

January | **2021**
14th, 21st, & 28th **VIRTUAL**

SIGNATURE CONFERENCE SERIES

**Racism is a Public Health Crisis -
Attacking the 2 Pandemics**



SPONSORSHIP/PARTNERSHIP OPPORTUNITIES

Presented by



Join our confirmed sponsors as we kick-off 2021 with a renewed commitment to "Promoting Equity and Justice for All" by becoming a sponsor.

Racism is a Public Health Crisis - Attacking the 2 Pandemics

2020 brought a pivotal time in our shared history with two pandemics which presented symptoms related to '**breathing**' that have been responsible for unprecedented deaths. COVID-19 hit like a fierce storm causing varying levels of loss including lives and jobs, while putting severe strain on our healthcare systems. Simultaneously, systemic and structural racism have been present for centuries, and have, once again, been forced to the forefront of our collective consciousness through events in Minnesota, Kentucky and here in Rochester, NY. From what has already been seen and heard, there is a preponderance of evidence to conclude that the killings of George Floyd, Breonna Taylor and Daniel Prude, respectively, reflect systemic failures of policing and mental health care. These are failures we've seen far too many times in this country. They have deadly and disproportionate consequences for people of color. When coupled with the disproportionate suffering stemming from the COVID-19 pandemic and a plethora of other racial based health inequities, it is clear that **Racism is a Public Health Crisis!**

How do we heal our communities, boost our hurting economies and help our families thrive during a time when so much uncertainty has heightened issues related to poverty, social or racial injustice, education and health disparities? These issues have become persistent and pervasive and remain top priorities for communities of color. Now is the time to act and demand change in attitudes, power structures and systems, policy and practices. Collectively we must be intentional about lifting every voice to "**Promote Equity and Justice for All**".

This regional conference series will feature keynotes and high-quality workshops that showcase speakers with expertise in the areas of service delivery, public policy, racial equity, economic development, evidenced based research, community organizing, social determinants of health, philanthropy, corporate responsibility, healthcare, trauma, lived experience/human centered design, education and more. ABC's Signature Event will convene business and community leaders, providers, consumers and stakeholders to offer strategies to counteract the disparate impact of these 2 pandemics.

This is an opportunity to demonstrate your commitment to "Promoting Equity and Justice for All" by becoming a sponsor. Your support will enable ABC to offer high-quality, cost-effective professional development designed to improve community outcomes by offering strategies that address systemic and structural barriers related to the 2 pandemics.

Conference Target Audience:

For profit and non-profit leaders, policy makers, health and human service professionals, law enforcement leaders, elected officials, chambers of commerce, medical students, educators, philanthropist, funders, the general public, researchers, advocates, mental health providers, HR professionals, and social workers.

Conference Goals and Objectives:

- Address the pandemics of systemic and structural racism and COVID-19, and the intersectionality of Social Determinants of Health and associated disparities
- Present strategies for emerging models of integrated services that result in equity and justice for people of color
- Build skills and develop organizational competencies and capacities to improve services and outcomes for economically marginalized communities
- Present evidenced based and emerging models that center around Human Design, Lived Experience, Culturally Responsive, and Trauma Informed practices
- Build a network of local and regional champions of equity change makers committed to improving individual and community outcomes through shared accountability across practices and systems
- Promote public and private partnerships that prioritize racial equity and justice within workforce and economic development practices and policies
- Further understanding of the intersection between racism, socioeconomic conditions, health and educational disparities
- Explore innovative strategies to advance equity through awareness, grassroots initiatives and social justice movements
- Present high-quality professional development opportunities offering continuing education units and content focused on Diversity, Equity and Inclusion and staff wellness

Sponsor & Partnership Opportunities

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For more information on sponsorship and partnership opportunities please contact Sonjia-Edwards Miller at (585) 325-5116, ext. 4110 or via email at SEdwards@abcinfo.org.

Presenting Sponsors	\$10,000
Agency/company three minute video or slide show featured daily; ten conference series registrations; agency/company logo on conference materials	
Health Equity Sponsors	\$7,500
Agency/company one minute video or slide show to be featured daily; seven conference series registrations; and agency/company logo on conference materials	
Economic Justice Sponsors	\$5,000
Agency/company 30 second video presentation or two slides; five conference series registrations; and agency/company logo on conference material	
Media Sponsors	\$5,000
TV, radio, & print; company 30 second video presentation or two slides; five conference series registrations; company logo on conference material	
Community Development Sponsors	\$3,500
Agency/company two slides presentation; three conference series registrations; agency/company logo on material	
Consumer/Student Sponsors	\$2,500
Registration for 10 conference series scholarships to consumers/students; daily logo promotion	
Human Service Sponsors	\$1,000
Four conference series registrations; logo promotion on shared slide	

Sponsor & Partnership Payment Form

Please note the following before submitting this form:

All payments are non-refundable.

All payments must be received no later than Tuesday, January 5, 2021.

All Logos (if applicable) must be received no later than Tuesday, January 5, 2021.

All Logos (if applicable) must be sent via email to cbell@abcinfo.org.

Payments Payable to:

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Mail to:

Action for a Better Community, Inc.

400 West Avenue

Rochester, New York 14611

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