

SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

**AB KORKOR
FOUNDATION** | **FOR
MENTAL
HEALTH PRESENTS**

APRIL 15 - JUNE 3, 2023

FIVE FIFTY FIFTY
RUN/WALK FOR MENTAL HEALTH

After a lifetime of being incorrectly diagnosed for a heart problem, Dr. Adel Korkor, then in his 30s, learned that he had anxiety and panic disorder. While working through treatment options including medication and therapy, Dr. Korkor realized that he felt much better after finishing a run. He started training daily, even running marathons, and was able to change his treatment plan because of the benefit he gained from running. Determined to raise the alarm (and awareness), he started the foundation and its signature event, the Five Fifty Fifty Run/Walk for Mental Health. In 2018 and 2019, Dr. Korkor and his team drove/flew to each of the fifty states over a 50-day span, where Dr. Korkor, now 71 years young, ran a 5K in each state, day after day, to raise awareness, break the stigma and normalize conversations about mental health.



WHY FIVE FIFTY FIFTY AND ABKF?

The funds raised from the Five Fifty Fifty Run/Walk Series are used to increase awareness of mental health illnesses, reduce the stigma of mental health, promote the importance of physical activity and emotional wellness in maintaining mental health, fund research, and support underserved communities. We are excited to announce our new 2023 partnership with Fit Kids, which is a physical activity curriculum for kids K-8. Our foundation will fund the Fit Kids program in 15 underserved schools/community centers across the country.



**1 IN 5 U.S. ADULTS EXPERIENCE
MENTAL ILLNESS EACH YEAR**



**1 IN 6 U.S. YOUTH AGED 6-17 EXPERIENCE
A MENTAL HEALTH DISORDER EACH YEAR**



**50% OF ALL LIFETIME MENTAL ILLNESS
BEGINS BY AGE 14, AND 75% BY AGE 24**



**SUICIDE IS THE 2ND LEADING CAUSE OF
DEATH AMONG PEOPLE AGED 10-14**

HOW FIVE FIFTY FIFTY BENEFITS YOU



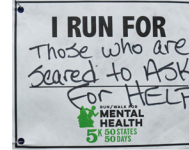
15 IN-PERSON LOCATIONS



50 VIRTUAL LOCATIONS



5,000+ PARTICIPANTS TOTAL



80% PARTICIPANTS IN 2022 RAN FOR SOMEONE WHO SUFFERS WITH A MENTAL HEALTH CHALLENGES



22 LOCAL NEWS STATION COVERAGE AND STORIES REPORTED ALL OVER THE COUNTRY



135 MILLION PEOPLE REACHED DURING THE 50 EVENTS THROUGH IN PERSON INTERVIEWS WITH THE MEDIA, BROADCAST NEWS COVERAGE AND PRINT/ONLINE NEWSPAPER COVERAGE



15 MENTAL HEALTH ORGANIZATIONS & PROGRAMS ABKF SUPPORTS ON A YEARLY BASIS



#1 MENTAL HEALTH PODCAST IN THE COUNTRY FUNDED BY ABKF- GIVING VOICE TO DEPRESSION



5,700 FOLLOWERS ON FACEBOOK & INSTAGRAM



4,000 NEWSLETTER SUBSCRIBERS



20+ EDUCATIONAL WEBINARS ON YOUTUBE

SPONSORSHIP OPPORTUNITIES

IMPACT Package - \$5,000+

Impact: Support young filmmakers as they focus on the benefits of physical activity in their mental health and share their stories through original, independent films. These films will be part of the Art with Impact library, the largest short film library in the nation that focuses specifically on mental health.

ADVOCATE Package - \$2,500+

Impact: This package brings a Fit Kids program to a school with no physical education classes, instructors or equipment for kids to use at recess. We'll bring an activity program to a community that is under resourced, offering kids an opportunity to make the connection between physical activity and better overall wellness, including mental wellness!

KINDNESS Package - \$1,000+

Impact: This sponsorship supports free registration to our signature event for youth under the age of 13. Our focus is Be Kind, with special T-shirts produced to showcase kind kids as superheroes! Join us in promoting Acts of Kindness every day and spreading simple ways to be kind on our various platforms.

CARE Package - \$500

Impact: Local community organizations, please join us at the event, knowing that your support brings in training for the Fit Kids program, right there in your community! Bring your information, passion, and enthusiasm to the event and spread the word about the great work you are doing in the community!

SPONSORSHIP FORM

ORGANIZATION: _____

PRIMARY CONTACT (FULL NAME): _____

This is the person we will contact about sponsorship information, upcoming deadlines, etc. Please note that this person is not automatically registered for the event(s).

CONTACT EMAIL: _____ **PHONE NUMBER:** _____

ADDRESS: _____ **CITY:** _____ **STATE:** _____ **ZIP:** _____

WEBSITE URL: _____

SPONSORSHIP TYPE (SELECT ALL THAT APPLY):

- ☐ IMPACT PACKAGE \$5,000+
- ☐ ADVOCATE PACKAGE \$2,500+
- ☐ KINDNESS PACKAGE \$1,000+
- ☐ CARE PACKAGE \$500+

NOT THE RIGHT TIME TO SPONSOR? PLEASE CONSIDER A DONATION:

- ☐ \$250
- ☐ \$100
- ☐ \$50
- ☐ CUSTOM AMOUNT: \$ _____

FOR CUSTOM OPPORTUNITIES, PLEASE EMAIL STEPHANIE@ABKF.ORG TO EXPLORE AVAILABLE OPTIONS.

**FOR ADDITIONAL QUESTIONS PLEASE REACH OUT TO: STEPHANIE MILLER-LAMB, EXECUTIVE DIRECTOR,
AT STEPHANIE@ABKF.ORG OR 262-646-2059**

**PLEASE RETURN THIS FORM WITH PAYMENT. FORMS MAY BE SUBMITTED ELECTRONICALLY TO
STEPHANIE@ABKF.ORG OR VIA MAIL TO:**

**AB KORKOR FOUNDATION
C/O STEPHANIE MILLER-LAMB
2301 SUN VALLEY DRIVE, SUITE 302
DELAFIELD, WI 53018**

