



Kalusugan + Kalakasan Center for Health and Wellness is proud to announce the 4<sup>th</sup> Annual Vim & Vigor Art and Wellness Festival, celebrating arts and culture AND health and wellness in Southern California! This exciting health and cultural festival will be held on **Saturday, September 28, 2019** in Chula Vista, from 10:00 am to 4:00 pm at Memorial Park located at 373 Park Way, Chula Vista, CA 91910.

In recognition of the arts and culture aspect, this celebration and festival will be held during a month in which recognition of many health issues are brought to awareness, including:

- Blood Cancer Awareness Month
- Childhood Cancer Awareness Month
- Healthy Aging Month
- National Childhood Obesity Awareness Month
- National Preparedness Month
- National Sickle Cell Month
- National Yoga Awareness Month
- Ovarian Cancer Awareness Month
- Polycystic Ovary Syndrome (PCOS) Month
- Prostate Cancer Awareness Month
- Sexual Health Awareness Month
- World Alzheimer's Month

Kalusugan + Kalakasan is a 501(c)(3) nonprofit organization whose mission is to help Filipino Americans and other underserved groups find the path to good health and total wellness so they will be healthy, live long and lead productive lives. This is done through Community Service & Education, Advocacy, Research and Training.

The organization's "*Total Wellness*" Program with its 8 aspects of wellness such as environmental, financial, intellectual, mental, occupational, physical, social, and spiritual; will be emphasized at this event. We accomplish our mission in collaboration with Families, Health professionals, Community organizations and Government agencies.

Participating in the Vim & Vigor Art and Wellness Festival as a major sponsor partner is an opportunity for invaluable marketing exposure throughout Southern California. Enclosed you will find a complete *Marketing Partnership Proposal*. The print deadline for submitting an advertisement and booth space agreements is **September 16, 2019**.

If you have any questions or comments, please contact Dennis-Michael Broussard at (504) 390-3271 or via email at [dennismichael@silkroadproductions.us](mailto:dennismichael@silkroadproductions.us). We look forward to working with you and await your response at your earliest convenience.

Sincerely,  
Ofelia V. Dirige, DrPH, RDN  
Founder and President  
Kalusugan + Kalakasan



# VIM & VIGOR SPONSOR APPLICATION



**SATURDAY, SEPTEMBER 28, 2019**

**Kalusugan + Kalakasan: Center for Health and Wellness** is proud to announce the inaugural **Vim & Vigor: Art and Wellness Festival**, celebrating arts and culture AND health and wellness in Southern California!

This exciting health and cultural festival will be held on **Saturday, September 28, 2019** in Chula Vista, from 10:00 am to 4:00 pm at Memorial Park, located at **373 Park Way, Chula Vista, CA 91910**.

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please check which level you wish to sponsor:

- Title Sponsor \$ 5,000
- Platinum Sponsor \$ 3,500
- Gold Sponsor \$ 2,000
- Silver Sponsor \$ 1,000

**Sponsorship Checks are payable to  
"Kalusugan Community Services" and mailed to:**

**Silk Road Productions  
P.O. BOX 33853  
SAN DIEGO, CA 92163**

Fill out below to pay Sponsorship via **Credit/Debit Card**,

**Visa / Master Card / Amex \*\*\***

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CSC # \_\_\_\_\_

Billing Address & Zip \_\_\_\_\_

Signature: \_\_\_\_\_

## SPONSOR LEVELS AND BENEFITS

### TITLE SPONSOR \$5,000

- Recognition as TITLE Sponsor on all marketing and social media
- 10 x 20 vendor booth in prominent location
- Display of corporate banner above main stage
- Display of (2) banners throughout event
- Stage time (3-5 min) at welcome ceremony
- Time on main stage to speak in the afternoon
- Recognition in press releases
- (5) Facebook and Twitter promotional tie ins
- Full-page, full-color ad AND back cover ad in event program
- Recognition as TITLE sponsor on website
- Logo on all media sponsor print ads
- Logo, link, company profile, and bio included on website
- Inclusion of company logo on posters and flyers

### PLATINUM SPONSOR \$3,500

- Recognition as PLATINUM Sponsor on all marketing
- 10 x 10 vendor booth in prominent location
- Display of corporate banner at main stage
- Display of second banner at event
- Stage time to speak in the afternoon
- Recognition in press releases
- (3) Facebook and Twitter promotional tie ins
- Inside cover (front or back), full-color ad
- Logo, link, company profile, and bio included on website
- Opportunity for promo item distribution
- Inclusion of company logo on posters and flyers

### GOLD SPONSOR \$2,000

- Recognition as GOLD Sponsor on all marketing
- 10 x 10 vendor booth in prominent location
- Display of corporate banner on stage
- (2) Facebook and twitter promotional tie ins
- Stage time to speak in the afternoon
- Logo, link, company profile, and bio included on website
- Full-page, full-color ad in the event program
- Inclusion of company logo on posters, flyers, and website

### SILVER SPONSOR \$1,000

- Recognition as SILVER Sponsor
- 10 x 10 vendor booth
- Display corporate banner in prominent location
- Logo and link to the company on the website
- (2) Facebook and Twitter promotional tie ins
- Half-page, B&W ad in the event program
- Inclusion of company logo on posters, flyers, and website