



KICKSTART. HEALTH & WELLNESS EXPO

BLACKGIRLHEALTH



Who We Are?

Black Girl Health (BGH) is a digital outreach organization designed to help minority women and girls live a healthier lifestyle through its online services including; "Blackgirlhealth.com," its digital magazine, social media awareness campaigns, video commercials, and outreach events. BGH was founded in 2014, by former television journalist Porcha Johnson. Black Girl Health focuses on preventative care, nutrition, and fitness. BGH is committed to online outreach targeting minorities in underserved areas.

Our goal is to help women of color make informed decisions about their health and reduce the health disparities among minorities and communities with the highest risks. All women, regardless of creed or nationality can share and gain knowledge through all of our platforms.

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KICKSTART 2018 HIGHLIGHT VIDEO

2018 SPONSORS



UPMC HEALTH PLAN

UPMC
Pinnacle



#PRESSPLAY

Click screen to experience
the magic of Kickstart 2018



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What is Kickstart?

All day women's health & wellness expo that includes specific educational workshops presented by medical professionals, naturopathic doctors, and other health experts. The expo also includes breakout fitness sessions, free health screenings, nutritional seminars, and natural hair demonstrations. In addition, this event is also an opportunity for promotional sales and networking for vendors/exhibitors.

Kickstart feature's BGH LIVE

The Kickstart expo includes a live digital talk show called BGH LIVE. The talk show is recorded and livestreamed on social media channels to increase health awareness beyond the venue walls to reach our target audience in the social world. BGH LIVE features VIP guests, who range from celebs, social influencers, high profile doctors, and nationally known figures. Our special guests are interviewed by BGH Founder and Central PA News Journalist, Porcha Johnson on how they stay healthy, as well as educating Kickstart attendees and social media viewers on preventative care.

What's the Goal?

BGH's goal is to empower women of color to engage in healthy choices through fitness, nutrition, and building positive self image with beauty and natural hair care. We want to collectively breakdown barriers that prevent girls and women of color from making informed decisions about their immediate and lifespan health and wellness goals.

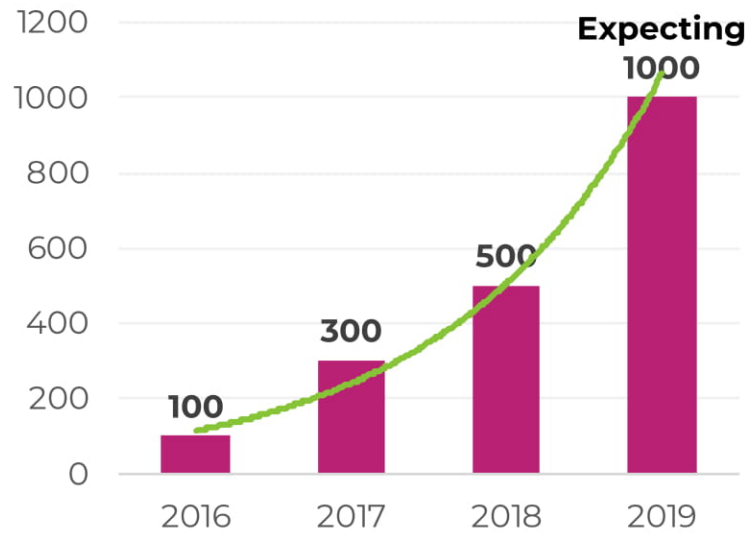
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Our Audience



