



presents:

GENE MATRIX



8TH ANNUAL

EQUITY IN ACTION

Chicagoland  
Health Fiesta Tour



# Transforming

## HEALTH OUTCOMES FOR OUR COMMUNITIES

The **Health Equity Fiesta Tour** is a celebrated initiative bringing essential health services to **brown and black communities** throughout Chicagoland.



With over **3,000 attendees**  
served in the past seven years

We are expanding our reach in 2025 to provide inclusive, comprehensive **health services** tailored to the needs of underserved populations.

## OUR MISSION



### Address Health Disparities:

Focus on access to care for vulnerable groups.



### Raise Awareness:

Educate communities about preventable health conditions.



### Empower Through Action:

Offer free and low-cost health services and wellness education.



# Why Sponsor

## THE HEALTH EQUITY FIESTA TOUR?

### Key Statistics



#### Prostate cancer

rates are rising among brown and black men at earlier ages.



#### Women of color

face higher risks for heart disease, diabetes, and stroke.



#### 15% of Chicagoland residents

remain uninsured, with disproportionate impacts on brown and black communities.

### Impact of Sponsorship:

- **Support** healthier communities by enabling critical health services.
- **Demonstrate** your commitment to diversity, equity, and inclusion.
- **Engage** with a large and diverse audience through a highly visible community event.



# HEALTH SERVICES PROVIDED

## Women's Health

- Cancer prevention and screenings (breast, cervical).
- Heart disease and stroke education.
- Diabetes and obesity management.
- HIV/AIDS testing and prevention.
- Sickle cell anemia resources.
- Asthma care and mental health support.



## Men's Health

- Prostate cancer screenings and education.
- Diabetes, blood pressure, and cholesterol monitoring.
- Substance use and behavioral health resources.



## Teen Health

- Mental Health
- Reproductive and Sexual Health
- Physical Health
- Health Education and Empowerment
- Preventive Care
- Substance Use and Addiction Support



## General Health Services

- Nutrition and fitness education, including Zumba and healthy cooking workshops.
- CPR and first aid training.
- Resources for the uninsured, including health navigation support.





## Event Features:

- Interactive **Booths and Workshops**.
- **Expert Seminars** on Men's and Women's Health.
- **Music, Fitness** Activities, and **Family-Friendly Entertainment**.
- On-site **Data Capture** for Sponsor Insights.



## Target Audience

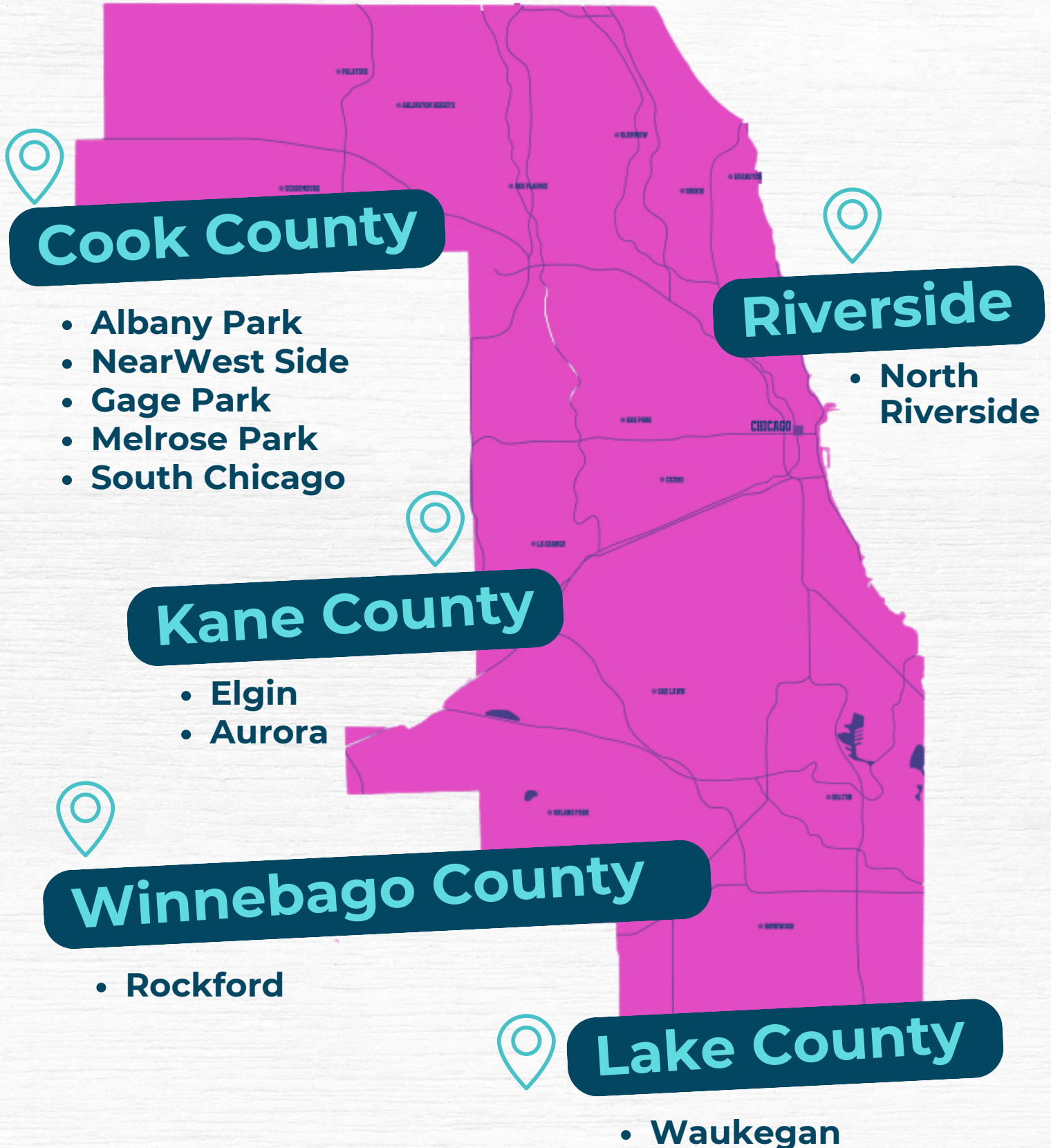
- **Individuals and families across Chicagoland**, with a focus on underserved communities. We strive to **provide equitable health** access and education to people of all ages, backgrounds, and needs.

