



# INDIANA BLACK BARBERSHOP HEALTH INITIATIVE SPONSORSHIP PACKET

PRESENTED BY:



IN PARTNERSHIP WITH  
HOLISTIC EVOLUTION



The Indiana Black Barbershop Health Initiative (IBBHI) is a longstanding cornerstone of the Indiana Commission on the Social Status of Black Males (ICSSBM) and has played a crucial role in coordinating and providing essential health services to the state's Black male population.

For the previous 13 years in the month of April, the ICSSBM, along with volunteers, sponsors, local commissions, and community partners coordinate services to conduct the annual IBBHI.



## 50+ PARTICIPATING LOCATIONS

- Bloomington
- East Chicago
- Elkhart
- Evansville
- Fort Wayne
- Gary
- Hammond
- Indianapolis
- Jeffersonville
- Kokomo
- Merrillville
- Michigan City
- Muncie
- New Albany
- South Bend
- Terre Haute

The purpose of IBBHI is to inform and educate Black males to understand potential risk factors regarding their health and address any concerns discovered through testing.

## 16 DIFFERENT CITIES

## PREVIOUS SUPPORTERS



ICSSBM partners with sponsors, employers, healthcare institutions, etc. to enhance existing programs that are making a difference for Black males.



# STATS

*Participants:*  
**984**

***Volunteers***

**MEDICAL**  
**750**

**NON-MEDICAL**  
**400**

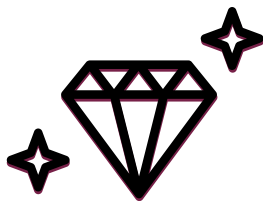
***Medical Screenings***

The free health screenings consist of blood glucose and blood pressure testing, and informational handouts on healthy lifestyles and exercise.



IBBHI's mission is to bring focus and support to Black male's health across the State of Indiana, educate men on self-advocacy of their health, and share information to promote healthy behaviors.

# IBBHI SPONSORSHIP PACKET



## ***TITLE*** **\$15,000**

- Dedicated press release announcing your Title Sponsorship
- Premium logo recognition on event webpage
- Recognition in local publications
- Brand recognition on all event print and electronic material
- Logo on event poster
- Promotion on social media pre and post event
- Opportunity to display organization banner
- Logo recognition on day of the event signage

## ***SUSTAINING***

**\$10,000**

- Brand recognition on all event print and electronic material
- Logo recognition on event webpage
- Recognition in press release
- Logo on event posters
- Promotion on social media



## ***WELLNESS*** **\$7,500**

- Logo in event print and electronic communication
- Logo recognition on webpage
- Logo on event poster
- Brand exposure on social media

***Secure Your Spot***

**Virgil Giles** [vgiles1@icrc.in.gov](mailto:vgiles1@icrc.in.gov)



## ***HOLISTIC RESOURCES***

**\$5,000**

- Logo recognition on event webpage
- Logo on event poster
- Promotion on social media



## ***VOLUNTEER LUNCH***

**\$5,000**

Logo and company information on signs at lunch buffet tables; placement of marketing or giveaway items on the lunch buffet tables (item provided by sponsor)

## ***RESILIENCE***

**\$3,500**

- Logo on event poster
- Promotion on social media



## ***SELF - RELIANT***

**\$2,500**

- Promotion on social media





**Our mission is to bring focus and support to Black male's health across the State of Indiana, educate men on self-advocacy of their health, and share information to promote healthy behaviors.**

