

MARKETING PACKAGES



2019
Leadership
Summit for
Healthy
Communities

OCTOBER 29 | FLORENCE, SC

KEYNOTE SPEAKER
ANTON GUNN



WWW.EATSMARTMOVEMORESC.ORG

DEAR FRIENDS,

Eat Smart Move More South Carolina (ESMMSC) invites you to participate in the upcoming 16th Annual Leadership Summit for Healthy Communities. In our pursuit to highlight the amazing work happening all around the State, we are thrilled to host this year's Summit in Florence. We look forward to having you join us.

We count on the support of our collaborators, sponsors, exhibitors, and advertisers to put on this valuable event for our community leaders each year. Please review the following pages for a variety of ways you can participate in making this year's event meaningful and successful. ESMMSC has enjoyed strong community and corporate support for many years. We are very grateful for your consideration of the numerous opportunities to contribute to the vital work of increasing access to healthy foods and safe places for physical activity. Any level of support is appreciated and helps to achieve the strategic priorities that improve the health of South Carolinians through increased accessibility to healthy choices in communities across our State.

This year, we are focusing on open community use, complete streets, comprehensive planning, bike and pedestrian planning, active community environments, farmers' markets, community gardens, healthy retail, healthy vending, healthy food financing, healthy corner stores, worksite wellness, healthy faith-based initiatives, healthy school environments, youth engagement, local advocacy, and health equity.

The mutually beneficial reasons to consider becoming or continuing to be an active supporter of the Summit and ongoing work of ESMMSC, are numerous:

- Increased exposure of your organization to ESMMSC's 3,100 individual members and 300 statewide partners through placement of organization detail on our website, social media networking sites, as well as Summit promotions and program booklet.
- Identification as a supporter of health equity, healthy choices, and healthy lifestyles.
- Access to evidence-based resources that promote healthy eating and active living for all.
- Networking with leaders, state-level and local collaborators from public and private organizations, individuals, policy makers, and government officials.
- Fulfilling your corporate social responsibility goals.

Please take a few moments to review the exciting opportunities that align our common mission, serving our community. We welcome you to fax or email completed documents to Brandie Freeman, Communications Manager at (803) 708-8116 or brandie@eatsmartmovemore.org. You may also mail your completed form to Eat Smart Move More South Carolina, 2711 Middelburg Drive, Suite 301, Columbia, SC 29204. Please feel free to contact us if you have questions at (803) 667-9810, extension 305 or via email.

We value your support and appreciate your interest in ESMMSC, the Leadership Summit for Healthier Communities, and our work to support optimal health across South Carolina. We look forward to building a lasting and productive relationship. We are stronger together.

Best in health,

Jen Wright

Jen Wright, MPH
Chairman, Board of Directors



VISION

The vision of the many Summit co-sponsors, collaborating organizations, exhibitors, and participants is to have a positive impact on the health of South Carolina's communities by focusing on health equity as it relates to healthy eating and active living. Hundreds of healthy eating and active living champions from across South Carolina come together to learn about sustainable policy, systems, and environmental change strategies that provide equal access to healthy choices.

WHAT IS THE LEADERSHIP SUMMIT?

The Leadership Summit for Healthy Communities is the only statewide conference that unites healthy eating and active living champions from across the state. Through best practices and information exchange, we're building South Carolina's leaders in rural and urban areas to improve health outcomes by inspiring action.

Opportunities for networking are scheduled to enhance informal discussions of the latest research, prevention and strategies, policy changes, innovative methods and approaches, and skill building essentials. Everyone will gain from this unique Summit.

Summit Tracks May Include:

- Open Community Use,
- Comprehensive, Bike, and Pedestrian Planning,
- Active Community Environments,
- Farmers' Markets and Community Gardens,
- Healthy Retail, Healthy Vending, and Healthy Corner Stores,
- Worksite Wellness,
- Healthy Faith-Based Initiatives,
- Healthy School Environments,
- Youth Engagement, and
- Local Advocacy.

ABOUT EAT SMART MOVE MORE SC

Eat Smart Move More South Carolina is a private non-profit whose mission is to advance community-led change to make the healthy choice the easy choice for every South Carolinian. We work tirelessly with local partners so that they have the skills and resources they need to increase access to healthy foods and physical activity.

SPONSORSHIPS

We offer sponsorship packages that support the Leadership Summit for Healthy Communities as well as to assist with registration costs for our attendees. Our work together is necessary to address equitable access to healthy food and safe places to be active because the choices we make are influenced by the choices that we have. We welcome your consideration of a sponsorship to support the amazing work that our attendees do every day to make the healthy choice the easy choice.

