



February 15, 2014

Dear Potential Sponsor:

Timing is everything! On Saturday, April 5, 2014, you will have an amazing opportunity to become a celebrated sponsor of the Bi-Annual Charity Concert - Jazz at Sunset. This is your chance to join us as we strive to improve the health of the underserved communities in the District of Columbia. This event will especially enhance our prevention and outreach efforts in northeast and southeast DC. In addition, your Sponsorship will benefit local jazz musicians and artists in our community.

The concert will be held at THEARC in Washington DC, from 6:00 pm until 10:00 pm. Through our radio and internet advertising campaign we plan to reach 5000 families in the District of Columbia. We will hold a VIP reception from 6:00pm to 7:30pm. General Admission is at 7:00pm.

This is an event you cannot afford to miss. We encourage you to become one of our exhibitors/vendors and let the community know about your services and products. Call today if you would like to reserve a booth for your for-profit or non-profit organizations, federal, state and county agencies.

Given the increasing obesity epidemic among our youth and the number of people dying from the complications of diabetes and heart disease we are asking that you make a sponsorship commitment on behalf of your company. Your funds will help sponsor under-served children to attend our summer fitness boot camp, enroll a family into Village Club (our targeted health coaching program), provide a book/video to patient with diabetes and/or heart disease and most importantly support our medical mobile van that provides Wellness Checkups in low income housing units throughout DC.

We thank you in advance for giving full consideration to the enclosed materials with various levels of sponsorship to be highlighted during our event. If you have questions, please feel free to contact me at (404) 766-2092 or the Event Hotline at (301)894-1950. We look forward to your participation and support.

We thank you in advance for coming aboard!

Sincerely,

Lenore T. Coleman

Dr. Lenore T. Coleman, Founder

Total Lifestyle Change, Inc.

4751 Best Road #420,

College Park, GA 30337



Bi-Annual Charity Concert Jazz At Sunset

TLC is dedicated to eliminating health disparities in minority populations. Since 2001 Total Lifestyle Change, Inc., provides minority recruitment for clinical research trials as well as a medication therapy management and health education programming via internet and cable broadcast to clinics, hospitals and physicians offices nationwide. TLC believes that through culturally based educational workshops, comprehensive community-based outreach, education and training efforts. Total Lifestyle Change has become nationally known for its ability to provide culturally specific programs that speak to minority communities in the DC area.

Our Expertise

Total Lifestyle Change, Inc. produces some of the most diverse and informative wellness events in DC, Maryland and Virginia. TLC is hailed as a premier coalition builder of faith-based and educational institutions, community residents, businesses, civic and Public service organizations, as well as youth development agencies.

History

Total Lifestyle Change (TLC) celebrates its 14th year and was founded by Dr. Lenore Coleman. It is a 501c(3) tax-exempt organization. Jazz at Sunset draws in renowned and local entertainers, small and large businesses, and the event continues to be a vibrant extravaganza that is soon to become one of DC's treasures. Jazz at Sunset is held at THE ARC in Washington, DC a beautiful theatre in DC that hosts many concerts and fundraisers. Traditionally the event is held in April and November, world health day and national diabetes month respectively. Lastly, this event serves as a vehicle to showcase our community and its residents, also as a means of raising funds to support Total Lifestyle Change's charitable programs, outreach and education.



Past Sponsors

Chevy's
Eastern Motors
Glory Days
Lowes
McDonalds
Office Depot
Red Lobster
Silver Dinner
Staples
The Elocen Group
Wal-Mart

Board Members

The Board of Total Lifestyle Change, Inc. is comprised of a cross-section of educators, business representatives, and executives as well as others who oversee the creative programming and charitable education services we provide.

Sponsorship Levels

Platinum/ Co-Sponsor- \$10,000

(Maximum level of visibility)

- Publicly recognized as the Platinum Sponsor for Jazz at Sunset
- Your business will have product exclusivity at the event
- Your company's banner will be prominently displayed at the entrance of the event
- Your name and logo prominently displayed on collateral materials associated with this year's event
- Your name and logo prominently displayed on print advertisements for the event
- Radio spots with your company's name announced over a two-week period
- Your name and logo prominently displayed on our website with a link to your website
- Front & Back Full-Page AD in souvenir journal distributed to event attendees
- Booth space at the event in prime location
- Presented with Appreciation Plaque
- Recognized as Platinum Co-Sponsor for Vendor Identification List
- Listed as Presenting Sponsor in Jazz at Sunset Souvenir Journal
- 10 VIP tickets to the VIP Reception
- 10 Reserved Balcony seating
- Flyers and posters positioned throughout the DC Metropolitan Area
- E-marketing blasts & event promotions countywide via media and organizational databases
- Company representative invited to deliver on-stage welcome remarks
- All Jazz at Sunset print media partner advertising

