STOP THE VIOLENCE

2020
SPONSORSHIPS

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A VIRTUAL HEALTH SUMMIT
Connecting Our Community Virtually
9TH ANNUAL HEALTH SUMMIT
STOP THE VIOLENCE
EVENT SCHEDULE:

WED., OCTOBER 7, 2020
9:00 A.M. - 1:30 P.M.

A VIRTUAL HEALTH SUMMIT
Delivered to you via ZOOM
Like so many organizations, we’ve watched the progress of the global pandemic and discussed with our Board, Staff, Vendors, and Community Partners about the best approach to the 2020 Health Summit Conference that keeps everyone safe and healthy. We are working collaboratively with all stakeholders to deliver the connections, information, knowledge transfers, and celebration that brings the Atlanta community to The FDHA Health Summit each year.

This year’s summit is coming to you virtually. Make plans to experience the 9th Annual Health Summit from anywhere! We will deliver the insights and resources that you have come to expect virtually. Get ready for a new experience, along with immediate and focused connections with Health Summit attendees.
SPONSORSHIP LEVELS:

- Title Sponsor: $15,000
- Diamond Sponsor: $10,000
- Platinum Sponsor: $7,500
- Gold Sponsor: $5,000
- Silver Sponsor: $2,500
- Bronze Sponsor: $1,000

Sponsorship application deadline is August 26, 2020. See packages on pages 4-8 for complete sponsor benefits.

SPONSOR ENGAGEMENT

- Connect with leaders from Atlanta’s health and wellness community.
- Engage with Fulton and DeKalb citizens who are seeking health information and prevention resources.
- Meet health care workers on the front line of health services in Fulton and DeKalb county.
- Spend the day giving back to the Atlanta community alongside The FDHA’s partners, grantees, staff, health ambassadors, and members from the Board of Trustees.

2019 ATTENDEES

- Over 400 health summit and teen summit attendees.
- 39 exhibitors.

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The U.S. Department of Justice, Federal Bureau of Investigation defines violent crime as murders, rapes, robberies and aggravated assaults. Violence prevention has been a priority among health officials for decades and a number of intervention programs have been established.

WHY THIS MATTERS?
Families, neighborhoods and communities are all affected when violent crime occurs. Violent crimes cause physical harm as well as social and emotional distress including injury, disability, premature death, depression, anxiety and post-traumatic stress disorder. In neighborhoods, violent crime can lead to less physical activity. When personal safety is threatened, individuals are less likely to choose to walk or bike to their destination, regardless of neighborhood income levels.

U.S. STATISTICS
- There were more than 1.2 million acts of violent crime in 2018
- In 2018 there were 16,214 homicides
- Homicide was the third-leading cause of death among those ages 15-34 and the fourth-leading cause of death among children ages 10-14
Total Violent Crime Reported 2018: 1,947

Total Violent Crime Reported 2019: 2,004

GEORGIA STATISTICS

Atlanta saw an uptick in violent crimes in the first six months of 2019 when compared to figures for the first six months of 2018. Reporting is based on information from 14,273 law enforcement agencies that submitted three to six months of data for both 2018 and 2019 to the FBI’s Uniform Crime Reporting Program. The report includes all four of the offenses in the violent crime category — robbery, rape, murder and non-negligent manslaughter, and aggravated assault.

**Totals for January-June 2018:**
- Murder: 42
- Rape: 128
- Robbery: 557
- Aggravated Assault: 1,220

**Totals for January-June 2019:**
- Murder: 47
- Rape: 116
- Robbery: 520
- Aggravated Assault: 1,321
Violent crimes place a financial burden on hospitals and health care systems. Costs including violence preparedness, prevention, as well as security and safety within health care facilities was estimated at $2.7 billion in 2016. The overall estimated economic burden of violent crime was $65 billion in lost productivity and $6 billion in direct medical costs in 2007. Researchers estimate the following per-offense total costs: $9 million per homicide, $241,000 per rape/sexual assault, $107,000 per aggravated assault, and $42,000 per robbery (2008 dollars).

WHO IS AFFECTED?

Populations that experience higher rates of violent crime include:

- In 2018, the rate of violent crime victimization was more than two times higher among poor households compared with high-income households.
- The total violent victimization rate was highest among the other race category (includes Native Hawaiians and other Pacific Islanders, American Indians and Alaska Natives and persons of two or more races) compared with non-Hispanic whites, non-Hispanic blacks and Hispanic Americans in 2018. The total violent victimization rate does not include homicide. The homicide rate in 2016 was highest among non-Hispanic black males.
- In 2018, adults ages 18-24 had the highest rate of violent victimization. Adults ages 65 and older had the lowest rate.

Citation: America's Health Rankings analysis of U.S. Department of Justice, Federal Bureau of Investigation, United Health Foundation, AmericasHealthRankings.org, Accessed 2020.
The Fulton-DeKalb Hospital Authority

9TH ANNUAL HEALTH SUMMIT

TITLE SPONSOR

$15,000

MEDIA ENTITLEMENTS
- Featured on The FDHA website as the “Title” sponsor of the 9th Annual Health Summit.
- Top logo placement on digital media.
- Link to sponsor’s website from The FDHA website for (1) year.

