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|  | **BSL Educational Foundation, Inc. Greater Hartford PO Box 891 Hartford, CT 06143** |  |

September 12, 2023

Dear Potential Sponsor,

Alpha Phi Alpha Fraternity Inc., Beta Sigma Lambda chapter, and The BSL Educational Foundation Inc. proudly announce "The Rebirth" of its 7th ***Step Into Wellness & Health Expo: 2024 Hartford Step-Off Classic.*** It will occur on **Saturday, March 30, 2024, at the Bushnell Center for the Performing Arts from 10 am – 6 pm.** We ask for support from corporate and community sponsors.

**About the Community Health Fair**: This event aims to bring together local Medical and Health Partners and Resources to our community. This comprehensive Medical program and Screening is designed as a free resource to the community. The focus is to increase awareness of the relationship between health, its impact, and the importance of holistic health. The event will feature services such as Dental, Vision, BMI/BP Screenings, Mammograms, Glucose, Cholesterol, Hypertension Screenings, and more. Overall, it will increase AWARENESS – ENGAGEMENT on the benefits of healthy communities. We believe this event will be the perfect vehicle for the community to strengthen their abilities and share our partners with the greater Hartford community!

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 way to educate and involve the community to advocate for a healthy lifestyle.

**About the Step Show:** A step show is an exciting display of artistry in motion and relevant messaging to lift one another in the community. All participating will enjoy an exciting evening with memories that will last a lifetime. It is for everyone, young and old, and represents the diversity in the community and the unification of one another. At a time when the world seems polarized, Beta Sigma Lambda, an award-winning chapter of Alpha Phi Alpha Fraternity Incorporated, will strive to unite the community through health, wellness, and art.

Supporting this event will align your brand with men and women about the positive change we need to see. Your brand will inspire hundreds of thousands of men and women who are working every day to change the landscape of our community in all industries. By participating, you’ll have the opportunity to market your products and services to loyal consumers, and you will be able to help bring various health services, including diagnostic testing, screening, and preventive services, to those who may not have access to health care. Beta Sigma Lambda, an award-winning chapter of Alpha Phi Alpha Fraternity Inc., the nation’s oldest and largest African-American fraternity, is excited to bring the sixth annual step-off classic to the world-renowned Bushnell stage in Hartford, Connecticut. Be a sponsor. Be a part of a movement that’s changing lives for the better. See you in March 2024! Don’t miss out.”

**Who is BSL Educational Foundation Inc.:**

Proceeds from the event will go to the BSL Educational Foundation, Inc., a non-profit, tax-exempt organization with 501(c)(3) status**.**The mission of the Beta Sigma Lambda Educational Foundation Inc.: Uplifting the Greater Hartford Area through the support of Community-Based Organizations and Initiatives that positively impact local Health, Education, and Leadership Development, with a particular emphasis on minority populations, children/youth, families in poverty and low-income neighborhoods. The Foundation presents and supports numerous cultural, educational, and civic programs annually throughout Greater Hartford. 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 over $25,000 college scholarships annually to needy students and deserving high school graduates. The Foundation is also looking into other programs that may provide a broader impact on children's early education phase.

**Benefits of Participation**: Most importantly, your support will help BSL and the communities we serve live healthy and meaningful lives.

**OUK EVENT PARTNERSHIPS OFFER THE FOLLOWING EXPOSURE**

1. **5K + Annual Website Visits**
2. **900 + Event Attendees**
3. **10K + Social and Email Subscribers**
4. **50K + Push marketing via Social Media, Print and Radio**

I appreciate 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 7th 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 [[BSL Educational Foundation, Inc.](http://www.bsleducation.org/)](http://www.hartfordalphas.com/)  To see past sponsors, write-ups, and pictures from our HSOC events, please see [www.hartfordstepoff.com](http://www.hartfordstepoff.com/).

