

SPONSORSHIP OPPORTUNITIES

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

MARCH 22, 2025

CHAMPIONS OF RESILIENCE

A NIGHT TO CELEBRATE THE POWER OF MOVEMENT 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 SUPPORT ABKF?

The funds raised from the Champions of Resilience: A Night to Celebrate the Power of Movement for Mental Health are used to increase awareness of mental health illnesses, reduce the stigma, promote the importance of physical activity, fund research, and support underserved communities. We are excited to announce our 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 PARTNERSHIP BENEFITS YOU



Support 15 Mental Health Organizations & Programs:

Your sponsorship directly funds 15 impactful mental health organizations and programs that ABKF supports year-round, making a meaningful difference in communities nationwide.



Amplify Your Brand to Our Social Media Audience:

Gain visibility with our engaged community of 5,700 followers on Facebook and Instagram, showcasing your company's commitment to mental health.



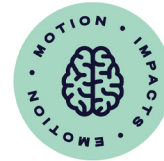
Showcase Your Advocacy to Our Newsletter

Subscribers: Highlight your dedication to mental health advocacy to over 6,500 newsletter subscribers who are passionate about mental wellness.



Increase Awareness Through Key Events & Resources:

Your brand will be associated with our flagship events, including the *Five Fifty Fifty Run/Walk Series*, the *Motion Impacts Emotion Conference*, and 20+ educational webinars on YouTube, expanding your reach and impact in mental health awareness.



Strengthen Your Corporate Social

Responsibility (CSR): Align your brand with a powerful cause, showcasing your commitment to social impact and mental health advocacy. Supporting the gala allows you to fulfill CSR goals while making a difference.



Network with Influential Community




























and Industry Leaders: Champions of Resilience brings together leaders, advocates, and influencers in mental health, wellness, and related fields. This is an invaluable opportunity to build connections and foster meaningful relationships.



Recognition During Champions of Resilience:

Your company will be acknowledged and celebrated during the event, with special mentions and visual displays to highlight your sponsorship and dedication to mental health.

SPONSORSHIP OPPORTUNITIES

Benefits	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
Presenting sponsor on all marketing materials (e.g., "Champions of ... presented by [Your Company]").					
Speaking opportunity for 5-minutes during Champions of Resilience about mental health and your company.					
Recognition from the stage by the event emcee.					
Acknowledgement in the event's promotional materials, newsletters, and press releases.					
Logo placement featured on event signage, event website, and social media.					
Includes sponsorship recognition for the 2025 Five Fifty Fifty Run/Walk for Mental Health and the 2nd International Motion Impacts Emotion Conference.					
Invitation to VIP pre-event reception with keynote speaker, Dr. Chris Carr , Director of Performance Psychology and Team Behavioral Health Clinician of the Green Bay Packers and former Packer TE, Brandon Bostick .					
Number of guests or seats.					

SPONSORSHIP DETAILS

The gala is Saturday, March 22, 2025

For additional questions, please reach out to: Zayna Salloum,
Director of Community Outreach and Marketing, at Zayna@abkf.org

Please return payment and company details: name, website URL,
high resolution logo and social media handles.

Details and payment may be submitted electronically to
Zayna@abkf.org or via mail to:

AB Korkor Foundation
2301 Sun Valley Drive, Suite 102
Delafield, Wi 53018



Donate.ABKF.org