



cultivating your health

Sponsorship Opportunities

February 9th 2018

DeKalb Health was created by the community, for the community, over 50 years ago and is committed to the health of our friends and neighbors. DeKalb Health's newest event, **bloom**, looks to engage attendees through education, renewal, and connection while supporting the DeKalb Health Foundation. We will explore holistic healthcare to motivate our community to better understand and implement ideas to improve vitality and longevity.

Thanks to the generous support of The James Foundation, we will be welcoming Award-winning ABC News Anchor and #1 New York Times Best-Selling Author, Dan Harris to speak at the event. Dan Harris is co-anchor for both *Nightline* and the weekend edition of *Good Morning America* on ABC News, as well as host of ABC's *500 Questions*. He is also the author of *10% Happier*, a #1 New York Times bestselling book about a fidgety, skeptical news anchor who stumbles upon meditation. In an interactive presentation, Harris explores the power—and practicality—of meditation, which he believes will be “the next public health revolution.”

This is your opportunity to be a part of this ground-breaking event for health in Northeast Indiana. Sponsorships of **bloom** allow promotional opportunities ranging from hosting a breakout session, highlighting your organizations to attendees, and engaging your own team members to explore their health. You will not want to miss being a part of this inaugural event!

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DeKalbHealth.com
bloom@dekalbhealth.com

The logo for the DeKalb Health Foundation features a stylized cross with four colored arms (red, yellow, green, blue) above the text 'DEKALB HEALTH FOUNDATION' in a bold, sans-serif font.

DEKALB HEALTH
FOUNDATION



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fact sheet

MISSION

A day to inspire health while supporting the DeKalb Health Foundation.

WHEN AND WHERE

Friday, February 9th, 2018 from 9:30 am-4:00 pm at the Kruse Expo Center in Auburn, IN.

KEYNOTE SPEAKER

The 2017 **bloom** keynote speaker will be Award-winning ABC News Anchor and #1 New York Times Best-Selling Author, Dan Harris. In an interactive presentation, Harris explores the power—and practicality—of meditation, which he believes will be “the next public health revolution.” Harris believes that mental fitness will, in the not too distant future, be as socially acceptable and sought after as physical fitness. With a raw and charming candor, Harris shares his own experience, discovering meditation after failing to find happiness through workaholism and substance abuse. He explores how and why some of today’s most successful organizations (e.g. the Super Bowl-winning Seattle Seahawks, Google, and even the U.S. Army, to name just a few) have incorporated meditation as a way to both improve corporate culture and boost employee performance and well-being.



SPONSORSHIP BENEFITS

- ❖ Customizable branding opportunities for your organization.
- ❖ Connecting you and your team to over 600 people from Northeast Indiana, who are all interesting in cultivating their health.
- ❖ Presenting your personal expertise in health to attendees who are highly engaged in your presentation, or sponsoring a health expert.
- ❖ Opportunity to network with other sponsors at a VIP sponsor reception with the keynote speaker.
- ❖ Access to an electronic mailing list of event attendees to follow-up after the event.

EVENT HIGHLIGHTS

9:30 am	Start the day with a light breakfast and inspirational welcome
10:00 am-12:00 pm	Attend customizable breakout sessions, allowing attendees to explore the health related topics that matter most to them.
12:30 pm	Enjoy a delicious lunch, while hearing Dan Harris share his experience with meditation and learn its impact on health.
1:30 pm	Book Signing Opportunity
2:00 pm-4:00 pm	Explore the many vendor booths promoting wellness, inside and out.
2:30 pm	Meet Dan Harris while networking with other sponsors at a VIP sponsor reception.



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sponsorships

bloom benefactor (\$10,000)

- ❖ Opportunity to provide a speaker(s) for one breakout session (one hour) to highlight how your company is making an impact in health. Companies may also simply sponsor an expert on a health topic of interest. All topics must be mutually agreed upon by DeKalb Health and sponsor.
- ❖ 10'x15' trade booth with premier placement allowing you to interact with attendees.
- ❖ Company logo to be included on all **bloom** marketing and collateral including website, advertising, event program, event day signage and on-stage display.
- ❖ Company name and logo to be highlighted in **bloom** social media post.
- ❖ Opportunity to include an item in the attendee gift bag from your organization.
- ❖ Two Reserved tables for 8 attendees to the **bloom** event (16 attendees).
- ❖ Invitation for 2 attendees to the VIP reception meet and greet with keynote speaker.
- ❖ Electronic mailing list of attendees.

