

National Initiatives

The NBCUSA, Inc. H.O.P.E. National Health Fair, held during the Convention's three annual sessions, is part of our multi-faceted approach to health concerns providing delegates information, health screenings, resource referral, and government benefit updates that would benefit them and their families.

9-5-2-1-0 VBS Health Curriculum is a project that provides a health and wellness addendum for existing Sunday School Publishing Board Vacation Bible School curriculum.

The What's Cooking? Initiative is a collaborative effort with the American Diabetes Association, promotes healthy ingredients in and preparation of the meals served in our churches and homes. Demonstrations of healthy food preparation is also highlighted. Our churches are asked to observe Taste Test Sunday the 3rd Sunday in March when members will sample diabetic safe desserts followed by observance of Diabetes Alert Day, the 4th Tuesday of March.

The Church and Community Garden Project promotes the development of gardens to encourage increased access to and consumption of fruits and vegetables and to assist congregational members in being physically active. These gardens provide fresh, healthy produce, and opportunities for building community activity.

Fit for Service is a faith-based coalition focused on promoting activities designed for increasing the number of, and, engaging the families of seasoned saint involved in Trinity Wellness for improved quantity and quality of life.

Let's Move! This effort is identifying local church first spouses to be advocates in promoting physical activity and healthy eating especially with our youth through establishing or working with the existing H.O.P.E. Health Ministry in their churches to help recruit Health Ambassadors and inspiring children, youth, and young adults to join or start H.O.P.E./Let's Move! Clubs.

My Brother's Keeper is a collaborative, multi-disciplinary approach to build ladders of opportunity and unlock the full potential of boys and young men of color. We are calling on NBC, USA, Inc. men to understand the problem, take action, and share their stories.

A Better Way (ABW) is NBCUSA H.O.P.E.'s substance abuse prevention ministry focused on illicit drug use, opioid abuse, and alcoholism. ABW has a three-pronged approach - education, referral, and reconciliation.

All of Us (AoU) is NBCUSA H.O.P.E.'s collaboration with the National Institute of Health's ambitious effort to gather data from one million or more people living in the United States to accelerate research and improve health.

The H.O.P.E. Health Ministry Training offers 3 levels of health promotion and education training.

Level I - 8-hour training course providing the basics for developing a congregational health ministry resulting in the NBCUSA Certified Health Ministry Ambassador.

Level II - 8-hour training course providing additional health and wellness promotion for the Certified Health Ministry Ambassador resulting in the NBCUSA Certified Health Ministry Promoter.

Level III - 8-hour advanced training course providing networking, tools of the trade and assistance promote a congregational community health focus resulting in the health ministry leader as the NBCUSA Certified Congregational Health Leader

Continuing Education - additional 8-hour sessions on a variety of health and wellness topics including special health and wellness needs of seniors, combating substance abuse, and mental health first aid.



National Baptist Convention, USA, Incorporated

Dr. Jerry Young, President

Dr. Calvin McKinney, General Secretary

Dr. Alvin Love, Director, Federal Faith Based Development Initiative

Dr. Michael O. Minor, National Director, H.O.P.E. HHS Partnership

www.hopenbc.com www.facebook.com/nbcusahope



2018 National Baptist Congress H.O.P.E. Week

Sponsorship Opportunities

14th Annual Health Fair

June 18-21, 2018

Cox Convention Center Oklahoma City, Oklahoma

Member National Partnership for Action to End Health Disparities

U.S. Department of Health and Human Services Centers for Medicare and Medicaid Services (CMS) Office of Minority Health

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Tier 5: Exhibitor

Early Bird Investment (paid by May 18, 2018):

Local Non-Profit \$500

National Non-Profit \$600

Government \$700

Health Related Business \$1100

Pharmaceutical Firms \$1300

A booth at our H.O.P.E. Health Fair where your staff can display and disseminate information and/or give-a-ways for the four days of the Health Fair with expected traffic of 20,000 – 30,000 attendees

- 7' x 10' booth
- 6' draped table
- identification sign
- two chairs
- waste paper basket.
- Name listed in H.O.P.E. Week Online Passport (Schedule)
- Inclusion on the NBC H.O.P.E. Webpage

Tier 4: Exhibitor Enhanced

Investment: \$2500

- Includes Tier 5 benefits
- Inclusion in the NBC H.O.P.E. Social Media Feed
- Inclusion on the NBC H.O.P.E. Webpage for One Year
- Logo included in the H.O.P.E. Week 2018 Online Passport (Schedule)

Tier 3: Exhibitor Plus

Investment: \$4750

- Includes Tier 4 benefits
- 2 booth spaces total
- Inclusion in the NBC H.O.P.E. Social Media Feed for One Year
- One mini-workshop near exhibit area
- Corporate name mentioned on NBCUSA H.O.P.E. collateral material for one year
- Corporate named mentioned as sponsor before one of the Congress plenary sessions (about 10,000 attendees)

Tier 2: H.O.P.E. Week Sponsor

Investment: \$10,000

- Includes Tier 3 benefits
- 4 booth spaces total
- Corporate collateral material distributed to delegates at a plenary session
- Designated corporate spokesperson given speaking opportunity before key national and state leaders during Congress week
- Opportunity to share in one or more strategic Congress training courses
- Opportunity to provide 5-minute maximum presentation before one of the plenary sessions (about 10,000 attendees)

Tier 1: H.O.P.E. Sponsor

Investment: \$20,000

- Includes Tier 2 benefits
- 8 booth spaces total
- Opportunity to send informational packet to all national and state leaders
- Given title signage for H.O.P.E. Week 2018
- Link from NBCUSA H.O.P.E. homepage to your company's webpage
- Corporate logo included on strategic H.O.P.E. collateral material for one year
- Opportunity to speak at the January planning session
- Opportunity to speak in other H.O.P.E. national and regional meetings

Special Opportunity

Would your organization like to sponsor the Annual NBCUSA H.O.P.E. Health Leadership Luncheon Wednesday, June 20 at Noon? There will be approximately 100 attendees representing national, state, regional, and local NBCUSA leadership and health ambassadors. Contact us for details.

Note: All suggested investments are based on good faith estimates of the convention center costs and space availability.

To become a Tier 5 sponsor, please complete the **H.O.P.E. Week Health Fair Booth Application** and pay the applicable fee. For other sponsorship levels or other information, you may contact Pastor Bernard Montgomery at (901) 603-0762 or info@hopenbc.com.

Member National Partnership for Action to End Health Disparities

U.S. Department of Health and Human Services Centers for Medicare and Medicaid Services (CMS) Office of Minority Health