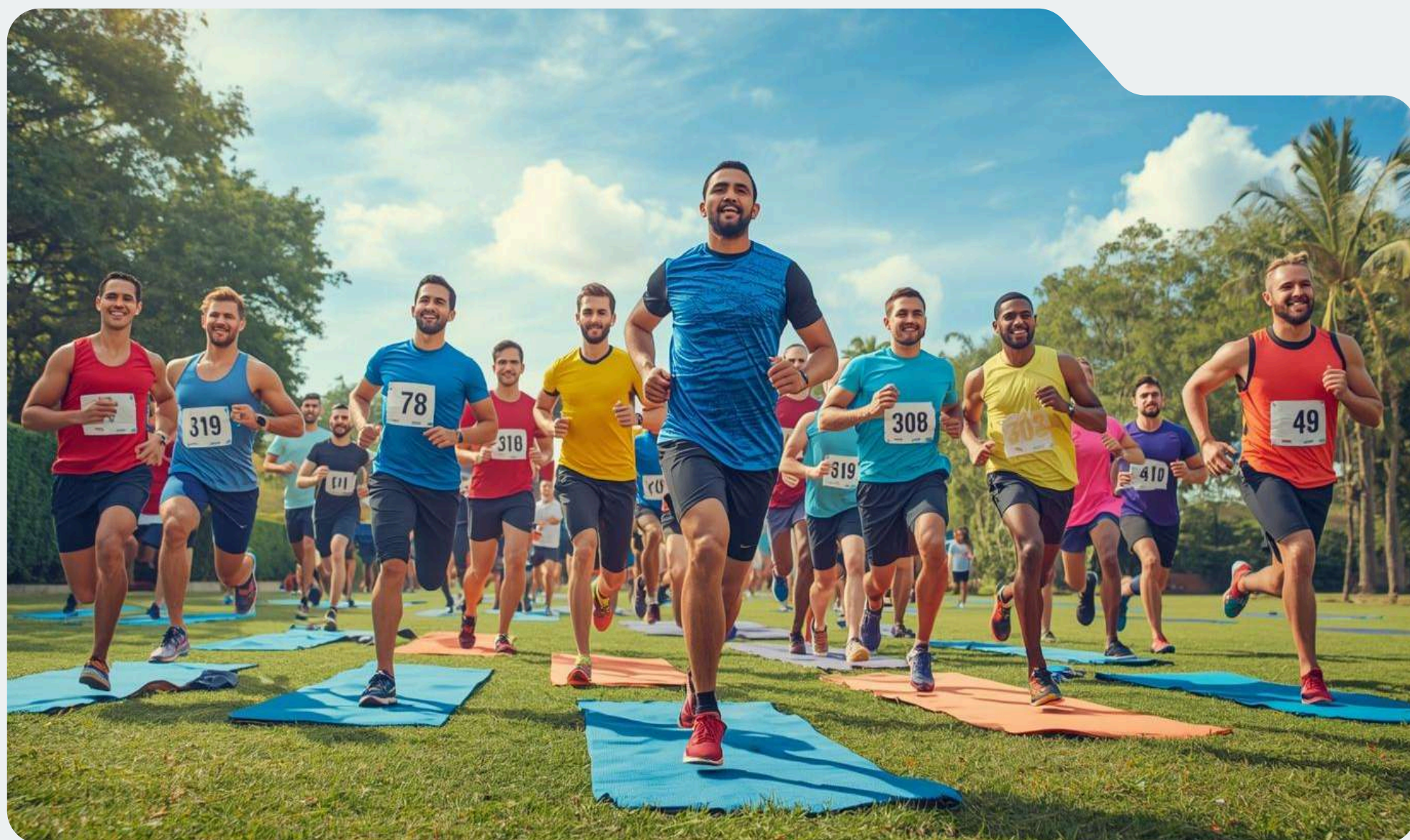


MAN UP

8th Annual



“More Than a Bowtie Experience —
A Movement for Men’s Health and Wellness”



