OBESITY CARE WEEK
SPONSORSHIP PROSPECTUS

Obesity Care Week
March 4th - March 8th, 2024

SUPPORT OBESITY CARE WEEK - BECOME A PARTNER TODAY!

WHAT IS OCW?
Obesity Care Week (OCW) is an awareness week aimed at increasing understanding about the disease of obesity, prevention, treatments, weight bias, access to care issues and most importantly - CHANGING THE WAY WE CARE ABOUT OBESITY.

MISSION
To advance a science-based understanding of obesity and widespread access to respectful, comprehensive and appropriate care.

VISION
A society that understands, respects and accepts the complexities of obesity and values science-based care.

OCW TARGET AUDIENCES:

Public Healthcare Providers Policy Makers

OCW will help to educate and activate individuals, healthcare facilities and others to change the way we care about obesity!

OCW2024 will highlight key areas of interest including:

Recognize obesity as a serious disease
Combat weight bias and stigma
Treat obesity with science-based treatments
Advocate for access to care
THE NEED FOR OCW...

Today, more than 40% of the U.S. population is affected by the disease of obesity. For too long, people with obesity have been stigmatized, preventing the effective treatment of the disease. Individuals affected by obesity frequently struggle with not only the health and physical consequences of their disease but also with weight bias and other social consequences. Discrimination against individuals affected by obesity occurs in schools, workplaces, doctors’ offices and more. No person should be discriminated against based on their size or weight.

Now, more than ever, the U.S. needs to take obesity seriously and CHANGE THE WAY WE CARE! Data suggests that half of people with obesity report they have never had a conversation about their weight with a healthcare provider (HCP), and only 4 in 10 patients say they have been counseled about their weight by their HCP.

To address these national and societal issues, the Obesity Action Coalition (OAC), The Obesity Society (TOS), the STOP Obesity Alliance, the Obesity Medicine Association (OMA) and the American Society for Metabolic and Bariatric Surgery (ASMBS) launched OCW with a vision to create a society that understands, respects and accepts the complexities of obesity and values science-based care. OCW will achieve this vision to change the way we care about obesity by:

- **ELEVATING** societal awareness of the disease of obesity, those affected by it, its science-based treatments and weight bias.
- **BUILDING** a fact-based understanding of obesity among individuals impacted by the disease, healthcare professionals, medical societies, policy makers, payers, and other stakeholders.
- **FACILITATING** a shift to science-based treatments for those living with obesity.

Since 2015, OCW has welcomed organizations and partners from all throughout the world in an effort to raise awareness of the week and its mission.

OCW HIGHLIGHTS

- More than 100 Champion Organizations Support OCW
- OCW is Supported by Individuals from 80 Countries Worldwide
- Hundreds of Legislative Visits Have Been Conducted during OCW
- OCW Receives Upwards of 50k Social Media Interactions Each Year
- OCW Generates More than 75 Million Media Impressions Each Year
- OCW Brings Together Various Industry Partners for One Core Focus to Change the Way We Care about Obesity
OCW SPONSORSHIP

Being a Partner of OCW is one of the most powerful ways your company can support this effort to raise awareness of obesity, its treatments, weight bias, access to care and much more. We thank you for your interest in supporting OCW.

Benefits of sponsorship are dependent on the desired sponsorship level. Below, please find a breakdown of benefits based on sponsorship level. Sponsor benefits will begin at the time of signing and will expire on December 31st, 2024.

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<th>DIAMOND</th>
<th>PLATINUM</th>
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<td>$250,000+</td>
<td>$225,000</td>
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- Listed as Sponsor on website with logo
- Listed in Campaign boilerplate in press materials
- “Welcomed” on OCW social media platforms
- Mentioned during campaign week (March 4th - March 8th) social media efforts (all platforms)
- “Thank You” Web slider on OCW Website
- National wire release announcing sponsorship of OCW
- Provide quote for OCW press release
- Official member of Steering Committee

PROUDLY BROUGHT TO YOU BY:

BECOME A PARTNER TODAY!

If you would like to become a Partner of OCW, please complete the application below and email it to jzervios@obesityaction.org. We are excited to have you be a part of OCW2024!

OCW SPONSORSHIP LEVEL: (SELECT ONE)

- [ ] DIAMOND $250,000+
- [ ] PLATINUM $225,000
- [ ] GOLD $175,000
- [ ] SILVER $75,000
- [ ] BRONZE $50,000
- [ ] PATRON $25,000
- [ ] SUPPORTER $10,000

COMPANY INFORMATION:

Company Name: ________________________________
Company Contact: ________________________________
Contact Title: ________________________________
Address: ______________________________________
City: __________________ State: ______ Zip: ______
Phone: __________________ Email: __________________

PAYMENT INFORMATION:

- [ ] PAYMENT BY COMPANY CHECK
  Please make checks payable to the Obesity Action Coalition
- [ ] PAYMENT BY CREDIT CARD
  Charge my card for my sponsorship fee of: ______
  [ ] VISA  [ ] MASTERCARD  [ ] AMEX  [ ] DISCOVER
  Credit Card Number: ____________________
  Expiration Date: ___________ Billing Zip Code: ______
  Authorized Signature ____________________

RETURN TO:

Obesity Action Coalition
4511 North Himes Ave., Suite 250
Tampa, FL 33614
EMAIL: jzervios@obesityaction.org
FAX: (813) 873-7838
OAC Tax ID#: 20-1953508