



2025-2026 Sponsorship

The Mayors Wellness Campaign (MWC) is a statewide initiative from the New Jersey Health Care Quality Institute and the NJ State League of Municipalities that empowers mayors and local leaders to make their communities healthier places to live, work, play, and age.

With your sponsorship, we support towns in their MWC journey—from taking the pledge and using local data to implementing programs and earning Healthy Town recognition. Your partnership strengthens long-term community health initiatives across New Jersey.

SPONSOR BENEFITS

Your support helps communities thrive and includes:

- Recognition as a partner in community health.
- Support for local leaders with tools and training.
- Visibility through emails, social media, newsletters, and press releases.



2025 Journey To Becoming A Healthy Town

September: Take the Pledge to “Put Your Town on the Map”

- Mayors commit to the program and sign the annual MWC pledge of participation.



November: 2025 New Jersey Healthy Town Application Opens

- League of Municipalities Conference: “Bringing Health to Your Community With the MWC” panel presentation featuring previous Healthy Town designees.



January: MWC Incentive Drawing

- Funding awarded to towns for innovative wellness initiatives.
- This year’s programs included: mental health awareness campaigns, teen wellness programs, volunteer appreciation events, community needs assessments, and activities advancing social connection and physical health.

October: Recognize “MWC Champions of Health”

- Mayors nominate local health leaders.
- **Dina Robinson** of Franklin Lakes, **MWC Champion**, leads wellness efforts with passion and impact. Learn more about the 2024 Health Champions.



December: Healthy Town Technical Assistance Webinar

- Provides guidance on preparing a successful Healthy Town application.

March - April: 2025 New Jersey Healthy Town Awards

- MWC Healthy Towns are designated based on their success in providing evidenced-based, accessible to all, well-rounded health and wellness programming.
- A record number of towns reached their journey to becoming a Healthy Town. Learn more about the 55 winners here.

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

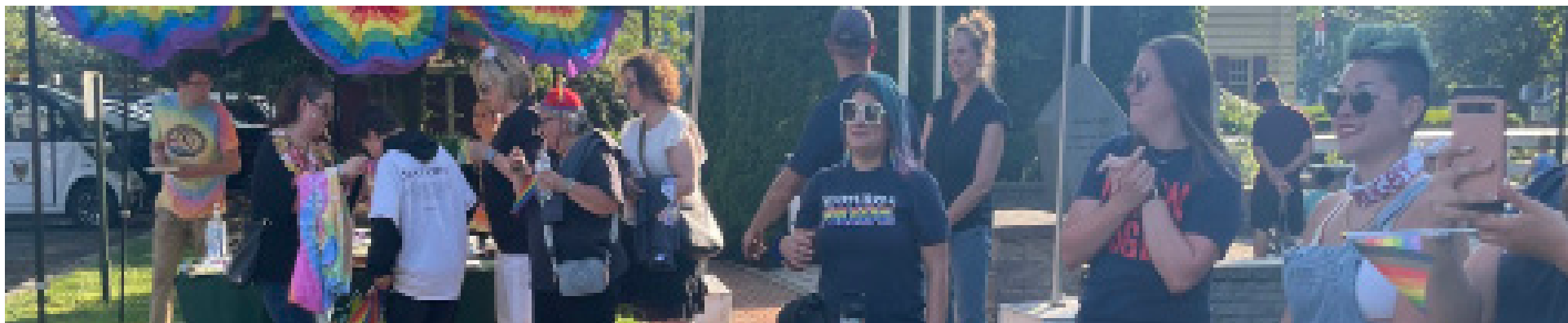
Support Healthy Aging

Our Conversation of Your Life (COYL) program gives communities the tools and support to empower residents to openly discuss, document and share their health care priorities with those who matter most, their proxy, and providers. Your support of the MWC brings these important conversations to NJ communities.



Community Hub

The Hub serves as a centralized space for MWC leaders to access resources, share best practices, and collaborate on local health and wellness initiatives. Your support made the Hub possible and helps us maintain it as a valuable tool for enhancing connectivity and engaging across MWC towns, strengthening the MWC's impact.




Innovative Local Solutions

In their Healthy Town applications, towns share their innovative programs and newest efforts, such as:

- **Township of Stafford** in partnership with the National Fitness Campaign, the Township was able to build an adult fitness center for residents, enhancing access to physical health opportunities in the community.
- **Belleville** collaborated with Kean University to support student mental health by integrating social-emotional learning and family resources into the community.
- A "Cram the Cruiser" event in **South Brunswick** created a fun and interactive way for children to engage with law enforcement while also providing food to those in need in the community.
- The **City of Englewood** Family Wellness Weekend was a standout event, bringing together over 80 organizations to provide health screenings, fitness activities, and resources addressing food insecurity, social isolation, and health care access.



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 COYL Programs	✓	✓	✓	✓
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 <u>NJ League of Municipalities</u> Conference	✓			



Contact us today to discuss MWC sponsorship opportunities: Virginia Tesser, Senior Engagement 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.





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