



IRAWMA
INTERNATIONAL RESPECT AND UNITED PEOPLE CULTURE

MARTINS INTERNATIONAL - IRAWMA HEALTH ADVOCACY SEMINAR



HEALTH PARTNERS
THURSDAY MARCH 21ST, 2024 10AM
IRAWMA PRESENTATION FRIDAY MARCH 22ND, 2024 7PM
SOUTH FLORIDA LAUDERHILL PERFORMING ARTS CENTER

"FREE THY SELF" UNITE AND FIGHT AGAINST:

CANCER * DIABETES * HIV * ARTHRITIS
KIDNEY * CARDIOVASCULAR & OTHER DISEASES

VISIT: IRAWMA.COM/HEALTH OR CALL 877-973-4423

MARTIN INTERNATIONAL HEALTH ADVOCACY (MIFHA)

ABOUT

The Martin's International Foundation Health Advocacy (MIFHA) is the health division of Martin's International Foundation (MIF) special events, which is dedicated to education and awareness for the eradication of various diseases, especially Cancer, Diabetes, Arthritis, Cardiovascular, Kidney, HIV/AIDS, and Opioid addiction among other illnesses that are seriously affecting the Black and Brown communities.

Its seminars and workshops are presented as part of the IRAWMA, the International Fest of Life and other special events hosted by MIF, Now with IRAWMA celebrating its 41st Anniversary of Bringing Nations Together, MIFHA Seminar and workshops are set for Thursday March 21st from a 10:00 AM to 04:30 PM and Friday, March 22d with the IRAWMA health celebration at 7:00 PM. At the Lauderhill Performing Arts Center, 3811 Northwest 11th Place, Lauderhill/ Fort Lauderdale, Florida.

The MIFHA workshops will feature a health/educational speaker, with a mix of entertainment. Uplifting presentations by health and medical professionals, personal testimonies, and stories of hope by those struggling with cancer, other diseases and addiction, will also be among the panelists. There will be health screenings and recommended treatment for attendees with health issues. Individuals seeking knowledge on overcoming various health issues are invited to attend and celebrate in a united force to fight against all diseases.

Attendees participating in this seminar must leave with a sense of health Freedom (Free thy self) from Cancer, Diabetes, AIDS and other diseases, as victims, family, friends and supporters come together, unite and discuss effective ways to fight to overcome the diseases that plaguing the human body.

This Health Awareness Freedom Celebration Seminar will feature, what may well be, the world's longest Cancer, HIV and Diabetes line dance, in which all attendees will be invited to participate. Celebrity health experts will be invited as guest speakers and/or to serve as panelists in health workshops. The participation of all medical, hospital and health institutions in the area will be invited by MIFHA.

Part of the proceeds will go to the American Cancer Society, the AIDS Foundation and the American Diabetes Association. Visit www.festivaloflifehealthawareness.com. e-mail: martinsinternational1982@gmail.com

HEALTH MISSION

The annual MIFHA is a critical component of our mission to raise awareness and improve lives among people; especially minority groups, afflicted with chronic diseases such as HIV, Diabetes, Cardiovascular and Arthritic health issues. The following are a few statistics that embody the need for our mission:

- There are approximately 26 million Children and adults in the United States living with Diabetes, with minority ethnic groups at the greatest risk.
- Racial and ethnic minorities accounted for almost 71 percent of the newly diagnosed cases of HIV infection in 2010. In the same year, 84 percent of children born with HIV infection belong to minority groups.
- There are about 20 million Americans living with Arthritis diseases, including 1.3 million afflicted with Rheumatoid Arthritis. Rheumatoid Arthritis is the leading cause of disability among Americans, with minority ethnic groups at the greatest risk.

Special thanks to our dedicated health advocacy partners, supporters, team members, volunteers and patrons, whose years of continued support help to keep the MIFHA segment in our special events alive and well.

This MIFHA is free to the public on Thursday, March 21st, and you can visit www.irawma.com to secure the free tickets online. If you are unable to be a partnership sponsor, we strongly urge you to make a tax-deductible donation for the enhancement of MIFHA. For questions or concerns, please email martinsinternational1982@gmail.com or call 877/973-4423.

***NAME OF EVENT:** Martin's International Foundation Health Advocacy (MIFHA) a Division of Martin's International Foundation special events.

-The Martin's International Foundation Health Advocacy will feature a forum with celebrity presenters, medical personnel and health affected participants. Special focus will be paid to cancer, diabetes, HIV/AIDS and other diseases. Health oriented vendors will be at hand selling, sampling and giving away health products among other activities.

***DATE:** Thursday March 21st, 2024 And Friday, March 22nd for the special events.

***TIME:** 10:00 AM thru 4:30 pm on Thursday

***LOCATION:** At the Lauderhill Performing Arts Center, 3811 Northwest 11th Place, Lauderhill/ Fort Lauderdale, Florida.

***YEARS OF PRODUCTION:** 41 years. Dedicated to Heath Awareness 15 years, MIF began in 1982; 41 years

***BUSINESS STATUS:** None Profit, 501 (C) 3 corporation.

FORMAT:

MIFHA is feature several health awareness workshops with some six workshops with panalists primarily from the medical and health arenas addressing and discussing health issues that are seriously affecting the community Also:

- Experience Spoken Word Artists tell stories about the seriousness and lack of health education in the entertainment industry, that as ben the result of massive death in the music industry. other live/interactive performances.
- Interact with major health corporations about their products and/or services etc.

