



presents



Since 1991

# KWANZAA

501(c)3 Organization

## Education



## DALLAS

# 2009

## HealthFest

KWANZAAFEST! The largest, FREE, cultural event of it's kind in the Southwest that emancipates, educates and brings enterprise to the African American Community.

An event for the entire family!

## DEBATE COMPETITION

## Live Entertainment

## Giveaways

## KidFest

## Exhibitors

Sign up today!

(214) 653.6671

[www.johnwileyprice.com](http://www.johnwileyprice.com)

**December 12-13, 2009**

**@ Fair Park**

**In the Automobile Building**

**Dallas, Texas**

*Emancipation, Education, Enterprise, Taking Care of Your HEALTH!*

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Saturday, December 12th  
10AM - 6PM  
Sunday, December 13th  
11AM - 5 PM

Automobile Building  
In Fair Park, Dallas

KwanzaaFest Dallas allows vast exposure to the minority community, offering attendees the opportunity to spend one-on-one time with leading corporations and business owners. Our focus has been to prioritize and align with the demography and base that we service with Healthcare and prevention as our major focus.

KwanzaaFest, a 501 (c)3 organization was conceptualized and established by Dallas County Commissioner John Wiley Price in 1991 to manage and implement an annual cultural and educational festival in the observance of the African American holiday Kwanzaa. Kwanzaa is a cultural holiday, intended not to replace but to compliment existing observances. The concept of Kwanzaa is based on seven tenets: Umoja (Unity); Kujichagulia (Self Determination); Ujima (Collective Works and Responsibility); Ujamaa (Cooperative Economics); Nia (Purpose); Kuumba (Creativity); and Imani (Faith).

KwanzaaFest's mission of *Emancipation, Education and Enterprise* remains as the historical foundation that supports this family-focused event. Our efforts continue to reach tens of thousands of individuals providing much needed services and healthy activities.

KwanzaaFest is host to more than 50,000 participants in two days! Our **KidsFest** provided safe and securely monitored educational activities to several thousand children. The 4th Annual **5K Beat Obesity Walk/Run and 1 Mile Kid's Walk** engaged families who continue to flock to this venue whose aim is to enhance and promote comprehensive health and well-being!

The KwanzaaFest Committee determined to constantly assess and identify community needs, added a new feature at the 2008 event, *The KwanzaaFest Oncor Encore Great Debate*. This new facet of our educational component, sponsored by Oncor, hosted debate teams from numerous high schools throughout the Dallas Metroplex area. The top three (3) debate teams are awarded scholarships, which will reinforce advancement in their academic lives. KwanzaaFest is proud to be entrusted with this role to encourage the potential in these students as they become part our future work force!

KwanzaaFest's **HealthFest** came into existence about six years ago and has rapidly developed into the largest health outreach event targeting the African American community in North Texas!

## REASONS FOR OUR SUCCESS

*Retains Title as the Largest Cultural Event of It's Kind* in the Southwest and Maintains It's Free Admission and Parking to more than 50,000 Attendees.

*Investment Opportunity for Corporate Entities.*

*Viable Venue for Vendors and Sponsors.*

*Focus on Healthier Lifestyles.*

HealthFest and the medical community provides health screenings and test to more than 27,000 attendees in areas of major concern from hypertension to prostate cancer.

*Shopping Just Before the Holidays.*

*A Friendly Environment.*

*A Wholesome Environment* where Children Learn and have Fun.

*Constant Focus on Youth, Family and Education.*

*Long Term Commitments from Volunteers.*

*Widespread Media Exposure.*

*Two Days of Programmed Local and National Talent.*

The *KwanzaaFest 5K Beat Obesity Walk/Run and 1 Mile Kid's Run* has Grown Three Fold.

## EXHIBITORS

KwanzaaFest attracts a variety of exhibitors from across the country and other Texas cities promoting their goods and services. Products and services exhibited include, authentic African Artifacts, arts and crafts, jewelry, clothing, electronics, gifts and greeting cards, dolls, skin care, health and beauty products, financial institutions, insurance and real estate brokers, PC and internet services, books, fragrances, candles, government agencies, non profits, educational institutions, and a variety of others. Fees and schedules are determined by the KwanzaaFest Committee. Registration ends December 1, 2009.

## ENTERTAINMENT

In the spirit of Kujichagulia, entertainment is always provided by individuals, aspiring artists, local schools, churches and social organizations as a form of self expression. Contrary to cursory perception, KwanzaaFest is not a concert venue! Music is the conduit that allows this event to attract the crowds, facilitating the ability to implement free cultural, educational and healthcare opportunities to 50,000 individuals!

