

*More bang for your buck at HealthFest ...*

As a sponsor, your contribution makes a tremendous impact. The event is fiscally responsible — we stretch each dollar as far as possible. Last year, we provided \$476,091 worth of services through almost 27,550 health outreach contacts, with the \$80,000 in sponsorships provided.

(2017 HealthFest Statistics)

2017 Goal	Performance	Percent	Comments
25,000 Screenings/Encounters	27,548	110%	Provided by over 60 different health entities.
1,000 HIV/STD Screenings	927	93%	HIV, Syphilis, Chlamydia, Gonorrhea, and Trichomonis
\$300.00 Valuation of Free Care	\$476,091	95%	Approximately \$17 in Free Care for Every Sponsorship Dollar

**THE VENUE HAS VALUE – AGAIN!**  
Over the past decade KwanzaaFest has provided over 250,000 health encounters/screenings valued at more than 5 million dollars! Over 27,500 health services were provided during the 2017 event!

**PARTIAL SERVICE PROFILE**

1,592	people had a MEDICAL CONSULTATION for various chronic disease issues
333	people received an HIV SCREENING
425	people engaged with WEST NILE and ZIKA VIRUS EDUCATION
238	people were provided a HONEY DISEASE RISK ASSESSMENT
302	people were provided a CHOLESTEROL SCREENING
125	people received a FLU SHOT
75	people received a CHIROPRACTIC NERVE ASSESSMENT SCREENING
333	people were a SPINAL SCREENING
462	people received a GLUCOSE SCREENING
300	people received PUBLIC HEALTH PREPAREDNESS EDUCATION
1,150	people received a BLOOD PRESSURE SCREENING
200	people received BREAST CANCER EDUCATION
43	people received a MAMMOGRAM SCREENING
510	people participated in a HEALTH SURVEY
185	people received INTERACTIVE HEALTH DEMONSTRATIONS
2,050	people learned about HEALTHY EATING AND NUTRITION
200	people received a LUNG SCREENING
538	people had a BODY MASS INDEX SCREENING
275	people engaged with a CPR DEMONSTRATION
1,390	people received DIABETES EDUCATION
960	people received TUBERCULOSIS EDUCATION
400	people received SUBSTANCE ABUSE AND MENTAL HEALTH EDUCATION
150	people REGISTERED AS A PATIENT with a local community health center

**100% OF ATTENDEES HAD ACCESS TO FREE HEALTH SERVICES**

*Screenings are provided by more than 60 professional health organizations who collectively provided 203,880 free health encounters over the past seven years.*

**IN THEIR WORDS**

“HealthFest saved my life. Because of the free screening, I was referred to treatment for prostate cancer.”

**Donald Payton, 2009**

**FREQUENTLY ASKED QUESTIONS**

**How do I become a sponsor?**

Fill out the Sponsorship & Exhibitor Registration Form, and submit with payment to KwanzaaFest, Inc. Instructions are on the form. Forms may be downloaded from the KwanzaaFest website at [www.johnwileyprice.com](http://www.johnwileyprice.com), or acquired by calling 214-653-6671. Deadlines for exhibitor fees are included on this form.

**Does KwanzaaFest use volunteers?**

Yes! As a volunteer organization, KwanzaaFest, Inc. relies on hundreds of volunteers each year support the festival operations.

**How do volunteers sign up?**

KwanzaaFest works with individuals and corporations interested in volunteering at the event. Interested parties can sign up online at [www.johnwileyprice.com](http://www.johnwileyprice.com). Volunteers are screened prior to the event.

**If the event is free to the public, why do I need a ticket to get in?**

Due to the popularity of the event, crowd management is a priority. Dallas Police collaborates with KwanzaaFest, Inc. to manage safety.

**Where are tickets distributed?**

Ticket distribution sites are available throughout the Dallas-Fort Worth area. Site locations will be announced several weeks before the event online at [www.johnwileyprice.com](http://www.johnwileyprice.com).

**Where can I get more info?**

Please call 214-653-6671.



*Emancipation, Education, Enterprise:  
Taking Care of Your Health*



*Emancipation,  
Education,  
Enterprise:*



*Taking Care of Your Health*

**KwanzaaFest2018**

The area's **LARGEST** cultural event of its kind

\$500K in **FREE** comprehensive health outreach

Celebrating **28 YEARS** of serving the citizens



**Location:** Automobile Building, Fair Park in Dallas  
**Saturday, December 8:** 10 a.m. - 6 p.m.  
**Sunday December 9:** 11 a.m. - 6 p.m.

