

Building Hope for Tomorrow



Maya Angelou Center for Health Equity

BRAIN HEALTH SUMMIT 2024

Sponsor Kit

May 4-11, 2024

New York City

www.dawnbrainhealth.org



DAWN
ALZHEIMER'S DISEASE

TABLE OF

CONTENTS

P.03

BRAIN HEALTH RESEARCH

Dr. Goldie S. Byrd & her team conducts research on Alzheimer's Disease & Brain Health

P.04

MAYA ANGELOU CENTER FOR HEALTH EQUITY

The mission of MACHE is to dismantle systemic inequity and support the health of communities.

P.05

ALZHEIMER'S DISEASE

Alzheimer's disease (AD) and related dementias pose a tremendous burden on the health of communities around the globe.

P.06

KEY TO SUCCESS

Helping families and communities become well-informed about the disease is important for mitigating AD.

P.07

AD RESEARCH

MACHE conducts independent research and collaborates with Wake Forest Baptist Medical Center faculty and other academic and health partners.

P.08

BRAIN HEALTH SUMMIT & HEALTH SCREENING

A Plenary Session, Luncheon & Health Screening sessions will be conducted for NYC residents. We will be proactive about brain health by working in collaboration with our health & academic partners to engage the local community.

P.10

SPONSORSHIP

Philanthropic support for the Brain Health Summit in New York City can be facilitated at various levels. All donations are full tax-exempt.



Wake Forest University School of Medicine

BRAIN HEALTH RESEARCH



“We are in this life to enlarge the soul, liberate the spirit, and light up the brain.”

Wake Forest School of Medicine Ranked Among Top 50 Research Programs in the Nation

Dr. Goldie Smith Byrd is the Director of the Maya Angelou Center for Health Equity (MACHE) and Professor of Social Sciences and Health Policy at Wake Forest University School of Medicine. As a preeminent health equity center, MACHE conducts interdisciplinary community-engaged research, which focuses on reducing health disparities in the most underserved populations to understand the root causes of Alzheimer’s Disease in groups hit hardest with the disease.



Dr. Maya Angelou
Poet, and Civil Rights Activist



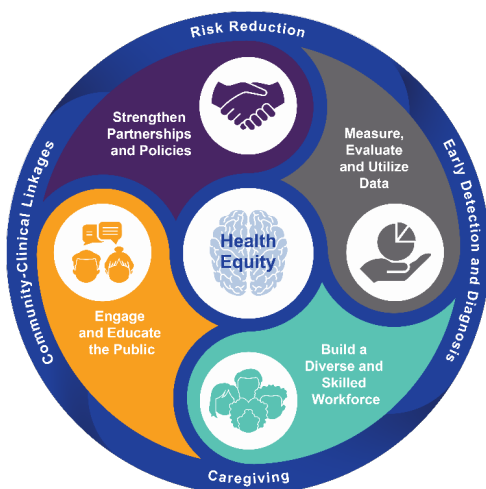
The Maya Angelou Center for Health Equity continues to apply for and receive research funding, and the impact of our work is contingent on continued philanthropic support. By aligning scientific discoveries with best practices, we strive to achieve health equity. Learn more about how you can help by calling 1-800-899-7128 or visit us online at <https://school.wakehealth.edu/mache>

Our Vision

Our vision is to be nationally known as a preeminent health equity center that reduces health disparities in the most underserved population.

Our Mission

MACHE will dismantle systemic inequity and support the health of communities through:



- Building and nurturing mutually beneficial and reciprocal relationships
- Respecting and honoring community as experts and equal partners
- Engaging, educating, and empowering communities
- Cultivating formal and informal leadership
- Creating a culture of transparency and fairness in research
- Promoting advocacy and policy change

ABOUT ALZHEIMERS'S DISEASE

Alzheimer's disease (AD) and related dementias pose a tremendous burden on the health of communities around the globe. In the United States, without a cure or intervention, the number of cases is expected to triple in the next few years. Across the nation, Blacks have the disease twice more than their White counterparts. In under-resourced communities, issues such as having later diagnoses, higher mortality, more care burden, lower literacy, and less access to cutting edge treatments lead to poorer health outcomes. To exacerbate this, their significant under-representation in research and clinical trials makes the efficacy of new therapies and interventions uncertain.