## HEALTHFEST – THE BEAT OBESITY 5K WALK/RUN & 1Mile KIDS RUN

KwanzaaFest moved from providing 3,100 screening in 2005 to an unprecedented 27,850 in 2008. With our reputation of caring about your health, HealthFest has grown nearly 900% in three years! Our demographic is statistically impacted most by major health disparities, while lacking the necessary access to health care. The provisioning of screenings and education is critical, but HealthFest also places major emphasis on providing links to access sustainable medical care well after the event through programs like Medicaid, CHIPS, and other care programs implemented through local hospitals.

As a result of the effectiveness of collective efforts, KwanzaaFest now offers the opportunity to leverage HealthFest from implementation of health grants involving outreach to the African American community. Accordingly, the Texas Department of State Health Services partnered with KwanzaaFest in 2008 to implement a highly successful, federally funded, social marketing campaign entitled *Fight HIV*. Over 5,300 individuals received HIV outreach education and 867 were tested for HIV during HealthFest. Preliminary discussions are in place to explore this relationship again in 2009. There is now national interest in the local collaborations that has led to the successful outcomes demonstrated during KwanzaaFest.

HealthFest, through partnership with sponsors and hundreds of health professionals, provided more than **\$491,500 worth of FREE health-care** in 2008! This constitutes a return of almost \$9 in free health care for every \$1 invested into HealthFest, clearly offering a wise, cost effective and measurable return for invested funding!

### Some of the services provided during KwanzaaFest 2008

Accessing Internet Medical Information  
Alzheimer's disease Memory Screening  
Ask-a-Doc Medical Consultations  
Bi-polar Awareness & Studies  
Blood Disease & Blood Cancer Screening  
Blood Donor Drive  
Blood Pressure Screening  
Body Mass Index, Height/Weight Screening  
Breast Cancer Screening (Saturday Only)  
Cancer Awareness Outreach & Studies  
Cardiovascular Disease Awareness  
Cervical Cancer Education & Outreach  
Children's Medical Center Services  
Childhood Obesity Awareness  
CHIPS Health Insurance Application Assistance  
Chiropractic Screening & Treatment  
Cholesterol Screening & Awareness  
Chronic Disease Materials  
Clinical Trials Information  
Community Health Initiatives  
Dental Care Assistance Programs  
Dental Screening – Adult & Child  
Depression Screening  
Diabetes Screening & Awareness  
Family Planning Information  
Flu Shots  
Gastro-intestinal Health Awareness  
Hepatitis C Screening & Education  
HIV Counseling & Testing  
HIV Education & Outreach  
HIV Program Referral Information  
HPV Awareness & Education

## KIDFEST

KidFest provides alternative entertainment for the entire family simultaneously during the KwanzaaFest weekend. In its eighth year, KidFest has become a favorite family event, drawing thousands of parents and children each year. While spending the day with your kids, you can visit companies and organizations that cater to families.

## THE KWANZAAFEST ONCOR ENCORE GREAT DEBATE & POSTER CONTESTS

The purpose of the KwanzaaFest Oncor Encore Great Debate and other contests during KwanzaaFest is to promote cultural awareness through creativity and oral expressions. The Poster Contest interest elementary and middle school students who compete for prizes. High School students compete for scholarships debating on subjects facing society today. Contestants are judged by a panel of artist, educators, columnist, and prizes are awarded in each category.

Immunization Information  
Kidney Disease Risk Assessment  
Leukemia Screening  
Liver Disease Screening & Awareness  
MCC for Human Services Medical and Social Services  
Medicaid Info & Application Assistance  
Medical Care Assistance Programs  
Medicare Prescription Plans  
Mental Health Resources  
Mood Disorders Awareness Neuropathy Screening  
National Bone Marrow Donor Program  
OB/GYN Health Studies  
Obesity Awareness Education  
Older Adult Services  
Ovarian Cancer Awareness  
Parkland Community Health Plans  
Parkland Community Services  
Poison Control Awareness  
Power to End Stroke Outreach  
Prostate Cancer Screening  
Public Health/Disaster Preparedness Education  
Pulmonary Function Testing  
Rheumatoid Arthritis Awareness  
Sickle Cell Anemia Education  
Schizophrenia Awareness & Studies  
Smoking Cessation Outreach  
STD Screening & Awareness  
Stroke Prevention & Awareness  
Texas Department of State Health Services Programs  
United We Stand – Health Care Reform Information  
US Dept. of Health & Human Services Programs  
Victim Intervention Program  
Vision Screening  
Women & Infant Specialty Health

