

SPONSORSHIP PACKAGE



COPPIN STATE UNIVERSITY

Historically Black Colleges & Universities

HBCU

College of Plant-Based Lifestyle Medicine

PLANT FOOD AS MEDICINE HEALTH EQUITY & SCHOLARSHIP SUMMIT

Learn The Ten Laws of Plant-Based Lifestyle Medicine
That Transform How Medical Professionals Treat Chronic Disease

Speaker Summary



J.B. Blair

The Plant Powered Coach
NBA Washington Wizards
former Harlem Globetrotter



Dr. C. J. Jacobs-Young

Under Secretary -USDA
Research, Education, and
Economics



Jennifer Rooke, MD

Morehouse Medical School
Certified - Lifestyle & Internal
Medicine



David Bowman, MD

Howard University Hospital
Certified - Lifestyle Medicine

www.PlantFood.HBCUPlantbasedLifestyle.com

Lifestyle Medical Education April 24-26, 2024

Coppin State University, Baltimore, MD

10 Hrs Education
Thur. & Fri. 9am- 6pm



Topic Overview:

- Plant Food & the Medical Evidence regarding Chronic Disease
- 9 Lifestyle Interventions that address the environmental determinates of health and climate factors
- State of the Plant Food Industry pre+post Covid-19 Pandemic



Wed. April 24th

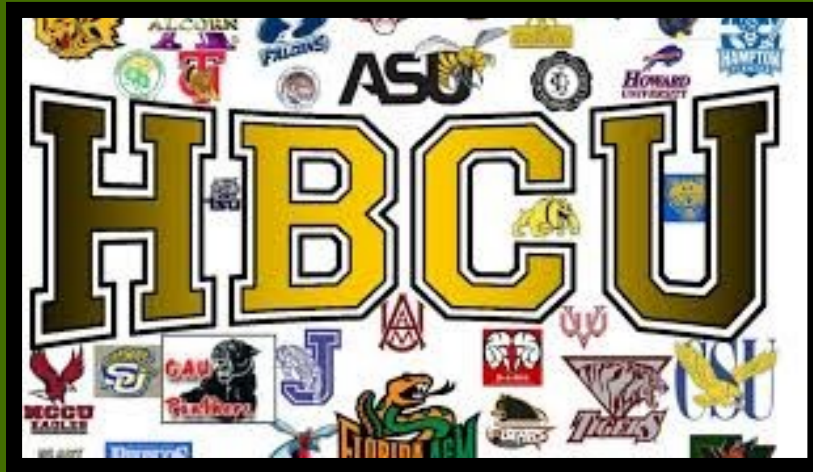
Plant Powered Taster &
“Heart of A Champion” Student Film
Screening with the Plant Powered Coach



35% of Registration
Goes to CSU Plant Powered
Scholarship Fund
Sponsor to Help Us Provide
More!!!

Tackling Food Insecurity & Chronic Disease on HBCU Campuses
One Campus At A Time!

WHY SUPPORT HBCUs



Historic Black Colleges and Universities (HBCUs) are institutions that were established as early as 1837 with the principal mission of educating freed slaves who suffered from illiteracy. For a century after the end of slavery in the United States in 1865, most colleges and universities in the Southern United States prohibited all African Americans from attending school. Now 100 HBCU institutions exist and have been the backbone of self-determination and economic development in the Black community. HBCU's are credited for the following accomplishments and should be ground zero for health care innovation.

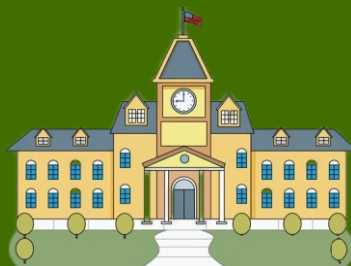


600,000

HBCU students
attend annually

Over
10,000

Black HBCU Medical
School Graduates



\$14 Billion



Annual Regional
Economic Impact

101 HBCU Institutions
19 States in U.S.

**Millions of
Alumni**

in the U.S.



500 HBCU physicians care for
1.1M patients*

*A 2012 *Annals of Family Medicine* noted that the average primary-care physician has about 2,300 patients on his "panel"

Plant Powered Scholarships

The Problem: Obesity is a growing public health crisis in the United States and is associated with a substantial disease burden due to an increased risk for multiple complications, including cardiovascular and metabolic diseases. Also, obesity disproportionately affects the African American population, women in particular, regardless of socioeconomic status. HHS Office of Minority Health – Feb 17, 2023

Food Insecurity: Compared with students who are food secure, students who are food insecure have been associated with having poor dietary quality, poor physical activity habits, and greater odds for obesity. Journal of the Academy of Nutrition and Dietetics, “Food Insecurity on College & University Campuses – Published Oct. 27, 2021

Food insecurity disproportionately impacts students of color academic and social performance, which is made worse by additional socioeconomic barriers that make actions like buying textbooks or staying enrolled in school extremely difficult, if not impossible,” said Rep. Barragán – Co-sponsor “2023 Food For Thought Bill” (bill will provide HBCUs grants to supply free meals (including plant-based meals) but for only 10 students per campus) More is needed.