Investment: \$10,000 Value: \$ 55,000

Gold Sponsor- \$5,000

(Premium level of visibility)

- Publicly recognized as the Gold Sponsor for Jazz at Sunset
- Your company's name and logo will be prominently displayed at the entrance of the event
- Your name and logo prominently displayed on collateral materials associated with this year's event
- Your name and logo prominently displayed on print advertisements for the event
- Radio spots with your company's name announced over a two-week period
- Your name and logo prominently displayed on our website with a link to your website
- Full-Page AD in souvenir journal distributed to event attendees
- Booth space at the event in prime location
- Presented with Appreciation Plaque
- Recognized as Gold Sponsor for Vendor Identification List
- Listed as Gold Sponsor in Jazz at Sunset Souvenir Journal
- 4 VIP tickets to the VIP Reception
- 4 Reserved Balcony seating
- Flyers and posters positioned throughout the DC Metropolitan Area
- E-marketing blasts & event promotions countywide via media and organizational databases
- All Jazz at Sunset print media partner advertising

Investment: \$5,000 Value: \$ 20,000

Silver Sponsor- \$1,500

(High level of visibility)

- Publicly recognized as the Silver Sponsor for Jazz at Sunset
- Your company's name and logo will be prominently displayed at the entrance of the event
- Your name and logo prominently displayed on collateral materials associated with this year's event
- Your name and logo displayed on print advertisements for the event
- Your name and logo prominently displayed on our website with a link to your website
- Full-Page AD in souvenir journal distributed to event attendees
- Booth space at the event in prime location
- Presented with Appreciation Certificate
- Recognized as Silver Sponsor for Vendor Identification List
- Listed as Silver Sponsor in Jazz at Sunset Souvenir Journal
- 4 VIP tickets to the VIP Reception
- 4 Reserved Balcony seating
- Flyers and posters positioned throughout the DC Metropolitan Area
- E-marketing blasts & event promotions countywide via media and organizational databases
- All Jazz at Sunset print media partner advertising

Investment: \$1,500 Value: \$ 5,000

Bronze Sponsor- \$500

- Your company name and logo displayed on print advertisements for the event
- Half-Page AD in souvenir journal distributed to event attendees
- Booth space at the event in prime location
- Presented with Appreciation Certificate
- Recognized as Bronze Sponsor for Vendor Identification List
- Listed as Bronze Sponsor in Jazz at Sunset Souvenir Journal
- 2 VIP tickets to the VIP Reception
- 2 Reserved Balcony seating and 2 General admission tickets
- Flyers and posters positioned throughout the DC Metropolitan Area

Investment: \$500 Value: \$ 2,500

Vendor- \$150

- Booth space at the event in prime location
- Presented with Appreciation Certificate
- Recognized as a Vendor for Vendor Identification List
- Listed as a Vendor in Jazz at Sunset Souvenir Journal
- 2 VIP tickets to the VIP Reception
- 4 General admission tickets

Investment: \$150 Value: \$ 500

Silent Auction Sponsor– Donate Gift Certificates, Branded Items, etc.

- Half-Page AD in souvenir journal distributed to event attendees
- Presented with Appreciation Certificate
- Listed as Silent Auction Sponsor in Jazz at Sunset Souvenir Journal



GOALS OF THE EVENT

Description of Charitable and Educational Programs

Jazz at Sunset is a means of raising money to fund the charitable and educational programs Total Lifestyle Change, Inc. provides to DC, Maryland and Virginia. Some of these projects include:

- Community Outreach. Educational workshops targeted to health care professionals and "at-risk" populations. Topics includes: cardiovascular disease, diabetes, renal disease, HIV/AIDS, breast and prostate cancer and pain management.
- Educational Symposiums. Health care professionals providing information on disease states that disproportionately affect minority populations and culturally competent care.
- Community Based Support Groups. Health Screenings & Health Information Resources for the Public. Breast Cancer Support Group and Cancer/Health Resource Center.
- A Message to My Sister: Talk Blog Show. A new innovative blog talk radio show captivating audiences every Wednesday from 7-8 pm. Mrs. Victorianne Russell and Dr. Lenore Coleman provide an upbeat forum for Breast Cancer Survivors; dealing with health disparities, resources and community issues.
- Pinkie Parties. Our Pinkie Parties work perfectly for any occasion any time of year to support anyone recently diagnosed with breast cancer (cancer), to honor a breast cancer (cancer), survivor you love, or to raise money for a special cancer organization.
- Teen Summit Focused on providing workshops and seminars for "at risk" teens in the Prince Georges County. Through partnerships with local community colleges and university, high school students are provided a full day program focusing on "Preparing for College", the "Perils of Sex before Marriage", Financial Planning, etc.



