

REQUEST FOR SPONSORSHIP

**MINORITY HEALTH INSTITUTE, INC.
A 501 C 3 NON-PROFIT CORPORATION
SERVING THE PUBLIC INTEREST
EIN 95-4161253**

- I. Project Description: The Minority Health Institute (MHI) proposes to hold a Virtual Town Hall Meeting focused within but not limited to the Los Angeles, California area on Thursday, April 30, 2020, emanating from a location to be determined.**
- II. Subject: Information from experts on the Coronavirus (COVID-19) crisis to the public.**
- III. Logistics: Meeting will be entirely electronic, with information disseminated from expert panelists to hundreds of audience members participating from their homes, offices, or other nongroup arrangements.**
- IV. Purpose: To provide the most credible, most practical, and most reliable information to the public regarding how people should deal with this threat to life and health. This will include not only medical concerns but also matters regarding unemployment, food sources, availability of medications, etc.**
- V. Faculty Resources (partial list, to be invited): Dr. Barbara Ferrer, Chief of the LA County Department of Health Services; Dr. Wilbert Jordan, Chief of Infectious Diseases at the Oasis Clinic in Watts, President of the LA County Medical Association; President, National Urban League; faculty from the UCLA Fielding School of Public Health; Dr. Roberto Vargas, Director of the Urban Health Institute at Charles R. Drew University of Medicine and Science; CEO, Watts Health Corporation; representatives from inner city community groups including the CDC-sponsored Community Health Councils, and the Watts Labor Community Action Committee (WLCAC); representatives of Food Bank**

and other charities; Danny Bakewell and Brotherhood Crusade; La Raza representatives.

- VI. Audience: To be recruited from the general public with special emphasis on communities of color.
- VII. Budget: Electronic/computer equipment, audiovisual and media technicians, Master of Ceremonies honorarium, professional production assistants, publicity, and public relations consultants are estimated to cost \$20,000.
- VIII. Sponsorship levels:

Platinum: \$20,000 or more: Sole source sponsorship of the event. Public announcement of the sponsor's generosity during the event and in all print and broadcast media.

Gold: \$15-19,000: Designation as the major supporter in a shared sponsorship with others. Public announcement of level of generosity.

Silver: \$10-14,000: Designation as a major supporter in conjunction with other sponsors. Public announcement of the sponsor's generosity.

Bronze: \$5-9,000: Designation as a supporter of the event. Public announcement.

For further discussion and information, contact:

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