

# HEALTHY LAUGHTER COMEDY TOUR 2020

## ► SPONSORSHIP PACKAGE

Presented By



*Linked in Friendship, Connected in Service*

***Southern Area***

# About Healthy Laughter Comedy Tour



The Healthy Laughter Comedy Tour utilizes family-friendly stand-up comedy to draw awareness to health issues and disparities facing every day Americans.

Targeting some of the most health-challenged regions, Healthy Laughter addresses various health issues by offering free and/or heavily discounted tickets to attendees in exchange for their participation in free health care screenings provided by local health care providers and community partners.





# About LINKS, Inc.

- ▶ The Links, Incorporated is an international, not-for-profit corporation, established in 1946. The membership consists of more than 16,000 professional women of color in 288 chapters located in 41 states, the District of Columbia, the Commonwealth of the Bahamas and the United Kingdom. It is one of the nation's oldest and largest volunteer service organizations of extraordinary women who are committed to enriching, sustaining and ensuring the culture and economic survival of African Americans and other persons of African ancestry.
- ▶ Our core values are friendship, integrity, honesty, service, commitment, family relationships, courage, respect for self and others, legacy, confidentiality, responsibility, and accountability.
- ▶ The outstanding programming of The Links, Incorporated has five facets which include Services to Youth, The Arts, National Trends and Services, International Trends and Services and Health and Human Services. The programs are implemented through strategies such as public information and education, economic development, and public policy campaigns.

Visit our website at [salinksinc.org/](http://salinksinc.org/)





# Sample marketing materials:



GIF animated image for your website.  
See the animated version [here](#).



Video promos. See the example [here](#).



Facebook post, poster and  
a program brochure



# 2020 Confirmed Locations



# 2020 Potential Locations

## ALABAMA

- ▶ Birmingham
- ▶ Greater Huntsville
- ▶ Greater Mobile
- ▶ Magic City
- ▶ Montgomery
- ▶ Selma
- ▶ Tri-County
- ▶ Tuscaloosa
- ▶ Tuskegee

## BAHAMAS

- ▶ Nassau

## FLORIDA

- ▶ Altamonte Springs
- ▶ Bold City
- ▶ Bradenton/Sarasota
- ▶ Brevard County

- ▶ Dade County
- ▶ Daytona Beach
- ▶ Fort Lauderdale
- ▶ Gainesville
- ▶ Greater Miami
- ▶ Jacksonville
- ▶ Miami-Biscayne Bay
- ▶ North Broward County
- ▶ Orlando
- ▶ Pensacola
- ▶ Tallahassee
- ▶ Tampa
- ▶ Treasure Coast
- ▶ West Palm Beach

## GEORGIA

- ▶ Albany
- ▶ Athens
- ▶ Atlanta

- ▶ Augusta
- ▶ Azalea City
- ▶ Brunswick
- ▶ Buckhead/Cascade City
- ▶ Camellia Rose
- ▶ Columbus
- ▶ Dogwood City
- ▶ Fort Valley
- ▶ LaGrange
- ▶ Magnolia
- ▶ Savannah

## LOUISIANA

- ▶ Alexandria
- ▶ Baton Rouge
- ▶ Crescent City
- ▶ La Capitale
- ▶ Monroe-Grambling
- ▶ New Orleans

- ▶ Pontchartrain
- ▶ Shreveport

## MISSISSIPPI

- ▶ Columbus-Lowndes
- ▶ Jackson
- ▶ LeFleur's Bluff
- ▶ Mississippi Roses
- ▶ Natchez
- ▶ Vicksburg

## NORTH CAROLINA

- ▶ Asheville
- ▶ Crown Jewels
- ▶ Durham
- ▶ Elizabeth City
- ▶ Fayetteville
- ▶ Greensboro
- ▶ Lake Gaston Area

- ▶ Piedmont
- ▶ Raleigh
- ▶ Triangle Park
- ▶ Wilmington
- ▶ Wilson-Rocky Mount-Tarboro
- ▶ Winston-Salem

## SOUTH CAROLINA

- ▶ Aiken
- ▶ Charleston
- ▶ Greenville
- ▶ Hilton Head
- ▶ Orangeburg





# SPONSORSHIP PACKAGES



# PRESENTING SPONSORSHIP

**\$7,500**

## CATEGORY EXCLUSIVITY

- National/local press release touting sponsor partnership
- We provide all marketing materials
- 6 VIP tickets (artist meet & greet, reserved seating)

## PRESENTING SPONSOR POSITION

- Radio and television commercials
- All social media campaigns
- Logo placement in presenting sponsor position on flyers and posters
- Product placement/display (vendor table)
- Collateral material distribution at the event

## STAGE RECOGNITION

- Announcements and presentation from the stage
- On stage endorsement from host during live event
- Signage (banner) at the venue
- :60 second product commercial (4) looped during half-hour pre-show video





# PLATINUM SPONSORSHIP

\$3,750

## PROMOTION

- Local press release touting sponsor partnership
- Platinum sponsor position in radio and television commercials
- Platinum sponsor position in all social media campaigns
- Logo placement in platinum sponsor position on flyers and posters

## ON-SITE RECOGNITION

- Product placement/display (vendor table) and/or collateral material distribution at the event.
- :30 second product commercial (2) looped during half-hour pre-show video
- On stage endorsement from host during live event

## PROVIDED FOR YOU

- 4 vip ticket/artist' meet and greet and reserved seating
- All marketing materials



# PARTICIPATING SPONSORSHIP

**\$1,000**

## PROMOTION

- Local press release touting sponsor partnership
- Participating sponsor position in select social media campaigns
- Logo placement in participating sponsor position on posters

## ON-SITE RECOGNITION

- On stage mention (1) from host during live event

## PROVIDED FOR YOU

- 1 vip ticket/artist' meet and greet and reserved seating
- All marketing materials



# Yes, we would like to be a sponsor!

Please choose the level of your sponsorship:

- ☐ Presenting Sponsor
- ☐ Platinum Sponsor
- ☐ Participating Sponsor

► Choose a package and e-mail us at [funddev@salinks.org](mailto:funddev@salinks.org).

