

Healthy Communities
Stronger Futures

SPRING FORWARD

HEALTH
FIESTA

11 SATURDAY
APRIL 20
26

McCormick YMCA
Chicago, IL



About the Event

The **Spring Forward Chicagoland Health Fair** is a community-driven initiative designed to improve health outcomes among uninsured and underserved residents across Chicago's northwest neighborhoods — **Humboldt Park, Logan Square, Hermosa, Cragin, Avondale, and West Town.**



This free annual event connects families to preventive screenings, fitness education, and health resources that promote long-term wellness and self-advocacy.

Why this Matters


Despite progress in expanding healthcare access, **Latino, African American, and immigrant residents in Chicago** remain disproportionately affected by chronic diseases and limited access to care.

1. In Humboldt Park, **31% of residents live below the poverty line**, and 20% lack health insurance.

2. In **Hermosa and Cragin**, nearly 1 in 4 adults report no regular healthcare provider.

3. Logan Square and Avondale have seen **rising diabetes and hypertension** rates among Latino men aged 35-55.

4. West Town **continues to experience high housing costs** and displacement, disrupting access to stable healthcare.



By bringing healthcare directly into the community, the Spring Forward Health Fair eliminates barriers of cost, language, and transportation.

EVENT HIGHLIGHTS

Free Screenings



Diabetes, blood pressure, cholesterol, prostate, breast, cervical, and vision

Men's Health Workshops



Preventive care, prostate/testicular awareness, mental health for men of color

Community Health Worker / Promotoras de Salud (CHW) Training



Certification and tools for neighborhood health advocates

Fitness + Nutrition Demos



Zumba, yoga, and healthy cooking

Family Zone



Music, giveaways, and kid-friendly activities

Bloomingdale Trail Run/Walk



A 2-mile community kickoff celebrating health and unity

Partnerships in Action

The Spring Forward Health Fair succeeds through collaboration with hospitals, community health centers, and nonprofit partners committed to health equity.

Together, we've provided thousands of free screenings and helped connect hundreds of families to permanent care providers.



SPONSORSHIP OPPORTUNITIES

Tier	Contribution	Benefits
Health Equity Champion	\$5,000	Title sponsor, logo on all materials, prime booth, feature in press & magazine
Wellness Advocate	\$3,500	Prominent logo, media visibility, 10x20 booth
Community Visionary	\$2,000	10x10 booth, logo on banner & social media
Health Ally	\$1,000	Table booth, social recognition, inclusion in event recap



All sponsors receive post-event analytics, social media tags, and community impact summary.



Vendor & Booth Information

Size	Price	Includes
20x20	\$600	4 tables + 10 chairs
10x20	\$500	2 tables + 6 chairs
10x10	\$400	1 table + 4 chairs
6ft Table	\$300	1 table + 2 chairs

Marketing & Media

Media coverage will include:

- **Radio and TV segments** (e.g., Radio Ritmo Mix, Univision, Telemundo)
- **Our Latinx Magazine** full-page feature
- **Digital Campaigns** across Facebook, Instagram, and TikTok
- **Community posters** & school distribution within target ZIP codes (60647, 60622, 60651, 60639)



SPRING FORWARD

HEALTH FIESTA

PRODUCED BY



A nonprofit dedicated to advancing health and wellness in Latino communities.



A multicultural marketing agency connecting brands with diverse audiences.

Contact us

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