**ALZHEIMER'S DISEASE IS THE
6TH LEADING CAUSE
OF DEATH IN THE UNITED STATES**

**MORE THAN
5 MILLION
AMERICANS ARE
LIVING WITH
ALZHEIMER'S
BY 2050, THIS
NUMBER COULD
RISE AS HIGH AS
16 MILLION**

EVERY

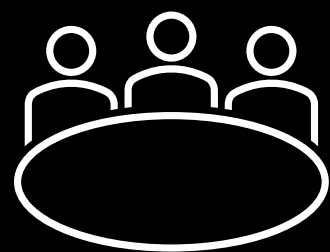
SECONDS
someone in the
United States
develops the disease

KEY TO SUCCESS

Blacks/African Americans have more incidence of AD and are less involved in research studies and clinical trials that shed light on how AD impacts their communities. While there is no cure, researchers say a newly approved drug, advanced testing, and increasing knowledge about the disease may improve patients' lives.

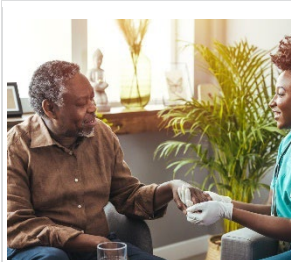


Helping families and communities become **well-informed** about the disease is important for mitigating AD.



AD RESEARCH

MACHE Research Associates and Staff conduct independent research and collaborate with faculty across the Wake Forest Baptist Medical Center and beyond.



[Alzheimer's Disease Research](#)

Researchers at the Maya Angelou Center for Health Equity at Wake Forest University School of Medicine are conducting research on Alzheimer's Disease in African Americans.



[Native Pathways to Health](#)

This project uses the traditional Talking Circles to understand the health needs within each tribal community while also focusing on community strengths and assets versus deficits.



[Integrating Special Populations](#)

Through translational research navigation, MACHE works to advance the conduct of population health research (also known as T4 research).



[Triad Pastoral Network](#)

A community-academic partnership between faith leaders and the Maya Angelou Center for Health Equity in collaboration with the Sticht Center on Aging and Rehabilitation.



BRAIN HEALTH SUMMIT 2024

HOSTS

Dr. Goldie Byrd
Maya Angelou Center for Health Equity
Winston-Salem, North Carolina

Professor Kim Moorning,
Kelm Research Center
Farmingdale, New York

**A New Dawn: Health Summit
New York City May 4 -11, 2024**

The Maya Angelou Center for Health Equity (MACHE) at Wake Forest University School of Medicine promotes health equity through interdisciplinary community-engaged research, health education and training, health promotion and literacy, and social justice initiatives. We are a preeminent health equity center that reduces health disparities in the most underserved populations with a particular focus on B/AAs. MACHE is one of four American institutions that is building one of the largest resources to understand the root causes of AD in persons of African Ancestry.

The Kelm Research Center at Farmingdale State College (KRC) is committed to conducting research with the highest standards of methodological integrity to advance academic responsiveness to community issues such as health and equity. KRC triangulates community-based participatory research and collaborative research approaches to improve the livelihood of individuals being studied. By diversifying research across the country, this fosters a dynamic community of academicians instrumental in contributing to advancements in society. KRC prioritizes research with underrepresented populations who deal with social inequities and lack of resources.

Together, these two research driven institutions seek to provide education around AD and caregiving for minoritized communities. We will empower B/AAs to be proactive about their brain health by encouraging them to connect with a healthcare provider. Working in collaboration through an academic partnership we plan to engage over 1,000 AAs not currently active in our research pool.

By engaging and recruiting diverse populations in our AD trials, we expect to increase diverse participation and representation and develop trust of underrepresented communities in research. Collaborating across multiple sectors with community-based organizations, local colleges, and other respected local partners, we seek to eliminate disparities in AD health care. The health summit will consist of multiple levels of engagement: 1) Keynote, Health Panel & Luncheon, 2) Health Screening (Cognitive Testing), and 3) other activities to support the theme, "Building Hope for Tomorrow" and highlight the pivotal link between living healthy and AD.

EVENT LOCATION: 1927 Fulton Street, Brooklyn, New York 11233

PLENARY & LUNCHEON



Panelists involved in AD research and health care services will host an open forum and Q&A session for the public to spread awareness. To increase the reach to minority communities about the importance of brain health in NYC, invited guests include academic affiliates at Columbia University and New York University, elected officials from the Mayor's office, City Council, Community Boards, and local religious leaders. Topics will include AD Medications and Treatments, Caregiving, Modifiable Risk Factors for AD, and AD and Genetics. A luncheon will follow the panelists to allow for networking between health care providers and the local community.

