**JUICE™ “HIIT” Disparities Campaign**

Health disparities exist when illness, injury, disease, and death impact some populations at higher rates than others. In Maryland, where world renowned hospitals, top medical schools, and federal health agencies exists, significant health disparities remain among Maryland communities. Your generous sponsorship will support teams of young minority engineers and entrepreneurs who are creating innovations that prevent and eliminate health disparities in your Maryland community.

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AIRCRAFT MAINTENANCE CAN BE TIME CONSUMING AND TEDIOUS WHERE SUPPORTING INFORMATION IS TYPICALLY LIMITED TO PAPER, DESKTOP OR LAPTOP VIEWING METHODS.

EQUIPMENT MAINTENANCE TECHNICIAN TRAINING OFTEN REQUIRES HOURS OF HANDS-ON PRACTICE WITH HUMAN INSTRUCTORS, EACH WITH VARYING INSTRUCTION METHODS.

SOLUTION

THE JUXTOPIA® WASA HEADSET AND SOFTWARE SERVICE MAKES ACCESS TO TECHNICAL MANUALS, MAINTENANCE INFORMATION, AND MAINTENANCE EXPERTS FAST AND EASY. JUST SAY WHAT YOU WANT AND LISTEN AND SEE AUDITORY AND VISUAL INFORMATION, RESPECTIVELY, REGARDING A PARTICULAR MAINTENANCE TASKS.

THE JUXTOPIA® WASA HEADSET AND SOFTWARE SERVICE USES STANDARD EMPIRICAL INSTRUCTIONAL METHODS TO DELIVER CONSISTENT AIRCRAFT MAINTENANCE JUICE™ LAB, JOHNS HOPKINS EAST, 1101 EAST 33RD STREET, SUITE B303, BALTIMORE, MD, 21218 | TEL: 443-451-7263, FAX: 443-451-7010

CAMPAIGN DIRECTORS

Diane L. Adams, MD, MPH, CHS-III US Public Health Service
Chair Emeritus, American Public Health Association, HIIT Section

Cyrus Green, M.S., MBA studies
JUICE™ Network Tech Transfer & Commercialization Director

Jayus Tucker Doswell, Ph.D.
President/CEO
Juxtopia, LLC

CAMPAIGN MARKETING DIRECTORS

Eric Kempson
Director of Marketing

Keith Landrum
Co-Director of Marketing

CAMPAIGN DEMOGRAPHICS

The “HIIT” Disparities Campaign is estimated to reach the following audience across the state of Maryland:

- Maryland has ~5,884,563 residents.
- The HIIT Disparities Campaign is estimated to reach the following Maryland population listed by its cities:
  - Annapolis: 489,656
  - Arundel: 489,656
  - Baltimore: 115,000
  - Bowie: 50,000
  - Carroll: 151,000
  - College Park: 25,000
  - Greenbelt: 21,000
  - Howard: 248,000
  - Montgomery: 2,548,000
  - PGC (Landover): 802,000
  - Queen Ann County: 10,000
  - Salisbury: 85,000
  - Tacoma Park: 17,000

Estimated population reached: 5,051,312

The Health Informatics and Information Technology (“HIIT”) Disparities Campaign engages young Juxtopia® Engineering and Entrepreneurship Apprentices, ages 17 through 26, who are training in the art & science of biotechnology, engineering, health informatics, public health, media, and urban entrepreneurship within the JUICE™ Network. Their mission is to create innovative science and technology solutions that prevent and eliminate healthcare disparities in Maryland communities. The “HIIT” Disparities campaign is administered by The Juxtopia Group, Inc. (www.juxtopia.org), a Maryland 501(c)(3) non-profit organization. Visit “HIIT” Disparities online at www.juxtopia.org/campaign/disparity.
Each of the following sponsorship levels may be customized to match your interests and individual/organizational return on investment (ROI). Additionally, each sponsor will receive a comprehensive post-sponsorship fulfillment report detailing the objectives and audiences reached during the “HIIT” Disparities Campaign.