Sunday, May 3, 2026, | 9 AM – 3 PM
5 Star Sports | 1150 27th Ave, Melrose Park, IL
Co-Hosted by Mayor Ronald M. Serpico

Event Overview

Man Up 2026 is set to be a premier men's wellness event combining education, fitness, and empowerment. This year marks our 8th anniversary, with strategic timing alongside the **5 Star Sports Indoor Multipurpose Soccer Facility** and their soccer leagues' semi-final playoffs, attracting hundreds of attendees and ensuring a vibrant, engaged audience for impact health initiatives. This facility will also serve as a World Cup viewing venue for 2026.



Purpose & Mission



To **educate, engage, and empower men**—particularly Latino, African American, and multicultural communities—on the importance of early detection, wellness, and lifestyle balance, with special emphasis on:

- Colon Cancer & Prostate Cancer Awareness
- Heart Health, Mental Health, and Fitness
- Nutrition and Preventive Care
- Men's Grooming, Fashion, and Personal Style
- Family Wellness and Financial Literacy

Key Event Features



Wellness Pavilion

Offering free health screenings and support resources.



Educational Seminars

Inspiring talks on men's health and empowerment.



Main Stage Experience

Motivational speakers and live demonstrations energize attendees.



Exhibitor Pavilion

Explore various brands and their offerings.

