



12th Annual Hispanic Family
Physical Activity and Healthy Lifestyle Event
Saturday • June 9, 2018
McKinley Park Fieldhouse
2210 W. Pershing Rd. • Chicago IL 60609
10:00am – 2:00pm

Is good health important to you?
Then don't miss the 12th Annual
¡Vive tu Vida! Get up! Get moving!® Chicago
FREE Family Health Event



This is not just another health fair. It's the chance to celebrate family and good health, while also bringing your organization quality face-time with the community. This event draws over 2,000 individuals each year.

Chronic diseases such as diabetes, heart disease, asthma, HIV/AIDS, and childhood and adult obesity are affecting many in our community. ¡Vive tu Vida! Get up! Get moving! provides the perfect opportunity to showcase products and services that address these health issues, preventive care, and positive lifestyle choices.

¡Vive tu Vida! is designed to promote individual and family physical activity for better health. The event will include organized physical activities for adults and children (including soccer tournaments), screenings, and take-home information. ¡Vive tu vida! Get up! Get moving! has something for everyone.

Partner with hosts The Chicago Hispanic Health Coalition and the National Alliance for Hispanic Health to bring valuable resources and information to families in Chicagoland. Learn how you can become a sponsor and Get up! Get moving!

Presented by:



2018 CHICAGO SPONSORSHIP OPPORTUNITIES

With equal attention to both the health concerns of the Hispanic community and education to help Latinos/Hispanics make informed choices about their well-being, *¡Vive tu vida! Get Up! Get Moving! Chicago* is a platform for sponsors to engage families in conversations about health and active lifestyle products and services.

Created by the National Alliance for Hispanic Health, the nation's leading authority on Hispanic health with a network of Hispanic community-based organizations that deliver services to over 15 million persons annually. *¡Vive tu vida! Get Up! Get Moving! Chicago* was licensed in 2018 to 11 community-based organizations in the U.S. to bring attention to the benefits of physical activity.

Certain chronic diseases—diabetes, asthma, depression, HIV/AIDS, cervical cancer—as well as obesity, disproportionately affect Latinos in this country. In addition, lower rates of physical exercise are having a negative impact on the health and well-being of Hispanic communities. *¡Vive tu vida! Get Up! Get Moving! Chicago* is a showcase for brands that address health issues that affect Latinos as well as those that encourage preventative and active lifestyle choices. Along with community-developed fun physical activities, each local event will feature personalities from national sports association partners and participation of local Univision television and radio personalities.

As 2018 Spanish-market National Media Sponsor, Univision Communications and its *Salud es vida entérate* Campaign will promote *¡Vive tu vida! Get Up! Get Moving! Chicago* and the events via an integrated media campaign that includes:

- Production of a national public service announcement in Spanish and English featuring an Univision personality.

Univision Local Media Chicago will also include:

- Production of Spanish language public service announcements that will air on Univision/WGBO-TV and UniMas/WXFT-TV as well as our 4 radio stations.
- Interviews and coverage prior to the event.

Become a sponsor of *¡Vive tu vida! Get Up! Get Moving! Chicago* and interact with Latino/Hispanic consumers in an experiential setting designed to raise brand image, increase company awareness, and build customer loyalty as you visibly support the community.



2018 Sponsorship Levels & Benefits

<p>Presentador Level Sponsor</p> <ul style="list-style-type: none"> • Sponsorship of Health Screening Plaza - highest profile event area • Sponsorship of Action Event of choice (ex: Obstacle Course) • Speaking opportunity on the Main Stage • Recognition as the Presenting Sponsor with your corporate logo displayed <i>prominently</i> on: <ul style="list-style-type: none"> ○ The CHHC's website, Facebook page, Twitter and the CHHC e-newsletter ○ Advertising materials - including print, Internet, TV, and Radio media ○ T-shirts worn by volunteers and staff during the event ○ Event program schedule for attendees ○ Selected signage at the event site • 10' x 20' promotional and exhibit space for product sampling, demonstration, and displays • Recognition as the Presenting Sponsor on all English and Spanish-language print ads. 	<p>\$5,000 +</p>
<p>Patrocinador Level Sponsor</p> <ul style="list-style-type: none"> • Speaking opportunity on the Main Stage • Recognition as a <i>Patrocinador</i> level Sponsor with your corporate logo on: <ul style="list-style-type: none"> ○ The CHHC's website, Facebook page, Twitter and the CHHC e-newsletter ○ Advertising materials - including print, Internet, TV, and Radio media ○ The ¡Vive Tu Vida! Get Up! Get Moving! Banner at the event site • 10' x 10' promotional and exhibit space for product sampling, demonstration, and displays 	<p>\$2,000 +</p>
<p>Contribuyente Level Sponsor</p> <p style="text-align: right;">May sponsor by providing in-kind services</p> <ul style="list-style-type: none"> • Recognition as a <i>Contribuyente</i> level Sponsor with your corporate logo on: <ul style="list-style-type: none"> ○ The CHHC's website, Facebook page, Twitter and the CHHC e-newsletter ○ The ¡Vive Tu Vida! Get Up! Get Moving! Banner at the event site • 10' x 10' promotional and exhibit space for product sampling, demonstration, and displays 	<p>\$1,500 +</p>

To be a part of **¡Vive tu vida! Get Up! Get Moving! Chicago** please register via
<https://www.surveymonkey.com/r/KPL8G8X>

Or email The Chicago Hispanic Health Coalition at
chhc@chicagohispanichealthcoalition.org.

National Title & Sponsorships are also available.
For information, contact:
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 National Alliance for Hispanic Health
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 Washington, DC 20036
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 E-mail: afalcon@healthyamericas.org

Visit www.ChicagoHispanicHealthCoalition.org or call 312-842-2340 for more information!