Sincerely,

Brandon Tyron

Brandon McGee Jr. Tyron V. Harris

President, Vice President

Beta Sigma Lambda Educational Foundation, Inc. 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, faith-based institutions, and through individual sponsorship by fraternity brothers. **Contributions are 100% tax deductible.** More information about the chapter and its programs can be found on our website: [BSL Educational Foundation, Inc.](http://www.bsleducation.org/). A few initiatives of the foundation include Fall and Spring Project Alpha programs targeted at 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**

**$2,000**

**Silver Level**

**$5,000**

**Gold Level**

**$10,000**

**PLATINUM LEVEL
(Presenting Sponsor)**

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| Inclusion in all advertising & event promotions for BSL Foundation Inc. Signature Programs (4): Dr. Martin Luther King, Jr. Oratorical Contest, Go-To-High School-Go to College, Frank T. Simpson scholarship and Alpha Academy/Project Alpha | • |   |   |
| Two Company Banners, Six VIP passes, 15 reserve seats, three prime vendor locations | • |  |  |
| Inclusion in advertising & event promotion for BSL Foundation Signature Programs (3): Go-To-High School-Go to College, Ed Mitchell Scholarship, Alpha Academy/Project Alpha |   | • |   |
| Inclusion in all advertising & event promotions for BSL Foundation Signature Program (1): Youth Leadership Conference |   |   | • |
| Opportunity to show a 60-second Promotional video at the event about your business/ organization | • |   |   |
| Full-screen Digital Marquee Display | • |   |   |
| Company banner, Four VIP passes, 8 reserve box seats, two prime vendor locations) |  |  • |   |
| Two VIP passes, 2 reserve box seats, one prime vendor location) |   |  | • |
| Recognition as sponsor in e-newsletter to 5,000+ subscribers | • | • | • |
| VIP Table Signage | • | • | • |
| Exhibitor’s Showcase Booth | • | • | • |
| Recognition in all event publications | • | • | • |
| Corporate items given to all VIP guests | • | • | • |
| Sponsor recognition in all pre-event publicity/promotions | • | • | • |
| Recognition in all Press Releases | • | • | • |
| Logo on BSL Educational Foundation Website and Hartford Step Off Classic Website | • | • | • |

**Hartford Step-Off Classic Sponsorship Form**

**$500**

**Friends of BSL Edu**

**$750**

**Community Level**

**$1,000**

**Bronze Level**

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| Two VIP passes, 1 reserve box seat, one prime vendor location) | • |  |  |
| Recognition as sponsor in e-newsletter to 5,000+ subscribers | • | • | • |
| VIP Table Signage | • | • | • |
| Exhibitor’s Showcase Booth | • | • |  |
| Recognition in all event publications | • | • | • |
| Corporate items given to all VIP guests | • | • | • |
| Sponsor recognition in all pre-event publicity/promotions | • | • | • |
| Recognition in all Press Releases | • | • | • |
| Logo on BSL Educational Foundation Website and Hartford Step Off Classic Website | • | • | • |

**Premium Exposure**

Your brand will be featured throughout the **Bushnell Center for the Performing Arts** area with all 900+ attendees. We bring your brand into the action and reward attendees for visiting each sponsor booth throughout the event.

We also feature sponsors online via our engaged Facebook Group and Instagram all three websites and we will create Social Media posts, HSOC mentions, email features, and more! We want to show off more than just your company logo, and our goal is to introduce your brand to our trusted community warmly.

THE FOLLOWING ARE ALSO AVAILABLE • Customized packages • Content Sponsorships Branded Fundraising Opportunities • In-Kind Donation Partnerships Matching-Gift Sponsorships • PLEASE CONTACT US FOR MORE DETAILS

**Private screening, panel discussion, and VIP reception for BIKE VESSEL** https://www.bikevessel.com**:**

Bike Vessel follows a father and son, 35 and 70, as they cycle from St. Louis to Chicago. Film director Eric Seals’ father almost died after three open-heart surgeries. However, he makes a miraculous health recovery after discovering his love for cycling, bringing his son Eric along with him.

Eric D. Seals grew up eating just about every southern delicacy you could name: pulled pork, liverwurst sandwiches, fried fish, alongside his father, Donnie Seals Sr. Living in Wheaton, a west suburb of Chicago, he also watched his dad drink and smoke for almost ten years, until 1995 when he almost died. Donnie Seals Sr. would undergo his first open-heart surgery before age 50.

Over the next fifteen years, he would have three quadruple bypass surgeries and be forced into early retirement. However, the story doesn’t end there. Seals is now 70 years old and bicycles more than 30 miles daily; his heart problems have all but disappeared. Having once been on more than 20 daily medications, he is now down to one, and his doctors call his recovery miraculous.