BOARD OF DIRECTORS

Chairman of the Board

Gordon Fykes

President & Founder

Dr. Lenore T. Coleman

Secretary

Horace Williams, Rph

Treasurer

Linwood Bracey, CPA

Medical Advisor

Marilyn Corder, MD

Medical Advisor

James R. Gavin III, MD

Contact Information

4751 Best Rd, Suite 400
College Park, GA

Telephone

(301)894-1920

Email

marketing@tlc-global.org

Website

www.tlc-global.org

Jazz at Sunset Fact Sheet

HISTORY:

Total Lifestyle Change, Inc. (TLC) is a nonprofit public charity 501 (c)(3) founded in 2001 by Dr. Lenore Coleman who envisioned an organization that would help put an end to health disparities.

MISSION:

TLC provide community outreach educational workshops at churches, community based organizations (AKA, AARP, 100 Black Men) and Senior Centers. Our workshops are focused on chronic disease prevention and wellness.

TOTAL LIFESTYLE CHANGE CHARITABLE PROGRAMS:

*We provide "train the trainer" programming for breast cancer and diabetes support groups.

*For the past 10 years we have provide Wellness Checkups and educational workshops throughout the United States and abroad and have touched over 10,000 lives.

*We perform biometric screening for diabetes, heart disease, HIV / AIDS, depression, breast and prostate cancer.

BOARD:

The Board of Total Lifestyle Change, Inc. is comprised of a cross-section of educators, business representatives, and executives as well as others who oversee the creative programming and charitable education services we provide.

EVENT LOCATION:

THE ARC, 1900 Mississippi Ave. SE, Washington DC

ATTENDEES:

More 300 people will attend this event and enjoy entertainment, exhibits, food and beverages and informational displays.

CONTACT INFORMATION:

Ashley Coleman– Marketing, Phone (301)894-1920, Email marketing@tlc-global.org,

Sponsorship Levels

☐ **Platinum- \$10,000**

☐ **Gold- \$5,000**

☐ **Silver- \$1,500**

☐ **Bronze- \$500**

☐ **Vendor- \$150**

☐ **Silent Auction**

☐ Enclosed is a check
in the amount of: _____

☐ Bill Me in the
amount of: _____

Make check payable to:

**Total Lifestyle
Change**

Email:

Marketing@tlc-global.org

**For additional
information
please call:
(301)894-1920
or visit
www.tlc-global.org**

Sponsorship

Total Lifestyle Change Charity Concert Jazz At Sunset

Confirmation Form

Saturday April 5th, 2014

(please type or print)

Company: _____

Representative/Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Contact person for artwork/
logos: _____

Phone: _____ Email: _____

Please check all that apply. Enclosed please find the following:

☐ Check ☐ Logo ☐ Ad/Artwork

Comments:

Please Note: Email PDF or JPEG logo's, ad's, and artwork to:
marketing@tlc-global.org. Send a copy of the ad, artwork, or logo
via email with Confirmation Form for prompt placement on web-
site, banners, media and print advertisements.

Signature: _____ Date: _____

Total Lifestyle Change Charity Concert Jazz At Sunset
Advertising in Souvenir Journal

Book Size: 8 1/2 x 11

Full Page \$200	Horizontal 1/2 page \$100	Vertical 1/2 Page \$100	1/4 Page \$50	1/8 Page \$25*	*Business Card Size

☐ Full Page ☐ 1/2 Page ☐ 1/4 Page ☐ 1/8 Page or Business Card

Check Enclosed for: \$ _____ Bill Me for: \$ _____

Please type or print your name below as it is to be listed in the Souvenir Journal.

Advertiser's Name _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Email a print ready PDF or JPEG copy of Ad to marketing@tlc-global.org. This form and your ad must be received by April 3, 2014. Please keep a copy for your records.

Make check payable to: Total Lifestyle Change. For additional Information call (301)894-1920