Why Sport Sunday Works

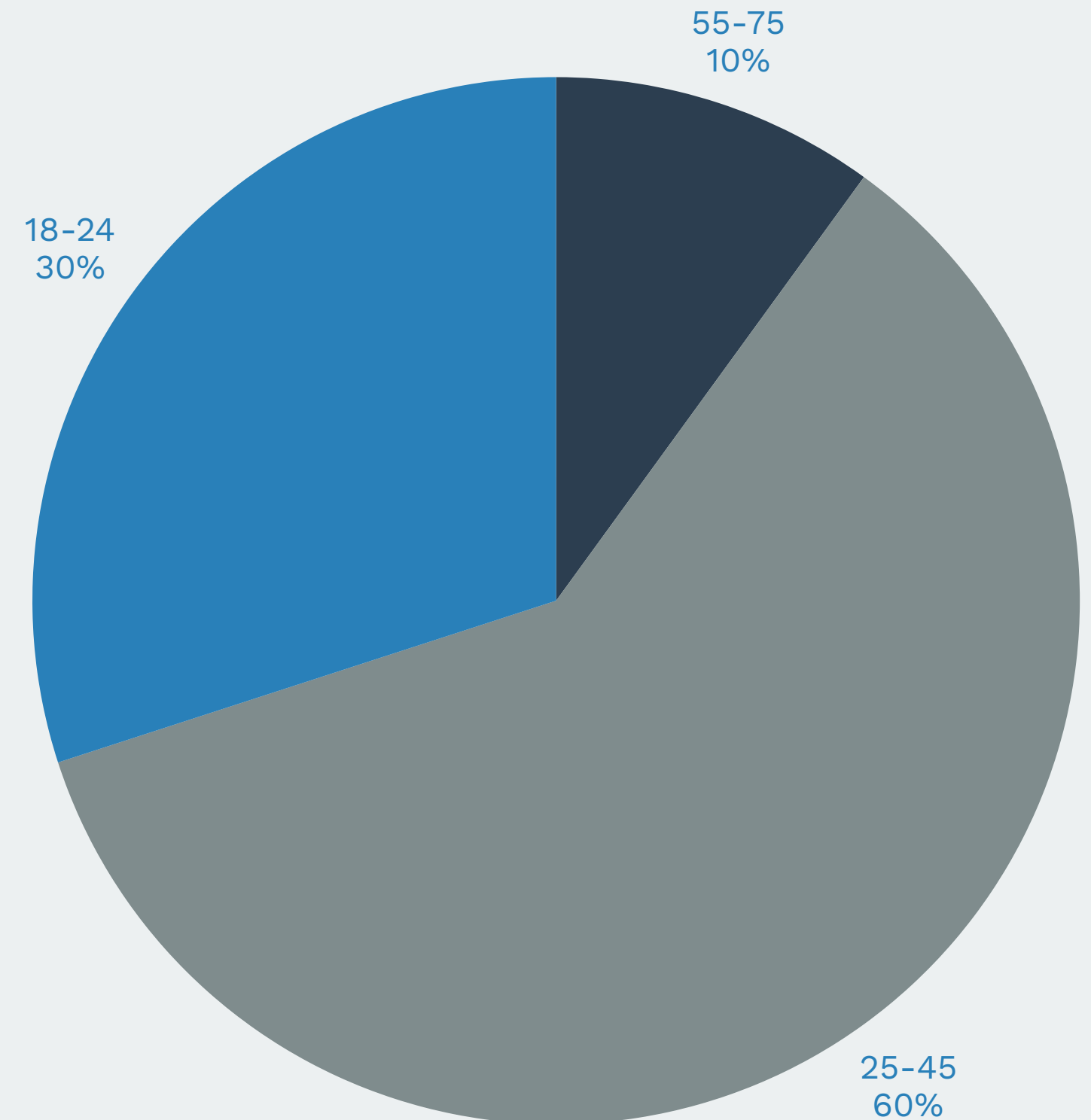
Perfect Alignment with Soccer League

Aligning the event with the 5 Star Sports Soccer League Semifinals ensures **heightened visibility** and continuous engagement with a large, active male audience throughout the day.



Target Demographics

Understanding our audience is crucial for sponsors. The **diverse group** of attendees reflects a commitment to community and shared values, making them an ideal target for aligned brands.



Demographic breakdown showcasing our engaged audience segments

The Male Health Disparities: Colon & Prostate Cancer

Colon / Colorectal Cancer

- For men, age-adjusted new cases of colorectal cancer in 2018-2022 were **49.8 per 100,000** for non-Hispanic Black males, compared to 42.6 per 100,000 for non-Hispanic White males.
- Colorectal cancer incidence in African Americans is 20 % higher than in Whites; mortality is 40 % higher.
- Because of this disparity, screening guidelines for Black adults have been lowered to begin earlier at an age of 45 in some cases.

Prostate Cancer

- For Black men in the U.S., the average annual incidence rate was 191.5 cases per 100,000 in 2017-2021 - **67 % higher** than the rate for other men.
- From 2018 to 2022, Black/African American men were diagnosed with prostate cancer 62 % more often than the total male population, and their five-year mortality was 92 % higher.
- Black men are 1.7 times more likely to be diagnosed than White men, and 2.1 times more likely to die of prostate cancer.

Health Insurance & Coverage Gaps Among Men of Color (18-54)

While specific data for men of color aged 18-54 is limited, here are relevant coverage/insurance stats:

- In 2023, for **adults under age 65**: uninsured rates by group: **Hispanic/Latino were 17.9 %**, Black non-Hispanic were 9.7 %, White non-Hispanic were 6.5 %.
- For **Hispanic/Latino adults**, the **uninsured rate dropped from 32.7 % to 18.0 % between 2010 and 2022**, but they **remain more than twice as likely as non-Latino Whites to be uninsured**.
- Among **adults ages 18-64**, men had a **higher uninsured rate (12.6%) than women (9.5%) in 2023**.
- For **adults ages 18-64 in 2024**: **Hispanic adults were 24.6 % uninsured**; Black non-Hispanic adults were 10.5 %



- Men of color face a higher incidence and mortality for two of the most common men's cancers.
- By reaching this audience (18-54, men of color), we are addressing a health equity gap, which reinforces the value of the event to sponsors who care about CSR, community impact, and brand alignment with underserved populations.

