

obesity
care
weekSM

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.

obesity care week

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.

FACILITATING a shift to science-based treatments for those living with obesity.



OCW HIGHLIGHTS

More than **100**
Champion
Organizations Support OCW



OCW is Supported by Individuals from **80**
Countries
Worldwide



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OCW Generates More than **75 Million**
Media Impressions Each Year



Hundreds of
Legislative
Visits
Have Been Conducted during OCW



OCW Brings Together Various Industry Partners for **One Core Focus**
to Change the Way We Care about Obesity



OCW Receives Upwards of **50k**
Social Media
Interactions Each Year



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.

	DIAMOND \$250,000+	PLATINUM \$225,000	GOLD \$175,000	SILVER \$75,000	BRONZE \$50,000	PATRON \$25,000	SUPPORTER \$10,000
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 4 th - March 8 th) social media efforts (all platforms)	AT LEAST 12 TIMES	AT LEAST 8 TIMES	AT LEAST 6 TIMES	AT LEAST 5 TIMES	AT LEAST 3 TIMES	AT LEAST 2 TIMES	AT LEAST 1 TIME
"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 jjervios@obesityaction.org. We are excited to have you be a part of OCW2024!

OCW SPONSORSHIP LEVEL: (SELECT ONE)

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

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: jjervios@obesityaction.org
FAX: (813) 873-7838
OAC Tax ID#: 20-1953508