### **TITLE SPONSOR—\$50,000**

- ▶ Sponsorship exclusivity of Telecommunications, wireless and cable services at venue.
- ▶ Logo displayed on Entrance Unit of festival, each side of signage.
- ▶ Logo displayed on 20' x 10' KwanzaaFest Banner on outside of venue.
- ▶ Display four (4) corporate banners throughout venue and at Prize Gallery.
- ▶ Inclusion of corporate logo on Television PSA.
- ▶ Inclusion of corporate logo on all ads promoting the festival, website (www.johnwileyprice.com), print advertisement, i.e., magazines, newspapers, other websites. (*Email EPS or PDF by Oct. 1st to kathy\_nealy@msn.com*)
- ▶ Four (4) promotional signage throughout the community and/or surrounding Fair Park property as designated.
- ▶ Full Color Sponsor brand on KwanzaaFest Promotional item (*TBD*) distributed both days of festival.
- ▶ Opportunity for logo to be placed on *Passport to Winnings* distributed to attendees on both days.
- ▶ A 20' x 30' area, with carpet, 2 tables, 6 chairs and wastebasket, electricity is available.
- ▶ Recognition at KwanzaaFest VIP Reception.
- ▶ Admission to VIP Reception for ten (10) guests.
- ▶ First right of renewal for year 2010 event.

### **PRESENTING SPONSOR —\$40,000**

- ▶ Sponsorship exclusivity for naming rights to HealthFest.
- ▶ Logo displayed on Entrance Unit to festival and HealthFest Entrance Unit.
- ▶ Logo displayed on 20' x 10' KwanzaaFest Banner on outside of venue.
- ▶ Display four (4) corporate banners throughout and venue.
- ▶ Inclusion of corporate logo on Television PSA.
- ▶ Inclusion of corporate logo on all ads promoting the festival, website (www.johnwileyprice.com), print advertisement, i.e., magazines, newspapers, other websites. (*Email EPS or PDF logo by Oct. 1st to kathy\_nealy@msn.com*)
- ▶ Four (4) promotional signage throughout the community and/or surrounding Fair Park property as designated.
- ▶ One Color Sponsor brand on KwanzaaFest Promotional item distributed both days of festival.
- ▶ Opportunity for logo to be placed on *Passport to Winnings* distributed to attendees on both days.
- ▶ Two (2) 10 x 10 booths (2 tables, 4 chairs, wastebasket, 7" x 44" sign, electricity is available.
- ▶ Recognition at KwanzaaFest VIP reception.
- ▶ Admission to VIP Reception for eight (8) guests
- ▶ First right of renewal for year 2010 event.

### **Platinum Sponsor—\$30,000**

- ▶ Sponsorship exclusivity for 5K Walk or Main Entertainment Stage.
- ▶ Logo displayed on Entrance Unit to festival and on 5K Walk or Stage Banner.
- ▶ Logo displayed on 20' x 10' KwanzaaFest Banner on outside of venue.
- ▶ Display four (4) corporate banners throughout 5K Walk route or entertainment area.
- ▶ Inclusion of corporate logo on Television PSA.
- ▶ Inclusion of corporate logo on all ads promoting the festival, website (www.johnwileyprice.com), print advertisement, i.e., magazines, newspapers, other websites. (*Email EPS or PDF logo by Oct. 1st to kathy\_nealy@msn.com*)
- ▶ Two (2) promotional signage throughout the community and/or on surrounding Fair Park property.
- ▶ One Color Sponsor brand imprint on KwanzaaFest Promotional item distributed at festival both days.
- ▶ Opportunity for logo to be placed on *Passport to Winnings* distributed to attendees on both days.
- ▶ Two (2) 10 x 10 booths. (2 tables, 4 chairs, wastebasket, 7" x 44" sign, electricity is available).
- ▶ Recognition at KwanzaaFest VIP reception.
- ▶ Admission to VIP Reception for six (6) guests.
- ▶ First right of renewal for year 2010 event.

### **Gold Sponsor—\$20,000**

- ▶ Sponsorship for KidFest or Great Debate Competition.
- ▶ Logo displayed on Entrance Unit to festival and to KidFest or Debate Competition.
- ▶ Logo displayed on 20' x 10' KwanzaaFest Banner on outside of venue.
- ▶ Display three (3) corporate banners throughout venue.
- ▶ Inclusion of corporate logo on all ads promoting the festival, website ([www.johnwileyprice.com](http://www.johnwileyprice.com)), print advertisement, i.e., magazines, newspapers, other websites. (Email EPS or PDF logo by Oct. 1st to [kathy\\_nealy@msn.com](mailto:kathy_nealy@msn.com))
- ▶ One Color Sponsor brand on KwanzaaFest Promotional item distributed both days of festival.
- ▶ Opportunity for logo to be placed on *Passport to Winnings* distributed to attendees on both days.
- ▶ One (1) 10 x 10 booth. (1 table, 2 chairs, wastebasket, 7" x 44" sign, electricity is available.
- ▶ Recognition at KwanzaaFest VIP reception.
- ▶ Admission to VIP Reception for four (4) guests.