**INSIDE**

- Learn about each component of this FREE two-day event.
- Read a special message from Commissioner John Wiley Price.
- Find out how you can sign up to be a sponsor of KwanzaaFest!



A message from the founder...

John Wiley Price

The area's **LARGEST** cultural event of its kind

# KwanzaaFest

At KwanzaaFest, there's something for everyone! Families from all over are encouraged to come out for their health and stay for the fun. Find out why this event has been called the **hottest ticket in town** every December.

## HealthFest

HealthFest is the largest health outreach of its kind in the North Texas region. A substantial array of free health services are offered at HealthFest. From dental care to clinical outreach and medical screenings, HealthFest has evolved into the premiere event for annual health check-ups for thousands of residents who are uninsured or underinsured.



## Beat Obesity 5K Walk/Run and 1K Kids Walk/Run

The 5K Beat Obesity Walk/Run is a professionally managed race event that focuses on the growing epidemic of obesity. Experienced trainers are onsite to educate participants. Contestants are able to get fit with historic Fair Park as the backdrop.

## KidsFest

KidsFest offers KwanzaaFest's youngest patrons a safe, fun-filled environment that is strictly a kid zone. The kids who partake in this part of the event will enjoy activities that include interactive and educational games, face painting, giveaways and live kid-friendly entertainment.



## KwanzaaFest Educational/ Showcase

KwanzaaFest offers a variety of educational activities geared to provide scholarship opportunities for high school and college students by creating environments, competitive in nature. One has been through debates, where teams compete for scholarships. KwanzaaFest can tailor any activity to provide various types/amounts. of scholarships based on sponsorship.. Call us to discuss.



## GreenFest

KwanzaaFest is concerned not only with the well-being of participants, but the well-being of the community. Given the scope of this event, reusable and recyclable tote bags have been available for each participant for the past 15 years. The totes are made from eco-friendly material, and made with 100 percent recycled PET fabric from plastic bottles

## Exhibitors

Exhibitors from all over the state and country bring their diverse and creative products that offer festival attendees a unique shopping experience. Some exhibitors even offer services that range from voter registration to university and community-based services.



## Entertainment

Some of the most talented and skilled performers from local, emerging and national entertainment status are drawn to KwanzaaFest. Patrons who have become regulars have come to expect a star-studded musical lineup. Grammy-award winning national recording artists such as Alicia Keys and Usher have graced the KwanzaaFest stage.

## Spelling, Math Reading Contest



School-aged students, beginning at age five, are tasked with the task of interpreting given reading questions, math problems and spelling words intended to increase cultural awareness and improving their learning skills and understanding. All winning children have the opportunity to select from a variety of sponsor provided prizes during the festival. This event is named after our founder, The John Wiley Price Spelling, Reading, and Math Contest.



### HISTORY

#### *Festival is one of humble beginnings*

In 1991, Dallas County Commissioner John Wiley Price saw a need to stimulate economic empowerment of community-based entrepreneurs.

From that, Price drew from the seven tenants of Kwanzaa to create KwanzaaFest, an annual gathering of business owners and their products and services.

Since the early years of the event, KwanzaaFest has grown into a popular annual cultural, educational, family-focused festival that includes several worthwhile components. KwanzaaFest is incorporated as a 501(c) 3 organization and it is completely supported by the hard work of dedicated volunteers.

### INVOLVEMENT

#### *Opportunities for corporate citizenship*

With its 28-year history of success, KwanzaaFest offers sponsoring agencies a unique opportunity to be part of one of the most expansive community events in North Texas.

Sponsors are afforded excellent exposure to showcase the products and services they offer to a diverse group of potential clients — more than 50,000 area residents will see your agency or business over two days.

The venue has value, so don't miss this opportunity to be a sponsor of KwanzaaFest 2018!

### RESULTS

#### *A steady increase in services, impact*

From the beginning, KwanzaaFest has always had a deep commitment to the community it serves.

The needs of this medically underserved population are assessed annually and because of this attention that is paid to the community's well-being, the needs have been evident.

In 2005, the steering committee set out to grow this event to become the premiere annual medical clinic for the community, with a goal in mind to reach the \$1 million dollar mark in services provided.

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Hundreds of thousands of dollars in FREE healthcare is consistently provided at KwanzaaFest annually through tens of thousands of screenings provided by an array of health providers.

\$14-\$16

An amazing return for funding support, offering between \$14-\$16 in free health care for every \$1 invested in HealthFest.