

# MAN UP

# 8<sup>th</sup> Annual



“More Than a Bowtie Experience —  
A Movement for Men’s Health and Wellness”



Sunday, May 3, 2026, | 9 AM – 3 PM  
5 Star Sports | 1150 27th Ave, Melrose Park, IL  
Co-Hosted by Mayor Ronald M. Serpico

# Event Overview

Man Up 2026 is set to be a premier men's wellness event combining education, fitness, and empowerment. This year marks our 8th anniversary, with strategic timing alongside the **5 Star Sports Indoor Multipurpose Soccer Facility** and their soccer leagues' semi-final playoffs, attracting hundreds of attendees and ensuring a vibrant, engaged audience for impact health initiatives. This facility will also serve as a World Cup viewing venue for 2026.



# Purpose & Mission

 To **educate, engage, and empower men**—particularly Latino, African American, and multicultural communities—on the importance of early detection, wellness, and lifestyle balance, with special emphasis on:

- Colon Cancer & Prostate Cancer Awareness
- Heart Health, Mental Health, and Fitness
- Nutrition and Preventive Care
- Men's Grooming, Fashion, and Personal Style
- Family Wellness and Financial Literacy

# Key Event Features



## Wellness Pavilion

Offering free health screenings and support resources.



## Educational Seminars

Inspiring talks on men's health and empowerment.



## Main Stage Experience

Motivational speakers and live demonstrations energize attendees.



## Exhibitor Pavilion

Explore various brands and their offerings.

# Why Sport Sunday Works

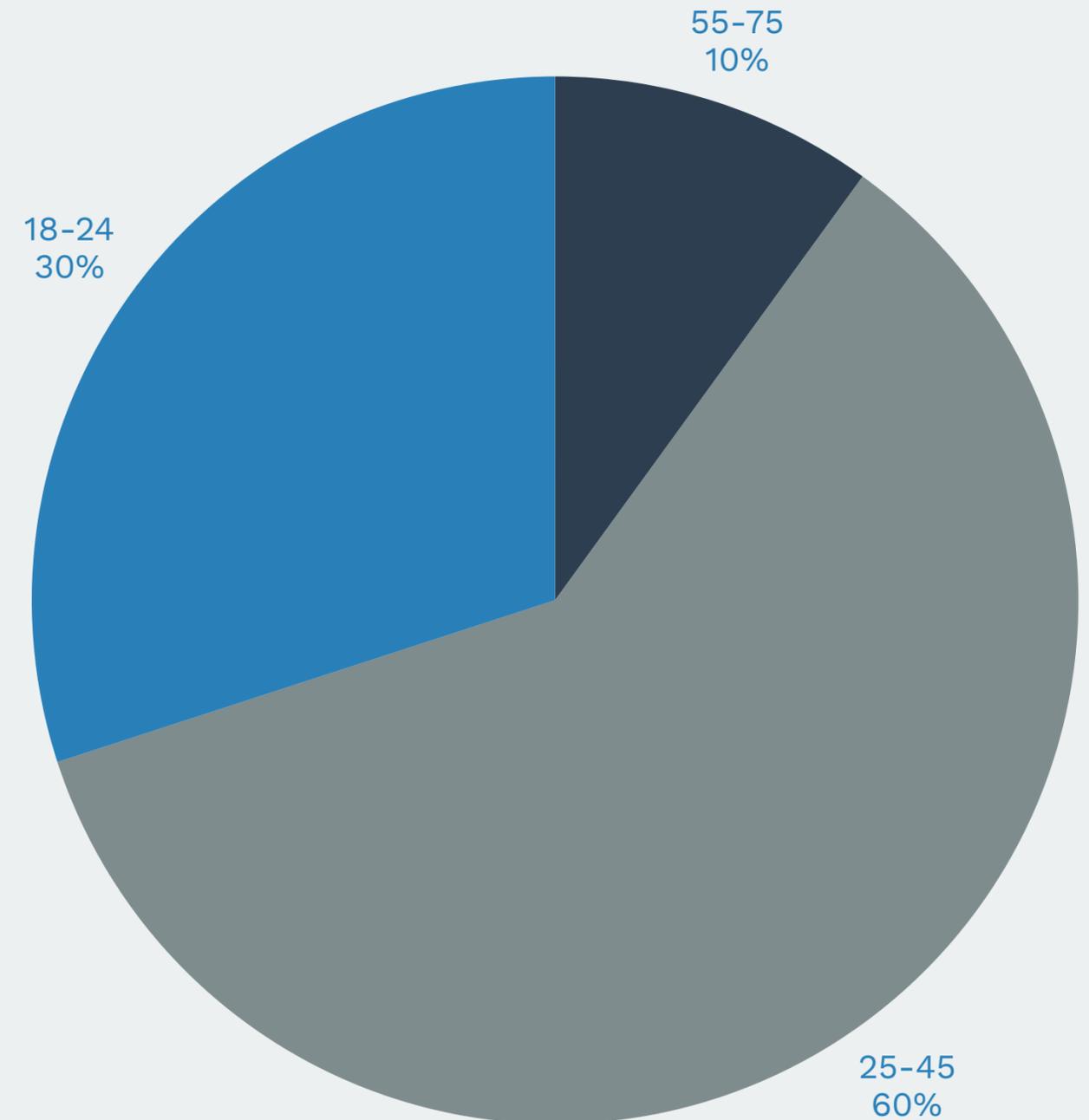
Perfect Alignment with Soccer  
League

Aligning the event with the 5 Star Sports  
Soccer League Semifinals ensures **heightened  
visibility** and continuous engagement with a  
large, active male audience throughout the day.



