

*15th Annual*

# BLACK WOMEN'S WELLNESS DAY



**Information. Inspiration. Empowerment!**



**Monona Terrace Community and Convention Center  
Saturday, September 30, 2023  
9:00 am - 5:00 pm CST**



**The Signature Event & Fundraiser for  
The Foundation for Black Women's Wellness**

Madison, Wisconsin, USA  
[www.ffbww.org](http://www.ffbww.org) | [www.bwwday.org](http://www.bwwday.org)



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## OVERVIEW



*"When Black women thrive in our community, everyone thrives. Let's fuel the change together."*

— Lisa Peyton-Caire

**LAUNCHED IN 2008** BY FOUNDER LISA PEYTON-CAIRE, **BLACK WOMEN'S WELLNESS DAY** (BWWDAY) IS OUR SIGNATURE ANNUAL SUMMIT AND TRANSFORMATION EXPERIENCE CREATED TO **INFORM, INSPIRE AND EMPOWER WOMEN** TO TAKE HOLD OF THEIR LIVES & HEALTH AND CREATE A NEW LEGACY OF PERSONAL AND GENERATIONAL WELLNESS.

BWWDAY 2023 WILL TAKE PLACE ON SEPTEMBER 30TH AT THE BEAUTIFUL **MONONA TERRACE COMMUNITY AND CONVENTION CENTER!**

**POWERFUL SPEAKERS, SPONSORS AND SPECIAL GUESTS** WILL JOIN US TO CHAMPION THE WORK OF THE FFBWW AND TO ENERGIZE OUR COMMUNITY INTO ACTION TOWARD ELEVATING BLACK WOMEN'S HEALTH!

**THE FOUNDATION FOR BLACK WOMEN'S WELLNESS** (FFBWW) IS A WISCONSIN BASED NON-PROFIT ORGANIZATION COMMITTED TO MOBILIZING AFRICAN AMERICAN WOMEN TO PURSUE AND SUSTAIN MIND-BODY-SPIRIT WELLNESS, AND TO RAISE THE VISIBILITY AND SUPPORT OF BLACK WOMEN'S HEALTH AS A COMMUNITY AND PUBLIC HEALTH PRIORITY.

**WE ENVISION A NATION AND WORLD WHERE BLACK WOMEN ARE HEALTHY, THRIVING AND FREE.**



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## IMPACT



## OUR EXPERIENCE

**BWWDAY HOSTS A MULTI-GENERATIONAL AUDIENCE OF BLACK WOMEN AND GIRLS AND IGNITES THEIR COMMITMENT TO WELLBEING!**

- **Connect with our community.**
- **Empower women to claim their resilience.**
- **Increase your visibility with an engaged audience.**
- **Be part of an innovative live experience.**
- **Make a powerful difference in women's lives!**

**"This conference is more than just amazing speakers and insightful workshops, it's a supportive community that's warm and welcoming, encouraging you to be your best self."**

— Sarah, Age 35, Wisconsin, USA

***POWERFUL! RAW! REAL! E-VER-RY-THING!! I'll be back next year and can't wait to be in person.***

— Jessica, Age 25, Chicago

**700+**

**Attendees**

**41%**

**1st Time Attendees**

**4.8/5**

**Overall Attendee Satisfaction Rating**

**310**

**Attendees Participated in Post-event Meet-ups**

**30**

**Nationally Recognized Speakers & Hosts**

**50+**

**Diverse Vendors & Exhibitors**



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# JOIN US



## #BWWDAY

Annual Summit &  
Transformation Experience

## Securing Our Present & Future!

Saturday, September 30, 2023



### Sponsor BWWDAY! Make an Impact!

- Immersive, Full Day
- Expert Speakers
- Live Workshops
- Live Giveaways
- Live Networking
- Wellness Fair
- Sponsor Spotlights
- Maximum Exposure

*Presented by*



[www.bwwday.org](http://www.bwwday.org)



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# SPONSORSHIP

## SPONSOR MENU

THE FOUNDATION FOR BLACK WOMEN'S WELLNESS PRESENTS THE FOLLOWING MENU OF OPPORTUNITIES FOR BWWDAY:

	Presenting \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Copper \$1,000
Exclusive Presenting Sponsor title	x					
Acknowledgement from event stage	x					
Recognition in event press and media coverage	x	x	x			
Exhibit table in Wellness Fair	x	x	x	x		
Logo and signage at related events	x	x	x	x	x	
Company logo and/or name in all event promotions	x	x	x	x	x	x
Event passes & prominent seating	20	20	10	10	10	4