Sponsorship Opportunities



Presenting Sponsor \$10,000

Your brand featured as
“Presented by [Company Name]”

- 20x20 Premium Exhibit Space
- Branding on all signage, media, and main stage
- Featured logo on marketing materials and website
- One-week social media feature leading up to the event
- 10 VIP Guest Passes



Wellness Pavilion Sponsor \$7,000

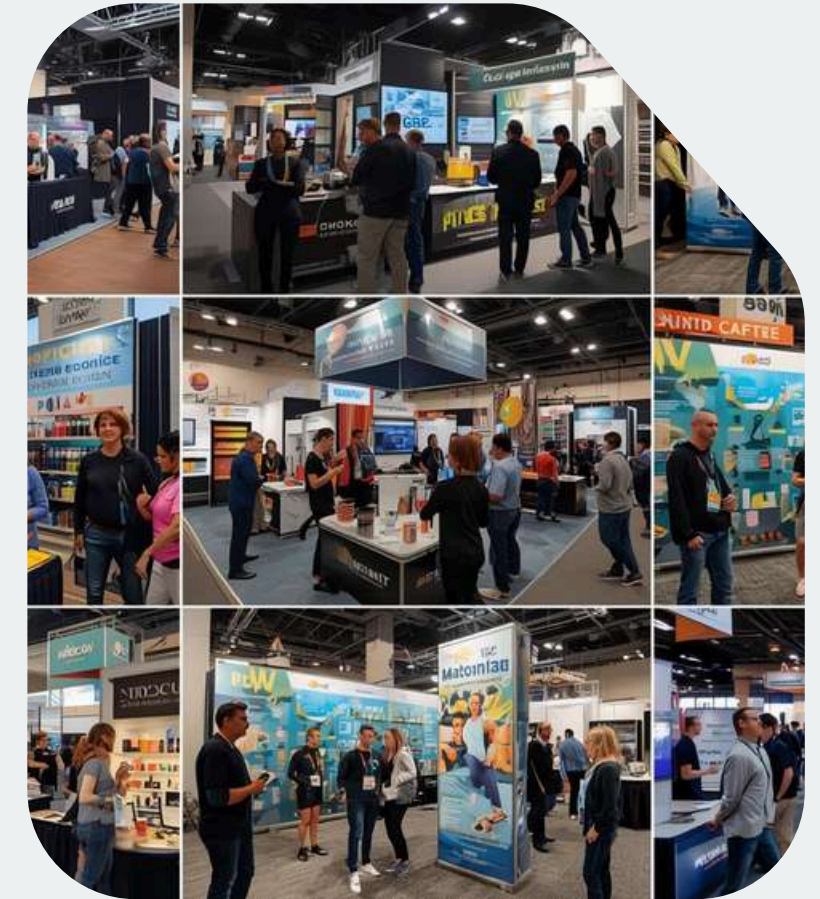
Your logo branded throughout
health screening area

- 10x20 Exhibit Space
- Branding in press releases and digital materials
- Onstage acknowledgment



Supporting Sponsor \$5,000

- 10x10 Exhibit Booth
- Logo placement on printed/digital materials
- Social media feature



Corporate Exhibitor \$2,500

- 10x10 Booth, table, and chairs
- Company listing on event site and guide
- 4 Exhibitor Badges

Booth Only Opportunities

- 20x20 Booth Space \$600
- 10x20 Booth Space \$450
- 10x10 Booth Space \$350
- 6FT TABLE \$250

Community Partners



- Villages of Melrose Park, Maywood, Belwood, Elmwood Park, and River Grove, to name a few
- Local Hospitals and Health Networks
- Community Health Centers
- Nonprofit Health Organizations
- Local Soccer Leagues

Contact Information



César Rolon Jr.

Founder & Producer | Imagen Marketing Consultants



Email

croton@imagenconsultants.com



Phone

773-251-3329



Website

www.manup-chicago.com