# Target Demographics

Understanding our audience is crucial for sponsors. The **diverse group** of attendees reflects a commitment to community and shared values, making them an ideal target for aligned brands.



Demographic breakdown showcasing our engaged audience segments

# The Male Health Disparities: Colon & Prostate Cancer

## Colon / Colorectal Cancer

- For men, age-adjusted new cases of colorectal cancer in 2018-2022 were **49.8 per 100,000** for non-Hispanic Black males, compared to 42.6 per 100,000 for non-Hispanic White males.
- Colorectal cancer incidence in African Americans is 20 % higher than in Whites; mortality is 40 % higher.
- Because of this disparity, screening guidelines for Black adults have been lowered to begin earlier at an age of 45 in some cases.

## Prostate Cancer

- For Black men in the U.S., the average annual incidence rate was 191.5 cases per 100,000 in 2017-2021 - **67 % higher** than the rate for other men.
- From 2018 to 2022, Black/African American men were diagnosed with prostate cancer 62 % more often than the total male population, and their five-year mortality was 92 % higher.
- Black men are 1.7 times more likely to be diagnosed than White men, and 2.1 times more likely to die of prostate cancer.

## Health Insurance & Coverage Gaps Among Men of Color (18-54)

While specific data for men of color aged 18-54 is limited, here are relevant coverage/insurance stats:

- In 2023, for **adults under age 65**: uninsured rates by group: **Hispanic/Latino were 17.9 %**, Black non-Hispanic were 9.7 %, White non-Hispanic were 6.5 %.
- For **Hispanic/Latino adults, the uninsured rate dropped from 32.7 % to 18.0 % between 2010 and 2022**, but they **remain more than twice as likely as non-Latino Whites to be uninsured**.
- Among **adults ages 18-64, men had a higher uninsured rate (12.6%) than women (9.5%) in 2023**.
- For **adults ages 18-64 in 2024: Hispanic adults were 24.6 % uninsured**; Black non-Hispanic adults were 10.5 %



- Men of color face a higher incidence and mortality for two of the most common men's cancers.
- By reaching this audience (18-54, men of color), we are addressing a health equity gap, which reinforces the value of the event to sponsors who care about CSR, community impact, and brand alignment with underserved populations.

# Sponsorship Opportunities



## Presenting Sponsor \$10,000

Your brand featured as  
“Presented by [Company Name]”

- 20x20 Premium Exhibit Space
- Branding on all signage, media, and main stage
- Featured logo on marketing materials and website
- One-week social media feature leading up to the event
- 10 VIP Guest Passes



## Wellness Pavilion Sponsor \$7,000

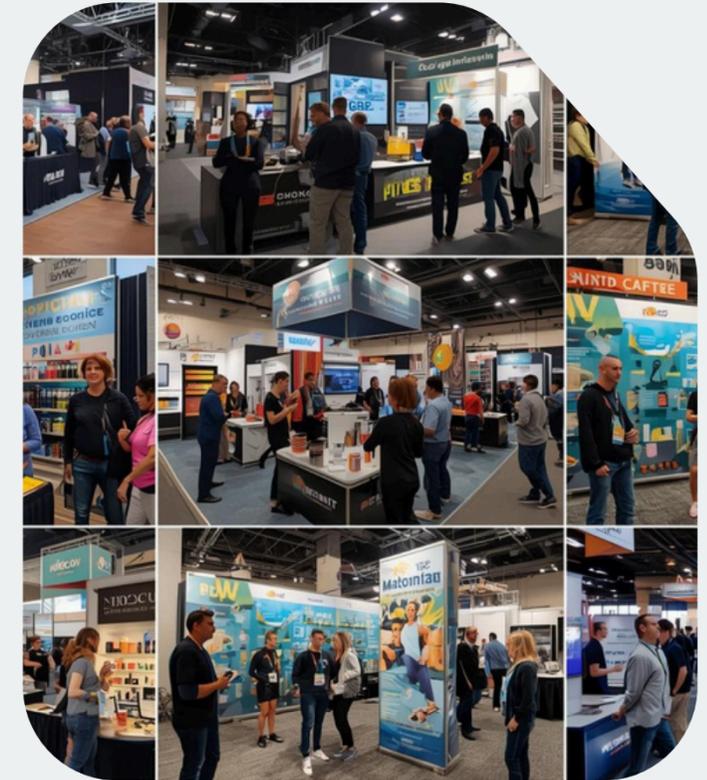
Your logo branded throughout  
health screening area

- 10x20 Exhibit Space
- Branding in press releases and digital materials
- Onstage acknowledgment



## Supporting Sponsor \$5,000

- 10x10 Exhibit Booth
- Logo placement on printed/digital materials
- Social media feature



## Corporate Exhibitor \$2,500

- 10x10 Booth, table, and chairs
- Company listing on event site and guide
- 4 Exhibitor Badges

## Booth Only Opportunities

- 20x20 Booth Space \$600
- 10x10 Booth Space \$350
- 10x20 Booth Space \$450
- 6FT TABLE \$250

# Community Partners



- Villages of Melrose Park, Maywood, Belwood, Elmwood Park, and River Grove, to name a few
- Local Hospitals and Health Networks
- Community Health Centers
- Nonprofit Health Organizations
- Local Soccer Leagues

# Contact Information



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