



WTHW WELLNESS ORGANIZATION

# HEART HEALTH WALK

SEPTEMBER 30, 2023  
8 AM-12 PM

REDONDO BEACH PIER  
100-500 FISHERMAN'S WHARF,  
REDONDO BEACH, CA 90277





## THE ME-WE ATTITUDE

# THE HEART HEALTH AND WELLNESS WALK

The What The Heart Wants Wellness Organization hosts a 3K walk and run to raise awareness about the importance of preventing diseases that can shorten men's lifespans. Our health screenings, which include checking blood pressure, glucose, cholesterol, HIV, STD/STI, and prostate cancer for men who may not see a regular doctor, are the core of this walking initiative.

## STEP INTO YOUR LEGACY

### ORGANIZATION INITIATIVES

**FATHERHOOD**

**OUTREACH**

**FINANCIAL WELLNESS**

**MENTAL WELLNESS**

**MENTORSHIP**

**RESEARCH**



## THE INSPIRATION BEHIND OUR ORGANIZATION

# BROOKLYN MCLINN

### FOUNDER

I come from a family of heart problems, where both my grandmother and father died from a heart attack. Enduring the devastation, I vowed at an early age to always stay in shape to prevent the same conditions. The news of my first heart attack in 2016 shocked me. I was in disbelief when the doctor told me I would need a heart transplant due to an enlarged heart and two leaky valves. Even though that was his suggestion, it was hard to fathom my heart being no good and needing a new one. In September 2017, I was scheduled for open heart surgery to correct the condition.

While recovering from the surgery, I experienced an atrial fibrillation, which put my heart rhythm out of sync. Six weeks after my surgery, I scheduled a check-up with my doctor because I constantly felt tired. The cardiologist reviewed my charts and determined I needed another heart surgery because my valves were leaking again. It was unheard of to undergo two open heart invasive surgeries in less than five months, but here I was, waiting to return under the surgeon's knife in January 2018. The countdown to my surgery was tumultuous. I was depressed because I couldn't work or retain food, lost 40 pounds, and suffered from insomnia. The suicidal thoughts were overwhelming as I couldn't stand to continue living this way during the waiting period.

After the surgery, the cardiologist stated my heart was functioning at 30 percent, and it was time to consider a heart transplant. Instead, I went to cardiac rehab to improve my heart function, which provided minimum help. In October 2020, I suffered another heart attack and flat-lined while being rushed to the hospital by the paramedics. I had a new perspective on life after realizing I had died in that ambulance. The next day, the doctor told me I couldn't go home without getting a pacemaker. While waiting for the pacemaker, my original doctor registered me on the heart transplant list.

I had my heart transplant on January 31, 2021, and survived a stroke during the procedure. I woke up with the left side of my body paralyzed and with kidney failure. I stayed in the hospital for two months to complete physical therapy. I had to learn how to walk again, attend speech therapy, learn how to write again, and attend dialysis appointments. On March 1st, I was able to go home and made a full recovery by September 2021.

I couldn't help but think how I could have saved myself six years of turmoil had I taken the doctor's advice seriously. Although challenging, I wouldn't change the journey because the person I had to become to receive the heart transplant is way more grateful and appreciative of the opportunity and gift of life. This is why it was important for me to create and give back through my nonprofit "What The Heart Wants Wellness Organization." Our Me-We attitude promotes the community development concept of "without you, there is no me." We must listen to our bodies and not ignore the signs. Together, my team is dedicated to promoting healthy lifestyles and raising awareness about potential health issues.

# MEDIA REACH

**72M** MEDIA  
ENGAGEMENTS

**50** IMDB  
CREDITS

**13M** MEDIA  
IMPRESSIONS

**50** NATIONAL  
COMMERCIALS

**10K** SOCIAL MEDIA  
FOLLOWERS

## SEEN IN TV SERIES

**PEACOCK: BEL-AIR**

**MARVEL'S CLOAK AND DAGGER**

**ABC: BLACK-ISH**

**AMAZON ORIGINAL: GOLIATH**

**NBC: PARENTHOOD**

**CBS: NCIS & CSI: NY**

**SHOWTIME: SHAMELESS**

**CBS: RULES OF ENGAGEMENT**

**TYLER PERRY'S THE HAVES AND HAVE NOTS**

BROOKLYN HAS DEDICATED OVER TWO DECADES OF HIS LIFE TO INSPIRING PEOPLE THROUGH THE POWER OF FILM AND TELEVISION. NOW HE'S TURNED HIS FOCUS TO HELPING OTHERS TAKE CHARGE OF THEIR PHYSICAL AND MENTAL WELLBEING BY LAUNCHING WTHW WELLNESS ORGANISATION. HIS OWN HEALTH JOURNEY IS THE DRIVING FORCE BEHIND THIS ENTERPRISE: HE WANTS TO HELP PEOPLE FEEL BETTER, INSIDE AND OUT. THROUGH WTHW, BROOKLYN IS FOCUSING ON PROVIDING EDUCATIONAL RESOURCES ON HEALTH AND WELLNESS TOPICS, AS WELL AS COMMUNITY-BUILDING INITIATIVES. HE'S ALSO INCORPORATING HIS DECADES OF ENTERTAINMENT EXPERIENCE TO CREATE CONTENT THAT IS FUN AND ENGAGING. BROOKLYN BELIEVES THAT KNOWLEDGE IS POWER, AND HE'S AIMING TO BRING THIS POWER TO THE MASSES.







