



*Emancipation,
Education,
Enterprise:*



Taking Care of Your Health

KwanzaaFest 2011

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

\$1 million in **FREE** comprehensive health outreach

Celebrating **21 YEARS** of serving the citizens

Location: Automobile Building, Fair Park in Dallas

Saturday, December 10: 10 a.m.-7 p.m.

Sunday, December 11: 11 a.m.-6 p.m.

The venue has
VALUE!

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

This venue has value for sponsors, too

Each December, a transformation takes place — an empty building becomes a clinic for thousands of people, a stage of debate and achievement for our youth and a place for families to receive the resources they need.

As we prepare to host this year's event, we are humbled by KwanzaaFest's growth — achieved through the collective efforts of our many community partners.

KwanzaaFest continues to achieve remarkable milestones!

Where else would you find a place where more than one million dollars worth of free health care was provided to our community in two days?

KwanzaaFest is not only a place where you can get a comprehensive check-up by local area health providers, but it offers much more!

It's a family friendly venue that promotes the well-being of our community through entrepreneurial encouragement, scholarship awards, obesity awareness, recycling education and live entertainment.

Offering KwanzaaFest's vital services is possible only through the generosity of sponsors.

So what can you do? We invite your organization to get involved in this one-of-a-kind event.

Make a difference by being a sponsor at KwanzaaFest 2011!

We hope to see you there, where the venue has value!

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.



Oncor Encore Great Debate

The Oncor/Encore Great Debate expands the educational opportunities by creating an environment where high school debate teams from North Texas engage in competitive debates. This competition begins months before the event in December and the final two teams compete for \$10,000 in scholarships. The winners of the final debate are announced at KwanzaaFest.



GreenFest

A glossy newspaper insert was replaced with eco-friendly shopping bags. These bags are distributed at the door to thousands of patrons each day and they feature KwanzaaFest sponsor names and logos. More recently, our GreenFest efforts were expanded to include on-site recycling and education about the impact of recycling.

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.

Poster Contest

School-aged art students are tasked with interpreting a given theme that is intended for increasing cultural awareness and improving their understanding of community responsibility. Winning students receive recognition at the annual KwanzaaFest VIP reception with their work prominently displayed during the event.



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 21-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 2011!

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.

\$1,000,000-plus

In 2010, KwanzaaFest reached a hallmark of providing more than \$1 million dollars in FREE healthcare through more than 46,850 health services.

\$14

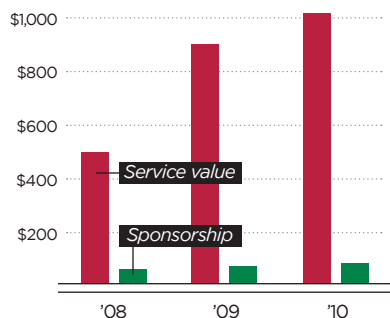
An amazing ratio of \$14 in free health care was provided for every \$1 of HealthFest sponsorship support.

BY THE NUMBERS

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 \$1,043,090 in services with the \$74,300 in sponsorships provided:

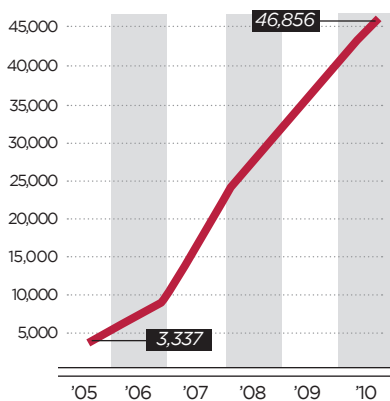
(Amounts in thousands)



... means screening more clients each year

Screenings are provided by more than 60 professional health organizations who collectively provided an increase of 43,519, or more than a 1,300 percent increase since 2005.

Number of clients served



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, 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 to 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. 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.

Where can I get more info?

Please call 214-653-6671.



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