



Alpha Phi Alpha Fraternity, Inc.

Beta Sigma Lambda Chapter

BSL Educational Foundation, Inc.

Greater Hartford

PO Box 335

Hartford, CT 06141



January 2013

Dear Potential Sponsor,

Obesity is still one of the greatest health challenges in the African American and Hispanic communities, both locally and nationally. It is among the top three causes of death among African Americans (<http://minorityhealth.hhs.gov/templates/content.aspx?ID=6456>) and Hispanics (<http://minorityhealth.hhs.gov/templates/content.aspx?ID=6459>). Many strategies and programs have been created to combat the prevalence of obesity and address some of its consequences, such as: diabetes, heart disease, high blood pressure and stroke. Unfortunately, many of the strategies and ideas implemented in the African American and Hispanic communities fall short of their desired outcomes due to lack of community involvement in the developed strategy. As a result, obesity continues to remain ever so prevalent and its devastating impact continues to plague African American, Hispanic, and many other minority communities.

The BSL Educational Foundation of Alpha Phi Alpha Fraternity, Inc., Greater Hartford Chapter proudly announces "The Resurrection" of its 6th **Step Into Wellness & Health Expo: 2013 Hartford Step-Off Classic** and we ask for support from corporate and community sponsors.

Proceeds from the event will go to the BSL Educational Foundation, Inc., a non-profit, tax-exempt organization with 501(c)(3) status. The Foundation presents and supports numerous cultural, educational and civic programs each year throughout the Greater Hartford area. These events include (but are not limited to): "Project Alpha," which provides a forum for young minority boys to learn about life choices and sexual responsibility; the Martin Luther King, Jr. Young People's Oratorical Contest; the Alpha Phi Alpha Leadership Institute, which aims to develop leaders at a young age; and the BSL Scholarship Fund, which awards college scholarships annually to needy students and deserving high school graduates.

This Health & Wellness event has three primary goals:

1. To impact lives by promoting health and fitness among Hartford families and youth,
2. To encourage Greater Hartford youth to go to High School and College and
3. To unite the community in a fun and entertaining way, around eliminating the obesity epidemic.

In promoting health and fitness, the BSL Educational Foundation will address the issue of obesity through the performance of a non-traditional, community based fitness method that is derived from African American culture: "Stepping." Stepping is the art of synchronized movement, which takes the form of foot stomping by a designated group (or team) before an audience. Stepping promotes a sense of unity by bringing all types of people together for the purpose of performing synchronized rhythmic movements in such a way that it appears to be a one person performance. The need to perfect the synchronized team's movement requires hours of practice sessions for one showcase event. Over the last 25 years, "step shows" have grown in popularity. While they were once exclusively tied to Historically Black Colleges and Universities, "step teams" now exist in urban and suburban communities throughout the United States. Interestingly though, step shows rarely take place in large, urban New England communities because of the density of African American populations and the absence of Historically Black Colleges and Universities.

As stated earlier, stepping requires routine practice sessions and such practice sessions are a great source of exercise. With this in mind, our stepping campaign is designed to inspire those individuals with sedentary lifestyles to incorporate daily recreational exercise into their lifestyles as they prepare for the Step-Off event. Step teams of all levels and from all schools and communities are invited and expected to participate.

As we aim to encourage young people to Go to High School and Go to College, we will be introducing each of the individual teams. Introductions are to highlight the educational achievements of the step team performers, who are high school graduates, college students and college graduates.

We are hopeful that the event will continue to unite local communities, as several High Schools and Universities will participate. The entertainment portion, as the event title suggests, features a competitive "step show" that involves collegiate groups from Greater Hartford, New England, and the Tri-State areas.

This, our 6th *Step Into Wellness & Health Expo: Hartford Step-Off Classic*, will take place on Saturday, March 30, 2013 at the Bushnell Center for the Performing Arts from 12pm – 6pm. Kicking off the event will be the Healthy Lifestyle Expo. We will have doctors, dentists, and other health and wellness experts from among the Greater Hartford community presenting statistics and key lifestyle messages regarding obesity and its effect on our bodies and communities. They will also discuss the need for certain screening programs and national recommendations, and distribute helpful information to the attendees. Coordinating the educational component of the show will be Dr. G. Duncan Harris, Dean of Student Affairs at Manchester Community College who will be inviting local area colleges and educational enrichment programs to provide information to youth and their parents.

Thank you for your support in this annual endeavor. It promises to continue to galvanize and educate adults and students in a family friendly environment, in this supremely unique event for the city of Hartford - "New England's Rising Star." In this our 6th Anniversary year, we trust you will find this endeavor worthy of your participation as a sponsor. Please see the accompanying sponsorship form and consider one of the support levels for your agency or organization. For additional information about Beta Sigma Lambda and the BSL Educational Foundation, please visit our website at: www.hartfordalphas.com. To see past sponsors, write-ups and pictures from our past four HSOC events please see: www.hartfordstepoff.com.

Sincerely,

Avery

Avery J. Gaddis
President, Beta Sigma Lambda Chapter
Alpha Phi Alpha Fraternity, Inc.

Duncan

G. Duncan Harris, Ed.D.
President
Beta Sigma Lambda Educational Foundation, Inc.

The Beta Sigma Lambda Educational Foundation Inc. is a 501 (c) 3 organization that receives grants from local corporations, civic groups and faith based institutions, as well as through individual sponsorship by fraternity brothers. **Contributions are 100% tax deductible.** More information about the chapter and its programs can be found at our website: www.hartfordalphas.com. A few initiatives of the foundation include Fall and Spring Project Alpha programs targeted for males ages 12-18; an Oratorical contest; the Eastern Regional Leadership Development Institute for rising juniors and senior high school students; and scholarship opportunities for graduating high school seniors and collegiate students.

Hartford Step-Off Classic Sponsorship Form

We trust you find this endeavor worthy of your participation as a sponsor. Please consider one of the following levels of support:

_____ **PLATINUM SPONSORSHIP: \$10,000**
(Two Company Banners, Six VIP passes, 15 reserve box seats, three prime vendor locations)

_____ **GOLD SPONSORSHIP: \$8,000**
(Company banner, Four VIP passes, 10 reserve box seats, two prime vendor locations)

_____ **SILVER SPONSORSHIP: \$5,000**
(Two VIP passes, 5 reserve box seats, one prime vendor location)

_____ **BRONZE SPONSORSHIP: \$2,000**
(Honorable mention, 2 reserve box seats)

Agency/Organization Name _____

Contact Name _____

Address _____

City _____ State _____ ZIP Code _____

E-Mail _____ Phone # _____

Alternate Phone # (if applicable) _____

Agency Web Site _____

Agency Logo (please email your jpeg to: digraffix@yahoo.com; stevenkingjr@hartfordstepoff.com)

So that we can plan accordingly, we would appreciate your reply and/or tax deductible contribution (made out to BSL Educational Foundation) by February 28, 2013.

Please mail this form and payment to: BSL Educational Foundation, Inc.
PO Box 335
Hartford, CT 06141
Attn: Hartford Step-Off Classic Committee