The **Keynote Speaker** is Dr. Goldie Smith Byrd, the Director of the Maya Angelou Center for Health Equity and Professor of Social Sciences and Health Policy at Wake Forest University School of Medicine. She has widely published and funded research focusing on Alzheimer's disease in Blacks, who are twice as likely to have the diseases compared to their White counterparts. Dr. Byrd was chosen as one of the Most Influential People of African Descent (MIPAD) in 2023. Based on her dedication and untiring contribution to equitable healthcare she was one of 20 out of 200+ honorees featured for top recognition in the field of health and wellness. Recognizing her professional achievements, along with civic and community involvement, she received the Triad Business Journal's (TBJ) 2023 Outstanding Women in Business Legacy Award.

HEALTH SCREENING

Local NYC residents will be asked to volunteer for **health screening**. Health care workers will conduct cognitive testing to support research efforts for communities hit hardest with AD. Our hope is to use the data to find better treatments for the prevention and cure of AD. Going into the community allows us to build trust with individuals living with dementia, caregivers, and healthy volunteers for the study. Having a pool of active, engaged, and representative research participants is the greatest way to develop the next generation of AD treatments. Through this we aim to accelerate progress and provide valuable insights to the larger medical community.

SPONSORSHIP OPPORTUNITIES

Philanthropic support for the Brain Health Summit in New York City can be facilitated at various levels, 1) Champion, 2) Ambassador, 3) Mentor, and 4) General Support. All donations are full tax-exempt, and a statement of support will be provided to all donors.

CHAMPION SPONSOR - \$50,000

Champion Sponsors receive prominent recognition before, during, and after the event.

- ONLY ONE CHAMPION SPONSOR WILL BE SELECTED.
- Pre-Event advertising will be displayed on the event's website and social media channels.
- During the event banner ads and video ads will recognize platinum sponsor contributions.

*All camera-ready artwork is to be provided by the sponsor (.jpg, .png, mp4 formats preferred).

- Main Banner Advertisement (30 feet wide banner)
- Full Page Ad on the PINACLES Academic Conference & Expo web site
- Recognition as Platinum Sponsor on all conference materials
- Conference Journal Advertisement (8½ x 11)
- Conference Video Advertisement (1280 x 720px - 30 seconds)
- Up to 3 products to be included in registration bag
- Five conference meal packages
- Logo acknowledgement in pre-plenary video
- Logo in registration mailing
- Logo with link to conference website
- Logo on conference website
- Five invitations to VIP reception
- On-site signage



AMBASSADOR SPONSOR - \$25,000

Ambassador Sponsors receive prominent recognition before and during the event.

- Pre-Event advertising will be displayed on the event's website and social media channels.
- During the event banner ads and video ads will recognize gold sponsor contributions.

*All camera-ready artwork is to be provided by the sponsor (.jpg, .png, mp4 formats preferred).

- Banner Advertisement (20 feet wide banner)
- Full Page Ad on the PINACLES Academic Conference & Expo web site
- Recognition as Gold Sponsor on all conference materials
- Conference Journal Advertisement (8½ x 11)
- Conference Video Advertisement (1280 x 720px - 15 seconds)
- Up to 2 products to be included in registration bag
- Three conference meal packages
- Logo acknowledgement in pre-plenary video
- Logo in registration mailing
- Logo with link to conference website
- Logo on conference website
- Three invitations to VIP reception
- On-site signage



MENTOR SPONSOR - \$10,000

Mentor Sponsors receive prominent recognition before and during the event.

- Pre-Event advertising will be displayed on the event's website and social media channels.
- During the event banner ads and video ads will recognize silver sponsor contributions.
- Post-event, a scholarship in the name of the sponsor will be made to 2 individuals participating in the PINACLES training program.

*All camera-ready artwork is to be provided by the sponsor (.jpg, .png, mp4 formats preferred).

- Banner Advertisement (20 feet wide banner)
- Full Page Ad on the PINACLES Academic Conference & Expo web site
- Recognition as Silver Sponsor on all conference materials
- Conference Journal Advertisement (5½ x 8½)
- 1 product to be included in registration bag
- Two conference meal packages
- Logo in registration mailing
- Logo with link to conference website
- Logo on conference website
- Two invitations to VIP reception
- On-site signage



SUPPORTER - \$1000 - \$5000

Supporters receive prominent recognition before and during the event.

- Be recognized for cash donations for general conference support. Acknowledged on signage and in the conference program. Minimum donation.
- Friends donating \$2000 or more will sponsor one student for the PINACLES for every \$1000 above the minimum.