## Marketing and Outreach

- **Multi-platform promotions** (radio, TV, digital media, churches, schools).
- **Flyers and posters** distributed citywide.



# Mapping OUR REACH





# SPONSORSHIP OPPORTUNITIES

Include all 10 Community Events

BENEFITS	HEALTH EQUITY CHAMPION	WELLNESS ADVOCATE	COMMUNITY VISIONARY	HEALTH ALLY	CARE CONNECTOR	FIESTA FRIEND
	30K	20K	15K	10K	7K	5K
<b>CATEGORY EXCLUSIVITY</b>						
Logo on: Health Equity Promotional Spots	♥					
Sponsorship Billing Mention	♥	♥	♥			
Logo on ad in Our Latinx Digital Magazine (National)	♥	♥	♥	♥		
Full Page Story in Our Latinx Magazine (National)	♥	♥				
Logo in Latino Health Today Newsletter Ad	♥	♥	♥			
Logo on Welcome Banner	♥	♥	♥	♥	♥	
Logo placement on expo Staff T-Shirts		♥				
<b>SOCIAL MEDIA</b>						
Sponsorship level on customized designated evite	♥	♥	♥			
Banner ad or button placement in the Vive Tu Vida En Forma Website	Banner	Button				
Logo or mention is Social Media Ad (add logos Facebook, Instagram, TicTok, LinkedIn)	♥	♥	♥			
<b>EVENT PROMOTION</b>						
Sponsor level live mentions						
Sponsor logo or mention in official press release	♥	♥				
<b>ONSITE INTEGRATION</b>						
Activation Booth Space	20x20	20x10	10X20	10X10	6ft table	6ft table
Banner placement in designated areas (must be provided)	♥	♥	♥			
Logo on video sizzle reel to run throughout the video wall monitors	♥	♥				
Opportunity to host a seminar	♥	♥				
Opportunity to host a Community Health Care Workers Training / Seminar	♥	♥				

# Booth Spaces Only

Cost is Per Event

## 20X20

includes  
4 tables &  
10 chairs

**\$600**

## 10X20

includes  
2 tables &  
6 chairs

**\$500**

## 10X10

includes  
1 tables &  
4 chairs

**\$400**

## 6ft Table

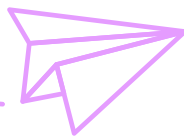
includes  
1 table &  
2 chairs

**\$300**

## Past Sponsors



## Tour Dates



- April 26 **Gage Park** – Chicago
- May 10 **Melrose Park** – Illinois
- May 24 **Aurora** – Illinois
- June 14 **North Riverside Mall** – North Riverside
- June 21 **Elgin** – Illinois
- July 12 **Albany Park** – Chicago
- July 26 **Waukegan** – Illinois
- Aug 2 **Rockford** – Illinois
- Aug 9 **Malcolm X College** – Chicago
- Aug 16 **Southeast** – Chicago





# Be a Champion FOR HEALTH EQUITY!

Join us in creating **healthier communities** across Chicagoland.

## Contact us

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