African American **80%**
Hispanic **15%**
Caucasian **5%**

Kickstart expo attendance increase each year



*Attendance is from Pennsylvania

Age demographic



■ 35-55 ■ 56-65
■ 25-35 ■ 18-24

Our Audience

Click on Screen to
Play Campaign Video

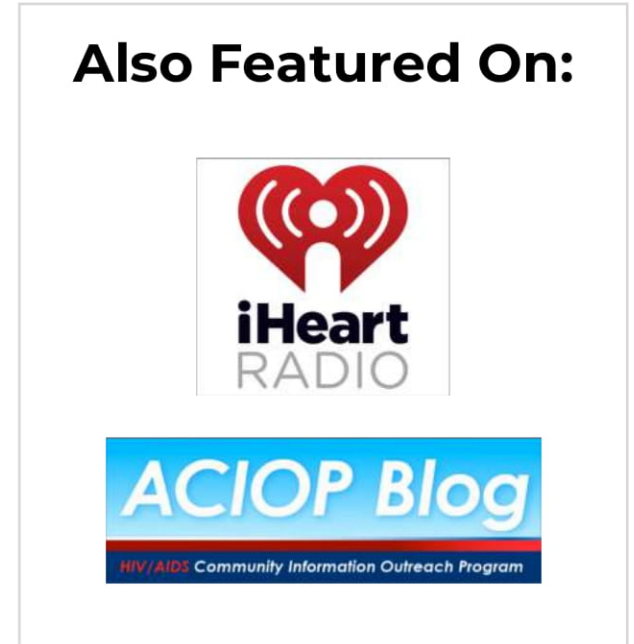


200K Kickstart Social Media
Campaign **Impressions in 2018**

GEOGRAPHY	
D.C., MARYLAND, VIRGINIA AREA (DMV)	41%
Pennsylvania	55%
Other	4%

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Press: Media Coverage



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Celebrity Talent & Influencers



2016 Miss USA
Deshauna Barber

134K 



Oldest Female
Body Builder
Ernestine Shepherd

261K 



Natural Hair Guru
Temitope Adesina

203K 



Bravo Reality TV Star
Robyn Dixon

214K 



Celebrity Fitness
Trainers
Ellen and Lana Ector

302K 



Women's Health
Magazine's Next Fitness Star
Selena Watkins

15.8K 



Olympic Silver
Medalist
Hyleas Fountain

1,948K 

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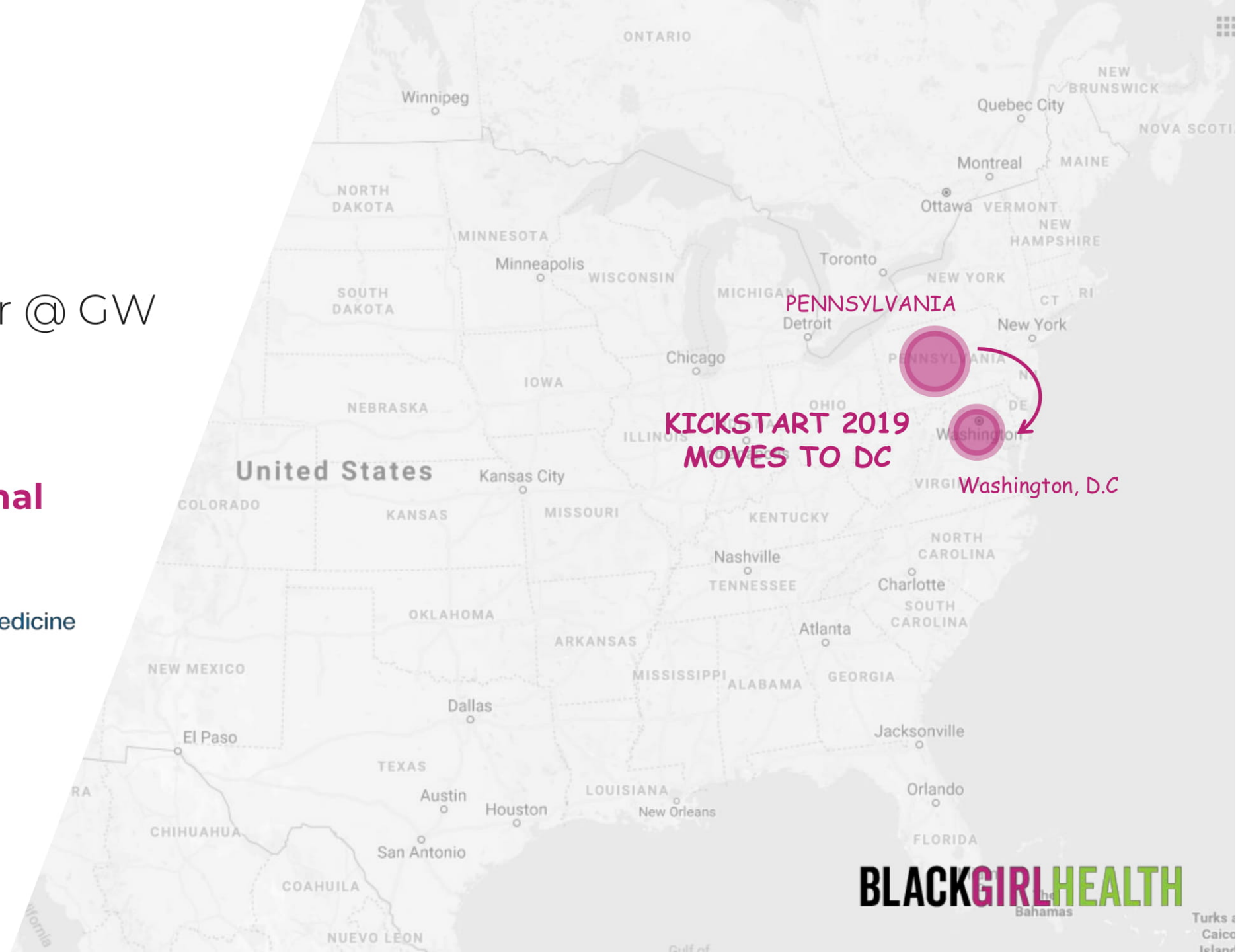


