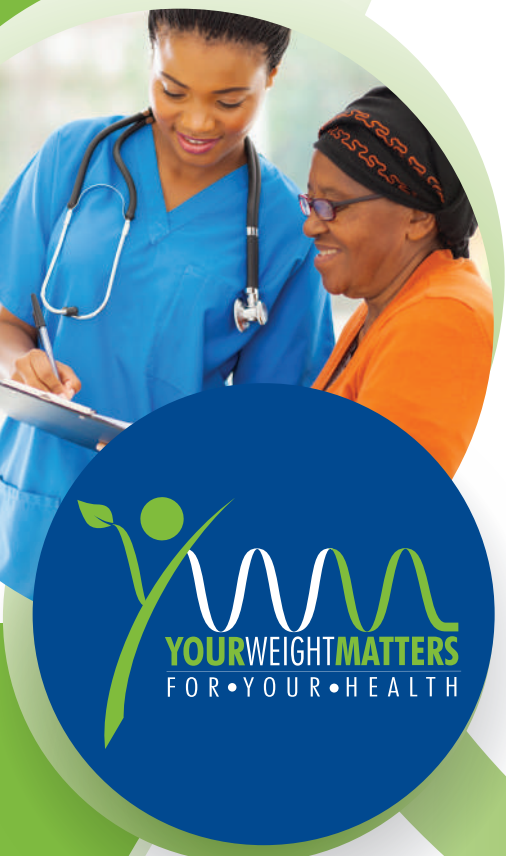


YOUR WEIGHT MATTERS CAMPAIGN

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



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

2 BILLION +
Media impressions generated by PSAs

YourWeightMatters.org

Is **YOUR WEIGHT** impacting **YOUR HEALTH?**

LET'S TALK ABOUT IT.

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: _____
 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
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 Suite 250
 Tampa, FL 33614

EMAIL: jjervios@obesityaction.org

FAX: (813) 873-7838

OAC Tax ID#: 20-1953508