



**Be Part of the Solution  
to Stop Weight Bias**

# PARTNER PROSPECTUS

## Purpose:

Through a multi-year campaign, Stop Weight Bias will raise public awareness of weight bias from childhood to adulthood and change the public perception of obesity and weight bias by broadening understanding through an emotive campaign that humanizes weight bias.



## Campaign Objectives:

- Raise societal awareness of weight bias, specifically to obesity.
- Educate audiences on the negative impacts of weight bias and where it occurs.
- Educate audiences with obesity on the dangers of internalizing weight bias.
- Educate audiences about resources and best-practices to stop weight bias.
- Humanize weight bias with real people and real stories.

## Did You Know?

- People often experience weight bias in healthcare, employment, through the media and at home from family and friends.
- Most individuals recall first being impacted by weight bias as a child or adolescent.
- In a public survey, more than 90% of people felt that weight bias exists in today's society and more than 42% had experienced stigma because of their weight.
- Weight discrimination is the second most common form of discrimination reported by women, and is comparable to rates of racial discrimination.
- Children with excess weight are six times more likely to experience bullying than thinner peers.
- When it comes to controlling one's weight, in a public survey, more than 45% of people felt that bias impacted their ability/desire to control their weight.
- In most businesses, employees are protected from discrimination based on race, religion, gender and many other classifications – but are not protected from workplace discrimination based on weight.

## Target Audiences:

- General Public
- People with Obesity
- Medical Community
- Employers
- Educators
- Mass Media
- Entertainment Industry
- Policy Makers



## Campaign Sponsorship and "Paying it Forward"

Being a Partner of Stop Weight Bias is one of the most powerful ways your company can support this effort to raise awareness of weight bias and help stop it. Weight bias impacts every facet of life for someone with obesity. It's important for all people to be treated with dignity and respect.

### "Pay it Forward"

In addition to the stated benefits of sponsorship, the OAC is also offering the opportunity for each sponsor to share how they're combating weight bias both internally and externally. Broadcast through the OAC's studio and featured on the campaign website, sponsors will be able to connect with millions of individuals all across the world and share how they are addressing weight bias, why they chose to support this important cause and more.



# We thank you for your interest in supporting Stop Weight Bias!

Benefits of sponsorship are dependent on the desired sponsorship level. Below, please find a breakdown of benefits based on sponsorship level. Sponsor benefits will begin at the time of signing and will be eligible for renewal one year from contract signing date.



**Platinum**  
**\$500,000**

- Logo and Link Listing on Campaign Website
- Listing in Campaign Collateral (news releases, etc.)
- "Thank You" on Campaign and OAC social media platforms (5 total mentions in one year)
- National Newswire Release Announcing Sponsorship
- Access to Weight Bias Research/Data



**Gold**  
**\$250,000**

- Logo and Link Listing on Campaign Website
- Listing in Campaign Collateral (news releases, etc.)
- "Thank You" on Campaign and OAC social media platforms (4 total mentions in one year)
- National Newswire Release Announcing Sponsorship



**Silver**  
**\$100,000**

- Logo and Link Listing on Campaign Website
- Listing in Campaign Collateral (news releases, etc.)
- "Thank You" on Campaign and OAC social media platforms (3 total mentions in one year)



**Bronze**  
**\$50,000**

- Text Link Listing on Campaign Website
- Listing in Campaign Collateral (news releases, etc.)
- "Thank You" on Campaign and OAC social media platforms (2 total mentions in one year)



**Patron**  
**\$10,000**

- Text Link Listing on Campaign Website
- "Thank You" on Campaign and OAC social media platforms (1 mention)

## BECOME A PARTNER TODAY!

If you would like to become a Partner of Stop Weight Bias, please complete the application below and email it to [jzervios@obesityaction.org](mailto:jzervios@obesityaction.org). We are excited to have you be a part of Stop Weight Bias!

### COMPANY INFORMATION:

Company Name: \_\_\_\_\_  
 Company Contact: \_\_\_\_\_  
 Contact Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_  
 Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

### PAYMENT OPTIONS:

- My Company Plans to Remit Payment by Check  
 My Company Plans to Remit Payment via Electronic Transfer

### SPONSORSHIP AND PAYMENT INFORMATION:

Sponsorship Level (Please check one.):

- Platinum.....\$500,000  
 Gold.....\$250,000  
 Silver.....\$100,000  
 Bronze.....\$50,000  
 Patron.....\$10,000

OAC Tax ID# 20-1953508

### TOTAL AMOUNT:

\$ \_\_\_\_\_

### About the OAC

The Obesity Action Coalition (OAC) is a more than 75,000 member-strong 501(c)(3) National non-profit organization dedicated to giving a voice to the individual affected by the disease of obesity and helping individuals along their journey toward better health through education, advocacy and support. Our core focuses are to raise awareness and improve access to the prevention and treatment of obesity, provide evidence-based education on obesity and its treatments, fight to eliminate weight bias and discrimination, elevate the conversation of weight and its impact on health and offer a community of support for the individual affected.