PRINT MEDIA:

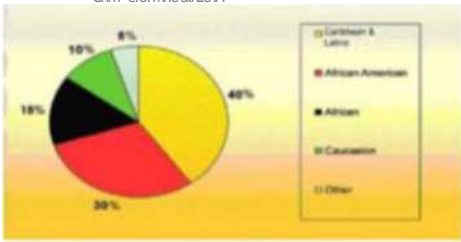
More than 3,000,000 media impressions, via (traditional media- print and electronic, and various social media **TARGET MARKET:** Adults, seniors and youth of all nationalities, ethnic cultures, and racial backgrounds (See Demographic Profile.)

VALUATION STATEMENT

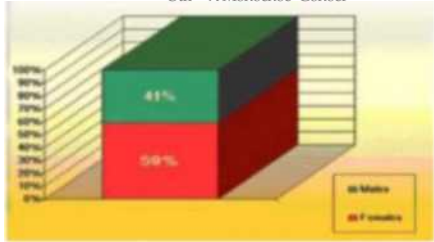
OVERVIEW

IFOL FIVE-YEAR ATTENDANCE HISTORY with Health Pavilion

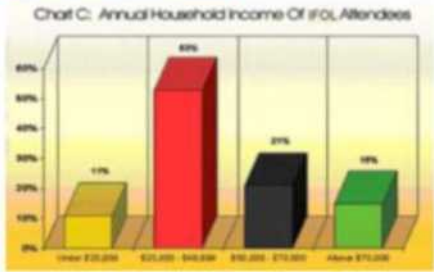
ETHNICITY



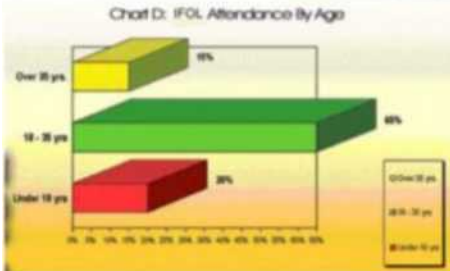
GENDER



INCOME



AGE



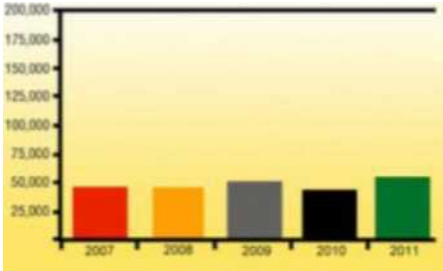
Raised in survey conducted by Database Research, Inc., females make up 41% of the IFOL audience, with the majority traveling in groups of 7 to 10.*

DEMOGRAPHICS

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The goals and activities of the IFOL make it the only one of its kind in the country. This event attracts more than 100,000 annually and provides sponsors with numerous promotional opportunities to reach the vast untapped patron market of reggae, calypso, gospel, international jazz and other world beat music in the Midwest and the rest of the country.

Our expected turnout for IFOL 2013 amidst the Economic crisis, is above 60,000 on the inside and over 100,000 on the free surrounding area. Researchers established several statistics and divided the categories by age, income, ethnicity/nationality and gender as follows on the next few pages.



MIFHA Branding partnership levels to select from.

_GOLD PARTNER \$50,000

_SILVER PARTNER \$30,000

_BRONZE PARTNER \$10,000

OTHER, (I am very much interested in your health Awareness program, which is focus on all forms of cancers, Diabetes, Arthritis, Cardiovascular, Kidney and HIV/AIDS, among other illnesses) PLEASE CUSTOMIZE A PACKAGE FOR MY BUDGET OF \$

Martin's International Foundation Health Advocacy.

I, the duly authorized undersigned, having carefully read the Partnership Proposal, do hereby agree to enter into a sponsorship agreement with Martin's International Foundation. by tendering this offer to provide sponsorship for the Martin's International Foundation Health Advocacy, March 21st and 22nd, 2024. I will deliver this service per specifications found in this Sponsorship Packet. In addition, a more defined agreement with full benefits will be given by Martin's International Foundation, shortly or within seven days following the signing of this agreement.

NAME:_TITLE:_

COMPANY:_

ADDRESS:_

CITY:_STATE:_ZIP:_

PHONE:_FAX:_

EMAIL:_WEBSITE:_

SIGNATURE: _DATE:

If you would like to pay by credit card, please fill out the following:

Name:___Company:___

Credit Card Number:_____Phone:_____

Address: _City_State_Zip Code_

Payment can be made also, via Zell # 3127196181 or CashApp \$3127196181

To ensure that your company logo is included on the program and all printed materials, please return this form via email shopmartinsinternational@gmail.com. or to the following address no later than March 01, 2024 to Martin's International, 1325 South Wabash Avenue, Suite 307, Chicago Illinois 60605. Attn: PR/Marketing Dept. Once we have received this form, our marketing department will contact you regarding the artwork and other sponsorship specifications.

Martin's International. extends special thanks to these strategic marketing partners who over past years have contributed to the growing success of MIFHA programs.

Genentech, Susan G. Komen for the Cure, Walmart, Walgreens, NBC Chicago, CBS 2 Chicago, WGN TV 9, WVON AM 1690, vonTV, Crawford Broadcasting , WYLL 1160 AM, WGCI 107.5 FM, Gospel Radio 1390 FM, University of Illinois Hospital, Northwestern Hospital, University of Chicago Hospitals, Chicago Tribune and La Rabida Children's Hospital, and Gift of Hope among others.