# 2023 SPONSORSHIP LEVELS

## **STAGE & AV : \$10,000**

**THIS OPPORTUNITY UNDERWRITES THE STAGE, SOUND EQUIPMENT, MICROPHONES, AND CITY PERMIT.**

- **COMPANY LINK ON WEBSITE**
- **PRESS RELEASE MENTION**
- **SPONSOR RECOGNITION**
- **VENDOR TABLE (GIVEAWAYS ONLY - NO FOOD OR BEVERAGE)**
- **SPEAKER OPPORTUNITY ON STAGE**
- **LOGO ON OFFICIAL WALK SHIRTS**
- **LOGO ON STEP AND REPEAT**
- **LOGO ON ALL MARKETING MATERIALS**

## **BANNERS & PRINT MEDIA: \$5,000**

**THIS OPPORTUNITY UNDERWRITES THE MARKETING MATERIALS, STEP & REPEAT BANNER WITH STANDS, FLYERS, HORIZONTAL & VERTICAL BANNERS, AND SET UP FEES.**

- **COMPANY LINK ON WEBSITE**
- **PRESS RELEASE MENTION**
- **SPONSOR RECOGNITION**
- **VENDOR TABLE (GIVEAWAYS ONLY - NO FOOD OR BEVERAGE)**
- **LOGO ON OFFICIAL WALK SHIRTS**
- **LOGO ON START AND FINISH BANNERS**
- **LOGO ON STEP AND REPEAT**
- **LOGO ON ALL MARKETING MATERIALS**

## **MEDIA: \$3,000**

**THIS OPPORTUNITY UNDERWRITES THE PHOTOGRAPHY, VIDEOGRAPHY, AND PHOTOBOOTH.**

- **COMPANY LINK ON WEBSITE**
- **PRESS RELEASE MENTION**
- **SPONSOR RECOGNITION**
- **VENDOR TABLE (GIVEAWAYS ONLY - NO FOOD OR BEVERAGE)**
- **LOGO ON OFFICIAL WALK SHIRTS**
- **LOGO ON DIGITAL PHOTOS ON PHOTOBOOTH**
- **LOGO ON ALL MARKETING MATERIALS**

## **MERCHANDISE: \$1,500**

**THIS OPPORTUNITY UNDERWRITES THE SHIRTS AND SWAG BAGS.**

- **COMPANY LINK ON WEBSITE**
- **SPONSOR RECOGNITION**
- **LOGO ON OFFICIAL WALK SHIRTS**
- **LOGO ON ALL MARKETING MATERIALS**



## GET INVOLVED

ALL CONTRIBUTION ARE TAX DEDUCTIBLE.

### **VENDOR TABLE: \$500**

ALL VENDORS ARE RESPONSIBLE FOR BRINGING  
THEIR OWN TABLE AND CHAIRS.  
GIVEAWAYS ONLY - NO FOOD OR BEVERAGES.

### **IN-KIND PRODUCT DONATION: \$300**

MARKET YOUR PRODUCTS TO HUNDREDS OF  
PEOPLE BY INCLUDING YOUR PRODUCTS INTO OUR  
SWAG BAGS

### **FLYER INSERTS: \$150**

MARKET YOUR BUSINESS TO HUNDREDS OF  
PEOPLE BY INCLUDING YOUR BROCHURE OR  
BUSINESS CARD INTO OUR SWAG BAGS.



**"HAVING PERSONAL  
EXPERIENCE WITH MY OWN  
HEALTH JOURNEY, I REALIZE THE  
IMPORTANCE OF COMMUNITY.  
COMMUNITIES ARE LIVING  
LEGACIES OF THOSE WHO CAME  
BEFORE, AND EVERYONE HAS A  
SPECIFIC AND IMPORTANT ROLE  
TO PLAY IN MAKING SURE  
EVERYONE THRIVES."  
BROOKLYN MCLINN**



# CONNECT WITH US!



**@WTHWWELLNESSORG**



**WHAT THE HEARTS WANTS  
WELLNESS ORGANIZATION**



**INFO@WTHWWELLNESS.ORG**