



2023-2024 Sponsorship

The [Mayors Wellness Campaign](#) (MWC) is a statewide community health initiative of the [New Jersey Health Care Quality Institute](#) in partnership with the [New Jersey State League of Municipalities](#). The MWC provides mayors and community leaders with technical assistance, guidance, and resources to improve the health and wellness of their communities.

MWC towns participate in activities and events throughout the year as part of their journey to provide residents with healthier places to live, work and play.

Your sponsorship of the 2023 Journey to becoming a Healthy Town will enable us to engage and support MWCs throughout New Jersey. The Journey starts with mayors taking the pledge, education on the MWC and the Healthy Town applications, training on how to access and use local data, MWC tool usage, and culminating in the applications and Healthy Town awards recognizing the great efforts made to improve the health of communities. Your sponsorship supports our work to ensure more New Jersey residents live in communities with thriving Mayors Wellness Campaigns.¹



By Supporting the MWC's Journey to Becoming a Healthy Town Your Organization will:

- Be recognized as a partner in your commitment to community health and wellness throughout the state.
- Enable us to provide more technical assistance and resources to New Jersey communities to improve the health and wellness of their residents through the MWC tools and programs.
- Be highlighted for your support of the MWC in our communications with every mayor and other local officials in New Jersey, as we thank you in our emails, social media, newsletter publications, and press releases celebrating the 2023 Journey to becoming a MWC Healthy Town.

2023 Journey to Becoming a Healthy Town

September

- Starting the Journey with a Pledge to "Put Your Town on the Map."
 - Mayors commit to improving the health and wellness of their communities and sign the annual [MWC pledge of participation](#).

MWC In Action

127 towns, including 8 new towns, signed the pledge. This is the **highest number of annual pledges to date!**



November

- 2023 New Jersey Healthy Town
- League of Municipalities Conference "Bringing Health to Your Community With the MWC" panel presentation featuring previous Healthy Town designees.
- Applications Open
 - MWC staff invite towns to join the program and apply to become a Healthy Town. Towns receive resources including the [MWC Handbook](#) which outlines the steps to becoming a Healthy Town.

MWC In Action

Collette Kennedy, former Mayor of the Borough of Keyport, shared examples of how the MWC led the expansion of diversity and inclusion programming.



October

- Recognize "MWC Health Champions."
 - Mayors nominate individuals making a difference within their communities. Recognizing team members supports becoming a Healthy Town.

MWC In Action

Eesha Bhatia, high school student and MWC coordinator from Old Tappan, was named **Health Champion**. She supported Old Tappan's Journey to a Healthy Town through data collection, community engagement, and education. Learn about her and the other 2022 Health Champions [here](#).



December

- Healthy Town Technical Assistance
 - A webinar to provide guidance on preparing a successful Healthy Town application.



¹ NJHCQI is a 501(c)(3) non-profit organization. Your donation is tax deductible as allowed by law.

January

- MWC Incentive Drawing
 - Selected communities receive funding to support local MWC programming that expands health and wellness opportunities for residents and strengthens the path to becoming a Healthy Town.

MWC In Action

Funding has supported healthy meals and nutrition education for older adults, bike safety programs, exercise programs, and activities to reduce social isolation of residents.



March - April

- 2023 New Jersey Healthy Town Application and Awards
 - MWC Healthy Town awardees will be designated based on their success in providing evidenced-based, inclusive, and well-rounded health programing.


MWC In Action

A **record number** of towns completed their journey to becoming a Healthy Town. Learn more about the **38** winners [here](#).



With your support we hope to continue to support more New Jersey communities on this important journey.

Sponsorship Tiers and Benefits

 MAYORS WELLNESS CAMPAIGN.	Crystal Sponsor \$10,000	Platinum Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000
Logo recognition on all MWC communications including email and social media campaigns to mayors and Quality Institute members	Prominent	Large	Medium	Small
Logo recognition during all MWC events	Prominent	Large	Medium	Small
Company recognition at MWC presentations	Special	Special	✓	✓
Direct sponsorship of MWC Health Champion Award	✓	✓	✓	
Direct sponsorship of the Healthy Town Designations	✓	✓		
Special company recognition in 1 Quality Institute newsletter and 1 MWC newsletter	✓	✓		
Direct sponsorship of MWC Incentives	✓			
Complimentary registration for up to two company representatives to attend the NJ League of Municipalities Conference	✓			



Contact us today to discuss MWC sponsorship opportunities: [Virginia Tesser](#), External Affairs Manager, vtesser@njhcqi.org | 609-452-5980.

To learn more about the MWC program, contact: [Julie DeSimone](#), Director of Community Health, jdesimone@njhcqi.org | 609-452-5980.



2022-2023 Sponsors

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