The Solution: Plant Powered Academic & Meal Plan Scholarships

Academic Scholarships

To develop a pipeline of Plant Powered healthcare professionals who can help to fight the health and food insecurity programs, specialized education is needed at the undergrad level. One of the main goals of the HBCU-CPLM is to implement a Plant-Based Lifestyle Medicine 30 credit hour “emphasis or specialty” program as part of the existing Health Science programs on 50 HBCU campuses. To create a B.S. in Nursing with an emphasis in “Plant-Based Lifestyle Medicine” as a new innovative program on each campus, each course must have a minimum of 10 students enrolled with at least three (3) professors to teach the program. The goal of the HBCU-CPLM is to provide scholarships for a cohort of 15 students by Fall 2024 or Spring 2025 at Coppin State University. [Click here to see our strategic curriculum plan.](#)

Academic Scholarship Goal

Goal: \$75,000 for the CSU Plant Power Scholarship

CSU Tuition is \$5,000 x 15 students = \$75,000

Professor Funding

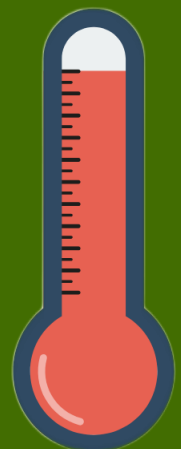
Goal: \$250,000 covers
3 Adjunct Professors
provided thru HBCU_CPLM

Plant Powered Meal Plan Scholarships

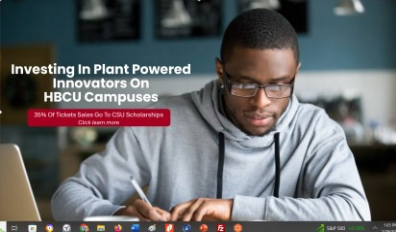
To fuel the success of the Plant Powered Scholars suffering from food insecurity or economic hardship, HBCU-CPLM seeks to provide 15 HBCU Plant Powered Meal Plans wherein the students will each 100% plant based all year round thru campus dining to launch the Plant Powered Green Zones. The Plant Powered Scholars will become ambassadors and story tellers regarding the benefits of having a Plant Powered Meal Plan.

Goal: \$75,000 x \$5K meal plan x 15 Plant Powered Scholars

Note: The HBCU –CPLM seeks to raise an additional \$100K to cover costs of replicating the “Plant Food As Medicine Summit” at the other 50 HBCU’s.



Total Goal:
\$500K



SPONSOR BENEFITS



To start the Plant Powered Scholarship program, we need 70 donors to at least become “Green Friend Supporters to implement both the academic and meal plant powered scholarship. When you donate, donors receive the following benefits that provide opportunity for engagement with the student awardees and reach the larger community on each campus. See the benefits below.

Benefits	Platinum Asparagus \$50,000	Golden Broccoli \$30,000	Silver Apple \$20,000	Bronze Carrot \$15,000	Green Friend \$7,500	Game Changer Supporter \$1,500
Logo featured monthly on member electronic newsletter & micro site on HBCU-CLP Network website	•	•	•	•	•	•
Logo featured on Press Release for Student Scholarships & Student Ambassadors	• 7 Student scholarships	• 5 Student scholarships	• 3 Student scholarships	• 2 Student scholarships	• 1 Student scholarships	• 1 Student Contest Winner
Unlimited posting of job opportunities on the job board www.HBCUPlantbasedlifestyle.com	•	•	•	•	•	•
Full-page in fundraiser program	• Inside front cover	• Back Cover	• Inside back cover			
Half-page handout & digital program booklet				•		
Quarter-page ad in program booklet					•	
Logos displayed on jumbo conference screens under sponsor level	•	•	•	•	•	
Plant Powered Food Taster Exhibit Table	•	•	•	•	•	•
Summit Tickets Included	12 Tickets	10 Tickets	8 Tickets	6 Tickets	4 Tickets	1 Ticket



Bright Innovations For Better Health Outcomes

DONATION/SPONSORSHIP SUBMISSION

[Click here](#) to complete the sponsorship registration before making a payment.

Payments

HBCU College of Plant-Based Lifestyle Medicine
501(c)(3) EIN # #85-2342718
14216 DUNWOOD VALLEY DR
BOWIE MD 20721-1246
Phone: 602-326-8663

Wire Instructions

Truist Bank
Routing Number: 121000690675
Account No: 061000104

Email: exec@hbcuplantbasedlifestyle.com
www.HBCUPlantbasedLifestyle.com
Contact: Jo Saint-George, Esq., CEO & Chair

Credit Card Payment

Pay online with a credit card at this link:
<https://give.cornerstone.cc/hbcu>

[IRS Non-profit Confirmation Letter](#)

If you can, please cover the credit card charge of 1%