SOCIAL MEDIA
- Sponsor recognition across The FDHA social media channels.
- Logo featured in event themed hashtag posts.

RECOGNITION
- Logo placement and verbal recognition.

PUBLIC RELATIONS
- Corporate recognition in pre event press releases.
- Corporate recognition in post event press releases with link to photo and video galleries.

VERBAL PRESENTATION
- Address the Opening Session

ADDITIONAL VIRTUAL SPONSOR BENEFITS
- Get online brand visibility
- Network with potential partners and clients
- Showcase product or service videos (Two 20-second spots)
- Get data analytics for visitors and other dynamics
- Sponsor a speaker session

MAKE CHECKS PAYABLE TO:
The Fulton-DeKalb Hospital Authority
Attn: Accounts Payable
145 Edgewood Avenue, Suite 200, Atlanta, GA 30303

EMAIL INVOICE REQUEST TO: accountspayable@thefdha.org or call (404) 489-1234

To register online, visit: www.thefdha.org/HSSponsorship
DIAMOND SPONSOR
$10,000

MEDIA ENTITLEMENTS
• Featured on The FDHA website as the “Diamond” sponsor of the 9th Annual Health Summit.
• Top logo placement on digital.
• Link to sponsor’s website from The FDHA website for (1) year.

SOCIAL MEDIA
• Sponsor recognition across The FDHA social media channels.
• Logo featured in event themed hashtag posts.

RECOGNITION
• Logo placement and verbal recognition.

PUBLIC RELATIONS
• Corporate recognition in pre event press releases.
• Corporate recognition in post event press releases with link to photo and video galleries.

VERBAL PRESENTATION
• Address the Opening Session

ADDITIONAL VIRTUAL SPONSOR BENEFITS
• Get online brand visibility
• Network with potential partners and clients
• Showcase product or service video (One 20-second spot)
• Get data analytics for visitors and other dynamics
• Sponsor a speaker session

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MEDIA ENTITLEMENTS
• Featured on The FDHA website as the “Platinum” sponsor of the 9th Annual Health Summit.
• Top logo placement on digital.
• Link to sponsor’s website from The FDHA website for (1) year.

SOCIAL MEDIA
• Sponsor recognition across The FDHA social media channels.
• Logo featured in event themed hashtag posts.

RECOGNITION
• Logo placement and verbal recognition.

PUBLIC RELATIONS
• Corporate recognition in pre event press releases.
• Corporate recognition in post event press releases with link to photo and video galleries.

ADDITIONAL VIRTUAL SPONSOR BENEFITS
• Get online brand visibility
• Network with potential partners and clients
• Showcase product or service video (One 15-second spot)
• Get data analytics for visitors and other dynamics

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GOLD SPONSOR
$5,000

MEDIA ENTITLEMENTS
- Featured on The FDHA website as the “Gold” sponsor of the 9th Annual Health Summit.
- Top logo placement on digital.
- Link to sponsor’s website from The FDHA website for (1) year.

SOCIAL MEDIA
- Sponsor recognition across The FDHA social media channels.
- Logo featured in event themed hashtag posts.

RECOGNITION
- Logo placement and verbal recognition.

PUBLIC RELATIONS
- Corporate recognition in pre event press releases.
- Corporate recognition in post event press releases with link to photo and video galleries.

ADDITIONAL VIRTUAL SPONSOR BENEFITS
- Get online brand visibility
- Network with potential partners and clients
- Showcase product or service video (One 10-second spot)
- Get data analytics for visitors and other dynamics

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SILVER SPONSOR
$2,500

MEDIA ENTITLEMENTS
• Featured on The FDHA website as the “Silver” sponsor of the 9th Annual Health Summit.
• Top logo placement on digital and print media.
• Link to sponsor’s website from The FDHA website for (1) year.

SOCIAL MEDIA
• Sponsor recognition across The FDHA social media channels.
• Logo featured in event themed hashtag posts.

RECOGNITION
• Logo placement and verbal recognition.

PUBLIC RELATIONS
• Corporate recognition in pre event press releases.
• Corporate recognition in post event press releases with link to photo and video galleries.

ADDITIONAL VIRTUAL SPONSOR BENEFITS
• Get online brand visibility
• Network with potential partners and clients
• Get data analytics for visitors and other dynamics

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BRONZE SPONSOR
$1,000

MEDIA ENTITLEMENTS
• Featured on The FDHA website as the “Bronze” sponsor of the 9th Annual Health Summit.
• Top logo placement on digital media.
• Link to sponsor’s website from The FDHA website for (1) year.

SOCIAL MEDIA
• Sponsor recognition across The FDHA social media channels.
• Logo featured in event themed hashtag posts.

RECOGNITION
• Logo placement and verbal recognition.

PUBLIC RELATIONS
• Corporate recognition in pre event press releases.
• Corporate recognition in post event press releases with link to photo and video galleries.

ADDITIONAL VIRTUAL SPONSOR BENEFITS
• Get online brand visibility
• Network with potential partners and clients

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