### **Silver Sponsor—\$10,000**

- ▶ Sponsorship of VIP Reception or General Festival areas.
- ▶ Logo displayed on Entrance Unit to festival.
- ▶ Logo displayed on 20' x 10' KwanzaaFest Banner on outside of venue.
- ▶ Display two (2) corporate banner within venue.
- ▶ Inclusion of corporate logo on all ads promoting the festival, website ([www.johnwileyprice.com](http://www.johnwileyprice.com)), print advertisement, i.e., magazines, newspapers, other websites. (Email EPS or PDF logo by Oct. 1st to [kathy\\_nealy@msn.com](mailto:kathy_nealy@msn.com))
- ▶ One Color Sponsor brand on KwanzaaFest Promotional item distributed both days of festival.
- ▶ Opportunity for logo to be placed on *Passport to Winnings* distributed to attendees on both days.
- ▶ One (1) 10 x 10 booth. (1 table, 2 chairs, wastebasket, 7" x 44" sign, electricity is available.
- ▶ Recognition at KwanzaaFest VIP reception.
- ▶ Admission to VIP Reception for three (3) guests.

### **Bronze Sponsor—\$5,000**

- ▶ Logo displayed on Entrance Unit to festival.
- ▶ Logo displayed on 20' x 10' KwanzaaFest Banner on outside of venue.
- ▶ Inclusion of corporate logo on website ([www.johnwileyprice.com](http://www.johnwileyprice.com)) or print advertisement. (Email EPS or PDF logo by Oct. 1st to [kathy\\_nealy@msn.com](mailto:kathy_nealy@msn.com))
- ▶ One Color Sponsor brand imprint on KwanzaaFest Promotional item distributed both days of festival.
- ▶ One (1) 10 x 10 booth. (1 table, 2 chairs, wastebasket, 7" x 44" sign, electricity is available.
- ▶ Recognition at KwanzaaFest VIP reception.
- ▶ Admission to VIP Reception for two (2) guests.



# HIGHLIGHTS OF PREVIOUS EVENT





# HIGHLIGHTS OF PREVIOUS EVENT



# SPONSORSHIP & EXHIBITOR REGISTRATION FORM

## Corporate

- Title Sponsor — \$50,000
- Presenting Sponsor — \$40,000
- Platinum Sponsor—\$30,000
- Gold Sponsor—\$20,000
- Silver Sponsor—\$10,000
- Bronze Sponsor—\$5,000
- Corporate (Exhibitor Only) - \$2,500
- Honorary Donation \$2,000 — \$4,000 (Non-Exhibitor) \$ \_\_\_\_\_

## The Carol Brandon Breast Cancer Prevention Fund Section

- Honor Sponsor - \$25
- Buddy Sponsor - \$45
- Mammogram Sponsor - \$90
- Supporter Sponsor - \$100
- Business Sponsor - \$250
- Executive Sponsor - \$500
- Other \$ \_\_\_\_\_

## Exhibitor & Non Profit

Non-Profit Association - Same as Early Bird Special (Please provide

Exhibitor *Early Bird Special* - \$350 (thru Jul 31, 2009)

Exhibitor - \$500 (Aug 1 - Nov 1, 2009)

Exhibitor - \$600 (Nov 2 - Dec 11, 2009)

Yes, sign me up to participate in Kwanzaafest 2009

No, cannot participate, although here is my donation of \$ \_\_\_\_\_

### Company Information

RETURN THIS FORM WITH PAYMENT

Name: \_\_\_\_\_

Company/Org: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

Payment Type: MasterCard, Visa, American Express, Discover, Corporate Check

Credit Card #: \_\_\_\_\_

Exp (MM/YYYY): \_\_\_\_\_ CVC (3 Digit Code): \_\_\_\_\_

Amount: \$ \_\_\_\_\_

Signature: \_\_\_\_\_

For Check Payments, remit to: KwanzaaFest, Inc. PO Box 224725 Dallas TX 75222

Inquires, please call (214) 653-6671 or visit our website, [www.johnwileyprice.com](http://www.johnwileyprice.com), or fax your registration form to (214) 653-6622