- Acknowledgment on conference signage
- Acknowledgment on conference websites

The gift of
DONATION

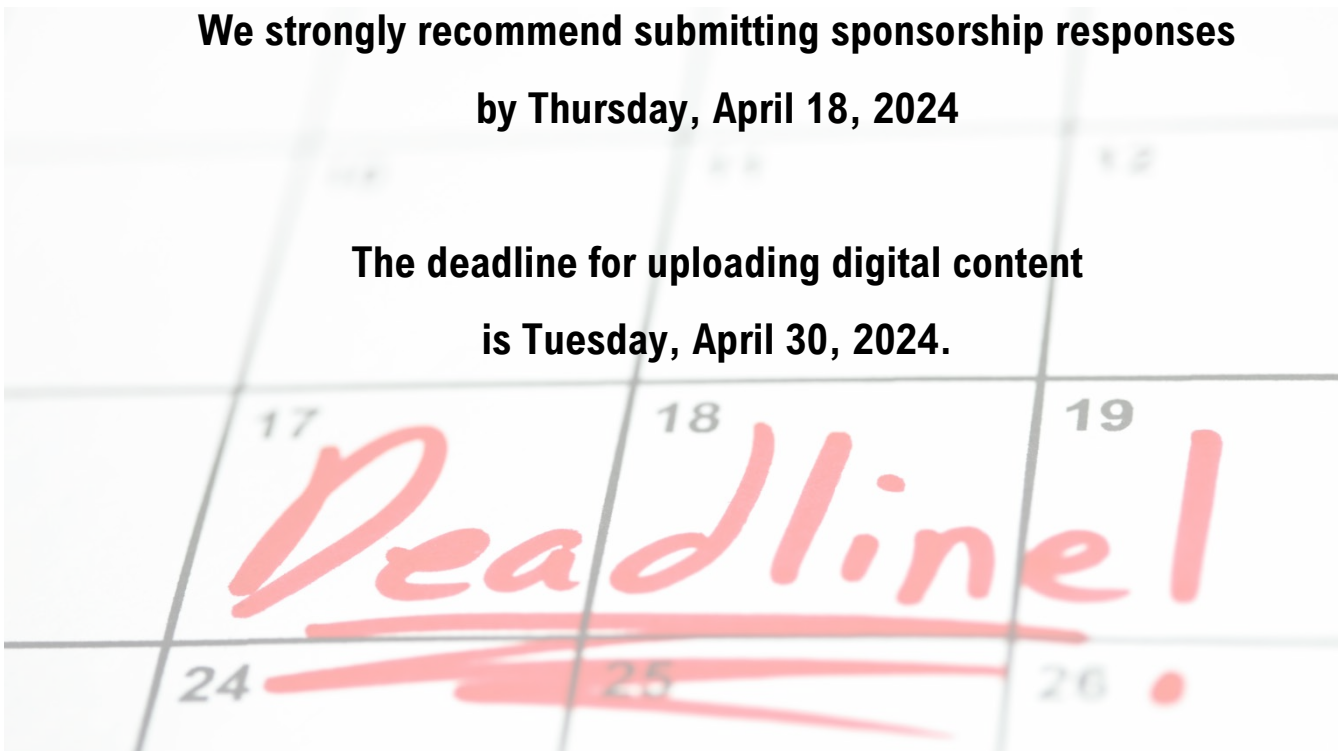
Sponsorship Submissions

1. Complete the Sponsor Form - www.dawnbrainhealth.org/sponsorship.html
2. Upload all digital content
 - Digital signage will be promoted on our materials within 24 hours of receipt.
 - All Sponsor materials must be submitted in electronic format.
 - All Sponsor materials for printing must be submitted in .pdf format.
 - All images and logos should be in .jpg or .png format.
 - The preferred format for the Web is .html and .asp.
 - The preferred video format is .mp4 and .webm.

DEADLINES

**We strongly recommend submitting sponsorship responses
by Thursday, April 18, 2024**

**The deadline for uploading digital content
is Tuesday, April 30, 2024.**





www.dawnbrainhealth.org

FOR MORE INFORMATION CONTACT:

SPONSORSHIP CONTACT PERSON:

Professor Kim Moorning,
Executive Director

Kelm Research Center

Phone: 516-893-2810

Email: moornikm@farmingdale.edu

EVENT CONTACT PERSON:

Dr. Ruth Phillips,
Executive Director

Community Health Coalition at MACHE

Phone: 336-713-7600

Email: ruphilli@wakehealth.edu