**YOUR SUPPORT HELPS US TO ELIMINATE HEALTH DISPARITIES AND OTHER BARRIERS IMPACTING THE LIVES OF BLACK WOMEN, THEIR FAMILIES AND COMMUNITIES.**



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# SPONSORSHIP

## SPONSOR AND PROMOTIONAL BENEFITS

**GET WIDE EXPOSURE FOR YOUR BRAND, BUSINESS, ORGANIZATION, PRODUCTS AND SERVICES WITH AN ENGAGED AUDIENCE OF WOMEN WHO VALUE QUALITY AND LOYALTY WITH BRANDS THEY TRUST.**

### **PRESENTING SPONSOR LEVEL - \$25,000**

- Exclusive Presenting Sponsor title
- Exclusive logo or signage placement at Opening Session
- Acknowledgement from event stage and 3 minute guest speaking opportunity
- Primary recognition in event media coverage, as appropriate
- Primary placement of company logo and/or name in all event promotions, program and digital media and related events
- Exhibit table in Wellness Fair
- 2 Tables (20 Complimentary event passes)

### **PLATINUM SPONSOR LEVEL - \$15,000**

- Acknowledgement from event stage and brief remarks
- Recognition in event media coverage
- Logo or signage placement in Opening Session
- Prominent placement of company logo and/or name in all event promotions, program and digital media
- Exhibit table in Well Black Women Market
- 2 Tables (20 Complimentary event passes)

### **GOLD SPONSOR LEVEL - \$10,000**

- Acknowledgement from event stage
- Recognition in event media coverage
- Prominent placement of company logo and/or name in all event promotions, program and digital media
- Exhibit table in Wellness Fair
- 1 Table (10 Complimentary event passes)

### **SILVER SPONSOR LEVEL - \$5,000**

- Logo or signage placement at related events
- Placement of company logo and/or name in all event promotions, program and digital media
- Exhibit table in Wellness Fair
- 1 Table (10 Complimentary event passes)

### **BRONZE SPONSOR LEVEL - \$2,500**

- Logo placement on event website
- Placement of company logo and/or name in all event promotions, program and digital media
- 1 Table (10 Complimentary event passes)

### **COPPER SPONSOR LEVEL - \$1,000**

- Placement of company logo and/or name in all event promotions, program and digital media
- 4 Event passes

### **WELLNESS FAIR EXHIBITOR - \$500**

Opportunity to display and/or sell products or services to Black Women's Wellness Day participants.

- Placement of company logo and/or name in Wellness Fair promotions, including: event program and digital media
- Exhibit table in Wellness Fair & 2 event passes

Spaces reserved on a first come-first served basis. Payment & other instructions will be sent upon receipt of Commitment Form. All fees are non-refundable.

**Visit [www.bwwday.org](http://www.bwwday.org) or contact [bwwday@ffbww.org](mailto:bwwday@ffbww.org) for additional sponsorship details and donation opportunities including but not limited to "Seat Sponsor", "Product Sponsor" and "Wellness Fair Vendor".**



# 2023 SPONSOR COMMITMENT FORM

## INSTRUCTIONS:

Please email or mail this completed form upon receipt to:

Email: [bwwday@ffbww.org](mailto:bwwday@ffbww.org) Mail: FFBWW, PO Box 259831, Madison, WI 53725

### SPONSOR/EXHIBITOR INFORMATION:

CONTACT NAME: \_\_\_\_\_ COMPANY: \_\_\_\_\_

COMPANY WEBSITE: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

COMPANY PHONE: \_\_\_\_\_ COMPANY CONTACT PHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

YES, I would like to be added to your email list.  YES, I would like to be added to your mailing list.

### SPONSORSHIP OPTIONS

Sponsorship Level	Event Passes	Fee/Contribution	Pledge Level (Check)
Presenting	20	\$25,000	<input type="checkbox"/>
Platinum	20	\$15,000	<input type="checkbox"/>
Gold	10	\$10,000	<input type="checkbox"/>
Silver	10	\$5,000	<input type="checkbox"/>
Bronze	10	\$2,500	<input type="checkbox"/>
Copper	4	\$1,000	<input type="checkbox"/>
Wellness Fair Exhibitor	2	\$500	<input type="checkbox"/>

### SPONSOR CHECKLIST

- I have attached a high resolution company logo (.eps or .png format) for sponsor recognition and promotion.
- I will host an exhibitor table on behalf of my company. *Sponsor benefit for Silver level sponsorship and above only.*
- I will provide event attendee (and exhibit table attendee, if applicable) information by **September 1, 2023**.
- I will submit payment for sponsorship accompanied by a copy of this commitment form by **September 30, 2023**.
- I would like to remain anonymous. Please do not list my company logo or name in any promotion.

**Thank you for your support!**

