The goal of the Your Weight Matters Campaign is simple — talk to your healthcare provider about your weight. Today, more than 130 million adults in America are impacted by the disease of obesity and more than 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
SPONSORSHIP APPLICATION

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

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
  - Social Media Promotion Announcing Sponsorship
  - Sponsorship Recognition on Campaign Website

SILVER SPONSORSHIP $50,000
- 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

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.

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: ____________________________
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: ____________________________