

UAB
MINORITY HEALTH & HEALTH EQUITY
RESEARCH CENTER
The University of Alabama at Birmingham

YOUNG PROFESSIONALS BOARD

PRESENTS



Featuring Logan the Entertainer

SATURDAY, SEPTEMBER 21, 2024 | 7:00 PM - 11:00 PM

THE FENNEC

PARTY WITH A PURPOSE

Childhood obesity is a growing epidemic in the U.S. and is even more severe in Alabama. One-third of Alabama children are either overweight or obese, placing them at the top of national obesity charts. For African-American and Hispanic children, obesity rates are even higher. Obesity can lead to chronic diseases such as stroke, heart disease, diabetes, and cancer, which cause devastating consequences and increased mortality.

In 2008, The UAB Minority Health & Health Equity Research Center (MHERC) developed Healthy Happy Kids to provide practical lessons for children on what their bodies need to stay healthy. This hands-on after-school program helps children understand the importance of good nutrition and physical activity in a fun, interactive atmosphere, taught by UAB nutritionists and exercise physiologists.

The MHERC Young Professionals Board has supported Healthy Happy Kids since its beginning, hosting an event that has attracted 4,000 young professionals, businesses, and community leaders to lively parties. Thanks to the nearly \$500,000 raised by our YP Board, Healthy Happy Kids has been implemented in 24 Birmingham City Schools, YMCAs, and recreation centers –reaching well over 3,700 students and families.



2023-2024 MHERC YOUNG PROFESSIONALS BOARD MEMBERS

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SPONSORSHIP OPPORTUNITIES

On Saturday, September 21, 2024, you can go back in time for a night of fun and fundraising at The Fennec! Harlem in the 'Ham, hosted by the UAB MHERC Young Professionals Board, is a 1920's themed night where everyone is a VIP. You'll enjoy Logan the Entertainer as well as great food. Jack Daniel's will once again sponsor the Gentleman Jack VIP Lounge. All proceeds support a great cause – Healthy Happy Kids (HHK), the MHERC's childhood obesity prevention program. Come and join the fun!



RENAISSANCE \$20,000 GIFT *

Named as the Title Sponsor; 2 tables with signage in Elite Sponsor Area with seating for 20 guests. Company designee to make brief remarks; Title Sponsor recognition in pre-and post-event publicity to include radio, TV, print, web, social media, and premium signage at the event; Company logo featured on the Harlem in the 'Ham website.



DUKE ELLINGTON \$10,000 GIFT *

A table with signage in Elite Sponsor Area with seating for 10 guests; Sponsor recognition in pre-and post-event publicity to include radio, TV, print, web, social media, and premium signage at event; Company logo featured on the Harlem in the 'Ham website.



ELLA FITZGERALD \$5,000 GIFT *

8 tickets; Signage at the table; Company logo featured on the Harlem in the 'Ham website.



JOSEPHINE BAKER \$2,500 GIFT *

6 tickets; Signage at the table; Company name listed on Harlem in the 'Ham website.



LOUIS ARMSTRONG \$1,000 GIFT *

4 tickets; Company name listed on the Harlem in the 'Ham website.



CAB CALLOWAY \$750 GIFT *

3 tickets; Company name listed on the Harlem in the 'Ham website.



DIZZY GILLESPIE \$500 GIFT *

2 tickets; Company name listed on the Harlem in the 'Ham website.

**You may remove the tickets from your sponsorship. Your gift will be fully tax-deductible.*



YOUR OPPORTUNITY

Join the UAB MEHRC Young Professionals Board on Saturday, September 21, 2024 from 7:00 - 11:00 p.m. for Harlem in the 'Ham. A sponsorship from you would help children in our community learn to live healthier lives and possibly avoid obesity related diseases.

We hope this opportunity is as exciting to you as it is to us, and we would welcome a discussion about the most advantageous way to make this proposal work for you. Thank you for your consideration of this opportunity.

MORE INFORMATION

Please Contact: Susan Driggers

UAB Minority Health & Health Equity Research Center

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