When you become a sponsor, we will acknowledge your generosity in our event materials and at the Summit. We appreciate your support and involvement in promoting healthy eating and active living.

2018 LEADERSHIP SUMMIT SPONSORS



SPONSORSHIP OPPORTUNITIES

Sponsor benefits occur before, during, and after the Summit.

PRESENTING SPONSOR \$10,000

- Top billing on all of the following: digital marketing materials (logo and link), promotional items at the Summit, sponsor page in program book, welcome screen in breakout rooms and ballroom during Summit
- Full-page color ad: inside front cover of program
- Logo with link on top of all Summit webpages
- Opportunity to place literature/coupon/giveaway in welcome bag
- Opportunity to address attendees during Welcome
- 1 social media post thanking sponsor (with link)
- 4 social media posts about sponsor activities (with link)
- 4 social media posts with sponsor logo, imagery, or messaging (with link)
- 1 complimentary exhibitor table in premium location
- 8 complimentary tickets

KEYNOTE SPEAKER SPONSOR \$5,000

- Logo and link on all digital marketing materials
- Logo larger than others on sponsor page in program, welcome screen in breakout rooms, and ballroom during Summit
- Full-page color ad: inside back cover of program
- Logo with link on top of all Summit webpages
- Opportunity to place literature/coupon/giveaway in welcome bag
- Opportunity to introduce keynote speaker
- 1 social media post thanking sponsor (with link)
- 2 social media posts about sponsor activities (with link)
- 2 social media posts with sponsor logo, imagery, or messaging (with link)
- 1 complimentary exhibitor table in premium location
- 5 complimentary tickets

COMMUNITY LEADER AWARDS & LUNCHEON \$5,000

- Logo and link on all digital marketing materials
- Company name on awards
- Logo on sponsor page in program, welcome screen in breakout rooms, and ballroom during Summit
- 1/2-page color ad in program
- Logo with link on bottom of all Community Leader spotlight webpages
- Opportunity to present awards to recipients
- 1 social media post thanking sponsor (with link)
- 2 social media posts about sponsor activities (with link)
- 2 social media posts with sponsor logo, imagery, or messaging (with link)
- 1 complimentary exhibitor table in premium location
- 5 complimentary tickets

SPONSORSHIP OPPORTUNITIES

Sponsor benefits occur before, during, and after the Summit.

SCHOLARSHIP SPONSOR (3 available) \$3,000

- Logo and link on all digital marketing materials
- Company logo on badge ribbon of scholarship recipients
- Logo on sponsor page in program, welcome screen in breakout rooms and ballroom during Summit
- 1/2-page color ad in program
- 1 social media post thanking sponsor (with link)
- 1 complimentary exhibitor table in premium location
- 4 complimentary tickets

BREAKOUT ROOM SPONSOR (4 available) \$2,500

- Logo and link on all digital marketing materials
- Logo on sponsor page in program, welcome screen in breakout rooms, and ballroom during Summit
- 1/4-page color ad in program
- Opportunity to address attendees prior to breakout sessions
- 1 social media post thanking sponsor (with link)
- 1 complimentary exhibitor table in premium location
- 3 complimentary tickets

BREAKFAST SPONSOR \$2,500

- Logo and link on all digital marketing materials
- Logo on sponsor page in program, welcome screen in breakout rooms and ballroom during Summit
- 1/4-page color ad in program
- 1 social media post thanking sponsor (with link)
- 1 complimentary exhibitor table in premium location
- 3 complimentary tickets

BREAK SPONSOR \$2,500

- Logo and link on all digital marketing materials
- Logo on sponsor page in program, welcome screen in breakout rooms and ballroom during Summit
- 1/4-page color ad in program
- 1 social media post thanking sponsor (with link)
- 1 complimentary exhibitor table in premium location
- 2 complimentary tickets

WELCOME BAG SPONSOR \$2,000

- Logo on welcome bags
- Logo and link on all digital marketing materials
- Logo on sponsor page in program, welcome screen in breakout rooms and ballroom during Summit
- 1/4-page color ad in program
- 1 social media post thanking sponsor (with link)
- 1 complimentary exhibitor table in premium location
- 2 complimentary tickets

SPONSORSHIP OPPORTUNITIES

Sponsor benefits occur before, during, and after the Summit.