bloom backer (\$5,000)

- ❖ Opportunity to provide a speaker(s) for one breakout session (one hour) to highlight how your company is making an impact in health. Companies may also sponsor an expert on a health topic of interest. All topics must be mutually agreed upon by DeKalb Health and sponsor.
- ❖ 10'x10' trade booth with premier placement allowing you to interact with attendees.
- ❖ Company logo to be included on all **bloom** marketing and collateral including website, advertising, event program, event day signage and on-stage display.
- ❖ Opportunity to include an item in the attendee gift bag from your organization.
- ❖ Reserved table for 8 attendees to the **bloom** event.
- ❖ Electronic mailing list of attendees.

bloom booster (\$2,500)

- ❖ Opportunity to provide a speaker(s) for one breakout session (one hour) to highlight how your company is making an impact in health. Companies may also sponsor an expert on a health topic of interest. All topics must be mutually agreed upon by DeKalb Health and sponsor.
- ❖ 10'x10' trade booth with premier placement allowing you to interact with attendees.
- ❖ Company name to be included on all **bloom** marketing and collateral including website, advertising, event program, event day signage.
- ❖ Opportunity to include an item in the attendee gift bag from your organization.
- ❖ Reserved table for 4 attendees to the **bloom** event.
- ❖ Electronic mailing list of attendees.

bloom table sponsor (\$500)

- ❖ Reserved table for 8 attendees to the **bloom** event.



booth space

10'x15' Premier Location (\$500)

- ❖ 10'x15' trade show booth in a prime or corner location (limited availability)
- ❖ Company name to be included in list of all vendors
- ❖ One reserved ticket to the event
- ❖ Electronic mailing list of attendees

10'x10' Premier Location (\$300)

- ❖ 10'x10' trade show booth in a prime or corner location (limited availability)
- ❖ Company name to be included in list of all vendors
- ❖ One reserved ticket to the event
- ❖ Electronic mailing list of attendees

10'x10' Location (\$200)

- ❖ 10'x10' trade show booth (limited availability)
- ❖ Company name to be included in list of all vendors
- ❖ Electronic mailing list of attendees

10'x10' non-profit Location (\$100)

- ❖ 10'x10' trade show booth (limited availability)
- ❖ Company name to be included in list of all vendors
- ❖ Electronic mailing list of attendees

All booths are subject to approval by the **bloom** steering committee. Businesses are encouraged to interact, sample, and sell their health related products and services at the event, however any aggressive sales tactics will not be tolerated.

All booth space includes on 8' table, 2 chairs, black table linens, and a black enclosed backdrop. Limited electricity is available for \$50 per booth space.

Booth availability is limited and is based on a first come/first approved basis. To apply, fill out the enclosed application and email to bloom@dekalbhealth.com or mail to bloom 1316 E. Seventh Street Auburn, IN 46706. Once approved, you will receive an emailed invoice payable in 30 days from receipt. Booth assignment is based upon the date the application is received.



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sponsor-booth contract

Company Information

Please print clearly and completely as this information will be used for all **bloom** promotional information.

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Main Phone: _____ Cell Phone: _____

Website: _____ Email: _____

Sponsorship Levels (choose one)

- o **bloom** benefactor - \$10,000
- o **bloom** backer - \$5000
- o **bloom** booster - \$2500
- o **bloom** table sponsor - \$500

Booth Space

- o 10'x15' Premier Space - \$500
- o 10'x10' Premier Space - \$300
- o 10'x10' Standard Space - \$200
- o 10'x10' Non-Profit Space - \$100

Breakout Session/booth space health topic

Briefly share with the **bloom** Steering Committee more about your promotional topic and how your breakout session or booth space/product will work to improve the health of attendees.

Payment Options

Invoice Required. Send the above information to the bloom Steering Committee for approval. Once received by our office, we will email you an invoice for participation. Payment will be due in 30 days from the receipt of the invoice.

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 c/o DeKalb Health Foundation
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 Auburn, IN 46706

bloom@dekalbhealth.com
 260.920.2048 for sponsorship information
 260.920.2511 for registration information
 website: dekalbhealth.com/foundation