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Kickstart 2019

Washington, DC
The Marvin Center @ GW
2019 June 1st

**Title Sponsor: National
Library of Medicine**

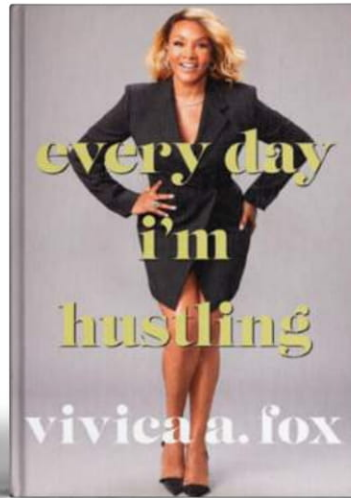


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Kickstart Health & Wellness Expo

Headliner: Actress Vivica Fox

At Kickstart Health & Wellness Expo Vivica Fox will reveal health tips from her book "Every Day I'm Hustling" of how to age gracefully through living a healthy lifestyle. The Hollywood actress will talk about how she manages her weight, overcame the challenges of menopause, and reveal anti-aging beauty and skincare secrets. In addition, Fox will give her empowering life experiences to inspire women to take control of their overall health.



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More Special Guests



**Mother and Daughter
Fitness Duo, Ellen &
Lana Ector**



**Dr. Julissa Hernandez ,
BCND**

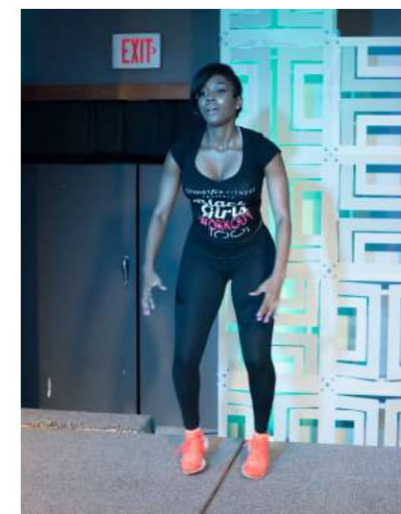


**Certified Life and
Relationship Coach,
StephanSpeaks**



**Hip Hop Step, Certified
Trainer, Phil Weeden**

2019 Expected Attendance



2019 Expected Attendance- **1,000**



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WHY YOU SHOULD BECOME A DIAMOND SPONSOR FOR KICKSTART EXPO 2019



ONLY 2
ALLOWED

BECOME A DIAMOND SPONSOR AND REACH 1 MILLION PEOPLE

- ◆ As a diamond sponsor your company and services/products will be featured throughout our 5 month kickstart social video campaign to reach 1 MILLION PEOPLE.
- ◆ Only diamond sponsors will be able to get marketing privileges with our title sponsor during kickstart's live talk show, which is live-streamed on Facebook Live to our viewership (This includes company logos or videos displayed during a live audience).
- ◆ ONLY Diamond sponsors will be included in Kickstart's mass social media campaign with our Title Sponsor leading up to the event.
- ◆ Logo will be placed on all promotional materials including event website, newsletter, and acknowledgment on social media profiles.
- ◆ NO OTHER COMPANY in the SAME INDUSTRY CATEGORY will be permitted to be a DIAMOND SPONSOR.
- ◆ ONLY diamond and title sponsors will get a meet and greet and photo-op with Celebrity Guests
- ◆ Diamond sponsors will receive the option of hosting (1) workshop.
- ◆ Brand Integration- Promote your brand/services/or product with an article on Blackgirlhealth.com. **Our website gets 50K views a month.**
- ◆ Vendor table at Kickstart
- ◆ Logo included in step and repeat backdrop for kickstart pictures.
- ◆ Ten (10) Complimentary Kickstart Registrations

