YOUR WEIGHT MATTERS CAMPAIGN
SPONSORSHIP PROSPECTUS

The goal of the Your Weight Matters Campaign is simple – talk to your healthcare provider about your weight. Today, more than 93 million adults in America are impacted by the disease of obesity and nearly 40 percent of Americans are considered overweight. Unfortunately, many Americans do not realize they’re impacted by excess weight and therefore, do not understand the effects excess weight has on their health.

To help increase awareness, the Your Weight Matters Campaign was created. The Campaign has helped individuals begin to understand the importance their weight can have on their health and how to measure their weight through either body mass index (BMI) or waist circumference. Once someone measures their weight, they can choose to take the Your Weight Matters Campaign Challenge. The Challenge is a promise to schedule an appointment with their healthcare provider to discuss their weight and health.

After taking the Campaign Challenge, each challenger receives a FREE toolkit in the mail to help them prepare for that first appointment with their healthcare provider to discuss their weight, treatment options and more. The toolkit is available either in English or en Español and offers valuable information on health and wellness, tips for talking to a loved one about their weight, a food journal and more.

YOUR WEIGHT MATTERS CAMPAIGN HIGHLIGHTS

Social Media Promotions

Six National Television/Digital Public Service Announcements

Trade Show Exhibiting

Billboards

Key Opinion Leader/Blogger Engagement

National Radio Public Service Announcements

300,000+
the number of times the Campaign television PSA has aired to date

2 BILLION +
Media impressions generated by PSAs

Is YOUR WEIGHT Impacting YOUR HEALTH?

The Your Weight Matters Campaign poster has been utilized by thousands of healthcare providers nationwide.

The Your Weight Matters Campaign website averages more than 150,000 unique visits annually.
YOUR WEIGHT MATTERS CAMPAIGN
SPONSORSHIP LEVELS

PLATINUM SPONSORSHIP $250,000
• One-page Full Color Inside-back-cover Advertisement in Your Weight Matters Campaign Toolkit*
• Acknowledgement of Sponsorship in OAC Insider E-newsletter
• National Newswire Release Announcing Sponsorship
• Acknowledgement of Sponsorship in Weight Matters Magazine (News from OAC Section)
• Social Media Promotion Announcing Sponsorship
• Sponsorship Recognition on Campaign Website

GOLD SPONSORSHIP $175,000
• National Newswire Release Announcing Sponsorship
• Acknowledgement of Sponsorship in OAC Insider E-newsletter
• Social Media Promotion Announcing Sponsorship
• Sponsorship Recognition on Campaign Website

SILVER SPONSORSHIP $50,000
• National Newswire Release Announcing Sponsorship
• Acknowledgement in OAC Insider E-newsletter
• Social Media Promotion Announcing Sponsorship
• Sponsorship Recognition on Campaign Website

BRONZE SPONSORSHIP $25,000
• Social Media Promotion Announcing Sponsorship
• Sponsorship Recognition on Campaign Website

All Campaign Sponsorships are committed for a one-year period, with benefits extending throughout the year.

*All print advertisements must feature Sponsor’s non-branded materials. Advertisements cannot feature products or services.

YOUR WEIGHT MATTERS CAMPAIGN SPONSORSHIP APPLICATION

CAMPAIGN SPONSORSHIP LEVEL: (SELECT ONE)
☐ PLATINUM $250,000 ☐ GOLD $175,000
☐ SILVER $50,000 ☐ BRONZE $25,000

COMPANY INFORMATION:
Company Name: ________________________________
Company Contact: ______________________________
Contact Title: ________________________________
Address: __________________________ State: ______ Zip: ______
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

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

Credit Card Number: ____________________________
Expiration Date: ________________ Billing Zip Code: ________________
Authorized Signature ____________________________