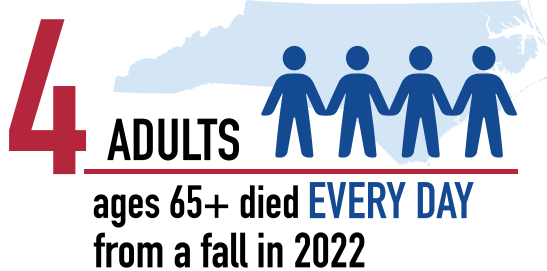


Join us to make a lasting impact on the well-being of North Carolinians. Become a sponsor to support the first year of our public awareness campaign!

## OUR PURPOSE

**Standing Strong North Carolina** is a public awareness campaign, launched in Fall 2023, to highlight the impact of falls through Public Service Announcements and a new website. Our call to action will drive the public to our new website, [StandingStrongNC.org](https://StandingStrongNC.org), for falls prevention resources.

In North Carolina,



Falls can be deadly, and older adults suffer the most severe consequences of a fall. Over the next 17 years, NC will see an estimated 52% increase in the population of adults over the age of 65 to more than 2.7 million in 2040. **We need to build and sustain our Public Awareness Campaign to educate the public that most falls can be prevented.**

(Source: NC Office of State Budget and Management, Standard Population Estimates, Vintage 2021; Population Projections, Vintage 2041, [www.osbm.nc.gov/facts-figures/population-demographics](https://www.osbm.nc.gov/facts-figures/population-demographics))




The NC Center for Health and Wellness at UNC Asheville (NCCHW), in partnership with the North Carolina Falls Prevention Coalition (NCFPC), is leading this new statewide awareness campaign to prevent older adult injuries and deaths from unintentional falls. We're on a mission to save lives across NC.



## OUR VISION

Increase public awareness to reduce injuries and deaths from falls.

Your Sponsorship will help to:

-  **Inform** the public to raise awareness about the impact of falls.
-  **Educate** all on how to prevent falls with easily accessible resources.
-  **Inspire** older adults and their loved ones to take action through our innovative messaging as a way to remember the steps to reduce fall risk.

Support our team to:

- Grow and sustain this campaign;
- Produce and distribute additional Public Service Announcements;
- Maintain the website with updated resources and new information;
- Support further assessment and evaluation of the campaign messaging;
- And, align efforts with multiple statewide public health plans for greater impact.

# 2024 SPONSORSHIP OPPORTUNITIES

## SPONSOR BENEFITS

### Statewide Partnerships

- Strengthen connections between your organization, the NCCHW and the NCFPC to build the foundation for a long-term partnership and campaign to prevent falls.

### Positive Brand Association

- Increase your statewide and national visibility of innovative leadership and partnership in falls prevention.
- Partner with a meaningful cause to enhance your reputation and foster a positive image among consumers.

### Community Engagement

- Position your organization as a socially responsible and caring organization by actively contributing to the well-being of the community, particularly its older members and/or members with disabilities.

YOUR INVESTMENT WILL HELP TO PREVENT:

**20,031** HOSPITALIZATIONS  
**109,263** EMERGENCY ROOM VISITS  
due to falls in North Carolina in 2022

*These can be serious life-changing injuries, such as a hip fracture or a traumatic brain injury.*

**\$67,743.93**

the average hospitalization cost of an unintentional fall for a North Carolina resident aged 65+ in 2022.

Source: NC Division of Public Health, Injury and Violence Prevention Branch, Governor's Proclamation, 2023.

	MVP	ALL-STAR	CHAMPION	COACH	TEAM PLAYER	
	\$50K	\$25K	\$10K	\$5K	<\$1.5K	
SPONSOR BENEFITS	Recognition on website as a PSA sponsor	X				
	Opportunity to speak at special events hosted by Coalition	X	X			
	Opportunity to present at quarterly coalition meetings	X	X			
	Sponsor recognition at Annual Summit	X	X	X	X	X
	Exhibitor table at Annual Summit	X	X	X	X	X
PROMOTIONAL BENEFITS	Large logo + link on our sponsor website page	X	X			
	Medium logo + link on our sponsor website page			X	X	
	Small logo + link on our sponsor website page					X
	Permission to use SSNC logo + link on your website to SSNC	X	X	X	X	X
	Social media recognition of sponsorship and thank you	X	X	X	X	X