NAME BADGE & LANYARD SPONSOR \$2,000

- Logo on name badges and lanyards
- Logo and link on all digital marketing materials
- Logo on sponsor page in program, welcome screen in breakout rooms and ballroom during Summit
- 1/4-page color ad in program
- 1 social media post thanking sponsor (with link)
- 1 complimentary exhibitor table in premium location
- 2 complimentary tickets

PHYSICAL ACTIVITY BREAK SPONSOR (2 available) \$1,500

- Logo and link on all digital marketing materials
- Logo on sponsor page in program, welcome screen in breakout rooms and ballroom during Summit
- 1/8-page color ad in program
- 1 social media post thanking sponsor (with link)
- 1 complimentary exhibitor table in premium location
- 2 complimentary tickets

BREASTFEEDING-FRIENDLY ROOM SPONSOR \$1,500

- Logo and link on all digital marketing materials
- Logo on sponsor page in program, welcome screen in breakout rooms and ballroom during Summit
- 1/8-page color ad in program
- 1 social media post thanking sponsor (with link)
- 1 complimentary exhibitor table in premium location
- 2 complimentary tickets

GOLD SPONSOR \$1,000

- Logo and link on all digital marketing materials
- Logo on sponsor page in program, welcome screen in breakout rooms and ballroom during Summit
- 1 social media post thanking sponsor (with link)
- 1 complimentary exhibitor table
- 2 complimentary tickets

BRONZE SPONSOR \$500 **3 SOLD!**

- Logo and link on all digital marketing materials
- Logo on sponsor page in program, welcome screen in breakout rooms and ballroom during Summit
- 1 social media post thanking sponsor (with link)
- 1 complimentary exhibitor table
- 1 complimentary ticket

EXHIBIT OPPORTUNITY

We provide a day just for exhibitors to network and increase their brand and product awareness at the Leadership Summit for Healthy Communities. Exhibitors get one Summit ticket, and they can attend any of our breakout sessions.

EXHIBIT TABLE \$300

- Logo on all digital marketing materials
- Logo on exhibitor page in program book
- 1 exhibitor ticket

ADVERTISING OPPORTUNITIES

We offer advertising opportunities in the Leadership Summit for Healthy Communities program booklet. Advertisements can be color or black & white. The program book is 8.5"x11". Covers are reserved for sponsors.

Advertising Sizes

- Full page 8.25" x 10.5"
- 1/2 page horizontal 7.5" x 4.875"
- 1/2 page vertical 4.875" x 7.5"
- 1/3 page horizontal 3.25" x 8"
- 1/3 page vertical 2.5" x 10.5"
- 1/4 page vertical 3.625" x 4.875"
- 1/8 page horizontal 3.625" x 2.312"

Black/White Rates

- \$350
- \$225
- \$225
- \$175
- \$175
- \$125
- \$75

Color Rates

- \$425
- \$300
- \$300
- \$250
- \$250
- \$200
- \$150

COMMITMENT FORM

Sponsor Level

- Presenting (\$10,000)
- Keynote (\$5,000)
- Community Leader Awards & Luncheon (\$5,000)
- Scholarship (\$3,000)
- Breakout Room (\$2,500)
- Breakfast (\$2,500)
- Break (\$2,500)
- Welcome Bag (\$2,000)
- Name Badges/Lanyards (\$2,000)
- Physical Activity Break (\$1,500)
- Breastfeeding-friendly Room (\$1,500) SOLD**
- Gold (\$1,000)
- Bronze (\$500)

Exhibitor

- Exhibit Table (\$300)

Program Book Black/White Ad

- Full Page (\$350)
- 1/2 Page V (\$225)
- 1/2 Page H (\$225)
- 1/3 Page V (\$175)
- 1/3 Page H (\$175)
- 1/4 Page (\$125)
- 1/8 Page (\$75)

Program Book Color Ad

- Full Page (\$425)
- 1/2 Page V (\$300)
- 1/2 Page H (\$300)
- 1/3 Page V (\$250)
- 1/3 Page H (\$250)
- 1/4 Page (\$200)
- 1/8 Page (\$150)

Contact Information

Contact Name _____ Title _____

Organization Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Website URL _____

Social Media Handles: Facebook _____ Twitter _____

Instagram _____ LinkedIn _____ YouTube _____

Payment Information

Make checks payable to:

Eat Smart Move More South Carolina | 2711 Middleburg Drive, Suite 301 | Columbia SC 29204
803-708-8116 (fax) | brandie@eatSMARTmovemoreSC.org

- Check VISA MasterCard AmEx Discover

Card Holder Name _____

Card Number _____ Exp. Date _____ VIC Code _____

Billing Address (if different from above) _____

Signature _____