DIAMOND- \$20,000 - ONLY 2 ALLOWED



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Sponsorship Opportunities



Bronze-\$1,500

- Name and logo listed on event website
- Donor acknowledgement on BGH social media profiles.
- Two(2) complimentary Kickstart Registration



Silver –\$2,500

- Name and logo listed on event website
- Name and logo placed on BGH weekly newsletter
- Donor acknowledgement on BGH social media profiles.
- Vendor table at Kickstart
- Four (4) complimentary Kickstart Registration



Sponsorship Opportunities



Gold– \$5,000

- Name and logo listed on website
- Name and logo placed on BGH weekly newsletter
- Donor acknowledgement on BGH socialmedia profiles.
- Company logo placed on all print promotional material
- Vendor table at Kickstart
- Six (6) complimentary Kickstart Registration
- Brand Integration- Promote your brand/services/or product with an article on Blackgirlhealth.com.
Our website gets 50K views a month.



Platinum– \$10,000

- Name and logo listed on website
- Name and logo placed on BGH weekly newsletter
- Donor acknowledgement on BGH social media profiles.
- Company logo placed on all print promotional material
- Vendor table at Kickstart
- Eight (8) complimentary Kickstart Registration
- Brand Integration - Promote your brand/services/or product with an article on Blackgirlhealth.com. **Our website gets 50K views a month.**
- Receive the option to host (1) workshop.
- Company logo included in step and repeat banner/backdrop for kickstart pictures.

Become a Custom Sponsor



WHAT IS A CUSTOM SPONSOR

Taking advantage of one of our custom sponsorships allows you to integrate your company with Black Girl Health's brand at the Kickstart Health & Wellness Expo. This opportunity gives your company strong visibility and a direct connection to our audience at Kickstart.

SPONSORSHIP INCLUDES

- Name and logo listed on event websites
- Name and logo on BGH newsletter
- Name and logo on event print and banner material
- Two (2) complimentary tickets
- Vender table/space at Kickstart Expo.

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Custom Sponsorship Opportunities



HEALTHY BITES ON THE GO STATION

Doesn't everyone love tasty snacks and protein drinks to refuel their body? Showcase food items that help energize Kickstart attendees and get them to power through the most challenging workouts.



REST AND REFRESH STATION

Grab the attention of each attendee who is looking for a place to cool off and recharge after a hard workout. Help attendees dry off the sweat and quench their thirst with refreshing bottles of water or energy drinks.



WORKSHOP EQUIPMENT

What's a workout without the proper equipment? Attendees looking to tone and strengthen their muscles will thank you for equipping them with the necessary tools to get the job done.



ONE STOP HEALTH CARE STATION

Working out and eating good is not the only way to a healthy lifestyle. But it's important that attendees get health screenings to rule out any underlying health conditions. Be at the expo to help attendees prevent a health problem before it starts. We are looking for the following screenings: HIV testing, Glucose, BMI screenings, and Blood Pressure.

Custom Sponsorship Opportunities



MEDIA PROMOTION AND COVERAGE

Be the media outlet that your audience can count on with complimentary tickets to the health expo of the year. Your network will have access to the celebs and workshop presenters that everyone wants to see.



GIVEAWAYS

Give 5 gifts away to 5 selected Kickstart attendees during our talk show raffle. This allows your brand to be the center of attention in front of a live talk show audience as the winners of the raffle receive their special gift.



WELCOME BAG GOODIES

Make sure attendees don't forget about your brand and or company by giving them something that could make a difference in their life. Donate a healthy snack, sample beauty products, healthcare items, and more to go inside each Kickstart attendee's welcome bag.

VENDOR OPPORTUNITIES

AVAILABLE STARTING AT \$500

Go to kickstart.blackgirlhealth.com
to register as early as Nov 1st 2018.

SPACES ARE LIIMITED.

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CONNECT WITH US

General questions:

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Sponsorship Coordinator:

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/blackgirlhealth



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