



Juxtapia® Urban Innovation and Cooperative Entrepreneurship

# JUICE™ “HIIT” Disparities Campaign

Eliminate health disparities in your neighborhood

2013 sponsorship package



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## 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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### 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



**Jayfus 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**

### What is the "HIIT" Disparities Campaign?



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](http://www.juxtopia.org)), a **Maryland 501(c)(3) non-profit organization**. Visit "HIIT" Disparities online at [www.juxtopia.org/campaign/disparity](http://www.juxtopia.org/campaign/disparity).



“HIIT” DISPARITIES
<b>A. Age Related</b> 
<b>B. Asthma</b> 
<b>C. Cancer</b> 
<b>D. Diabetes</b> 
<b>E. Fetal &amp; Child Safety</b> 
<b>F. Health Care Access</b> 
<b>G. Heart Disease</b> 
<b>H. Homelessness</b> 
<b>I. Homicide</b> 
<b>J. Mental Health</b> 
<b>K. Obesity</b> 
<b>L. Oral Health</b> 
<b>M. Substance Abuse</b> 

**SPONSORSHIP LEVELS**

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 Juxtapia® 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 Juxtapia® 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:**

American Public Health Association Health Informatics and Information Technology Section	
Emerging Technology Center	
Entrepreneurship and Development Assistance Center (EDAC)	
Juxtapia, LLC	
Qualcomm X PRIZE Tricorder Juxtapia Imhotep team	



**How You Can Sponsor?**

Please provide your generous sponsorship to the "HIIT" Disparity campaign and help Juxtapia® 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) **Juxtapia® 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 Juxtapia® 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 Juxtapia Group, Inc. (EIN: 52-2258677)

**Attention:** "HIIT" Disparities Campaign

**Address:** JUICE Lab, Johns Hopkins East, 1101 East 33<sup>rd</sup> Street, Suite B303, Baltimore, Maryland 21218

**For Inquiries. email:** idoswell@iuxopia.com