*Public Service Announcement (PSA)

**DIAMOND ($75,000)**
- Brand advertisement in TV PSAs focused on any health disparities significant to you.
- Brand advertisement in radio PSAs focused on any health disparities significant to you.
- Speaking opportunity at “HIIT” Disparities Innovations Gala.
- 10x10 Vendor marketing booth at “HIIT” Disparities Innovations Gala.
- 15 complimentary tickets to “HIIT” Disparities Innovations Gala.
- Full color adds in “HIIT” Disparities Innovations Gala program brochure.
- Sponsor a Juxtopia® Apprentice team to prototype an innovative solution to one health disparity significant to you.

**PLATINUM ($50,000)**
- Brand advertisement in TV PSAs focused on 5 health disparities significant to you.
- Brand advertisement in campaign radio PSAs focused on 5 health disparities significant to you.
- 15 complimentary tickets to “HIIT” Disparities Innovations Gala.
- Sponsor a Juxtopia® Apprentice team to prototype an innovative solution to one health disparity significant to you.

**GOLD ($25,000)**
- Brand advertisement in TV PSA focused on 3 health disparities significant to you.
- Brand advertisement in radio PSAs focused on 3 health disparities significant to you.
- 10 complimentary tickets to “HIIT” Disparities Innovations Gala.

**SILVER ($15,000)**
- Brand advertisement in TV PSA focused on 1 health disparities significant to you.
- Brand advertisement in radio PSAs focused on 1 health disparities significant to you.
- 5 complimentary tickets to “HIIT” Disparities Innovations Gala.

**BRONZE ($5,000)**
- Brand advertisement in radio PSAs focused on 1 health disparity significant to you.
- 2 complimentary tickets to “HIIT” Disparities Innovations Gala.

**COMMUNITY (less than $5,000)**
- Name listed in “HIIT” Disparities Innovations Gala program brochure.
- Name announced in campaign radio PSAs.

**“HIIT” Disparities Partners:**

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<thead>
<tr>
<th>“HIIT” Disparities Partners</th>
<th>Sponsorship Levels</th>
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<tbody>
<tr>
<td>American Public Health Association Health Informatics and Information Technology Section</td>
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<tr>
<td>Emerging Technology Center</td>
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<td>Entrepreneurship and Development Assistance Center (EDAC)</td>
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<td>Juxtopia, LLC</td>
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<td>Qualcomm X PRIZE Tricorder Juxtopia Imhotep team</td>
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How You Can Sponsor?
Please provide your generous sponsorship to the “HIIT” Disparity campaign and help Juxtopia® Apprentices eliminate health disparities in your community by doing the following:

1. Review the previous page that list health disparities, and circle one or more of the letters that list the health disparity that you would like to prevent or eliminate (i.e., A, B, C, D, E, F, G, H, I, J, K, L, M).

2. Review the previous page that list sponsorship levels, and select your sponsorship level.

   ___ $75,000 (Diamond)  ___ $50,000 (Silver)
   ___ $50,000 (Platinum)  ___ $75,000 (Bronze)
   ___ $25,000 (Gold)     ___ $_______ (Community)

3. Select one or more of the following additional types of campaign support.

   [ ] I will sponsor ___ (number of) Juxtopia® Apprentice(s) for a $7,680 stipend per student in a 12 month after school apprenticeship program for a total sponsorship of $_______. Your sponsorship will support the apprentice’s mission to innovate solutions to eliminate or prevent your selected health disparity.

   _____ I would like to receive campaign notices through A. Email  B. Tweets  C. Facebook.

   _____ I would like to donate material, equipment, or a service to support the campaign described, as follows:
   ____________________________________________________________________________

   _____ I would like to contribute my expertise to assist and/or mentor Juxtopia® Apprentices within the JUICE™ Network to innovate solutions that address health disparities.

4. Complete the following demographic information and mail your sponsorship check or money order as indicated in the gray box, below.

   Name: __________________________________________________________

   Company/Organization: ____________________________________________

   Address: _________________________________________________________

   City, State, Zip: _________________________________________________

   Phone: __________________ Fax: __________________ Email: _____________

   _____ My check is enclosed.

   _____ Please bill me.

   Signature: __________________________________________________________ Date: ________________________

Please send your check or money order to:
Organization: The Juxtopia Group, Inc. (EIN: 52-2258677)
Attention: “HIIT” Disparities Campaign
Address: JUICE Lab, Johns Hopkins East, 1101 East 33rd Street, Suite B303, Baltimore, Maryland 21218
For Inquiries, email: jdoswell@juxopia.com