



Healthy Strides

2019 Sponsorship Opportunities





WELCOME to the sponsorship opportunities presentation for Fairfax County Park Authority's **Healthy Strides** program, featuring the **Healthy Strides 5k/10k**.

Why did we contact you?

We, the Fairfax County Park Authority and the Fairfax County Park Foundation, are seeking **support from local businesses and organizations** with the goal of promoting the *Healthy Strides* message to all citizens throughout Fairfax County.

Our participants are the same people your business is looking to attract. Take advantage of this opportunity to make connections... and spark smiles! Plus, your support is tax deductible!

What is “Healthy Strides?”

NAGC Blue Pencil/Gold
National Association of
Government Communicators
Screen 2013 Award of
Excellence



Objectives:

- Program serves as a guide for forming healthy habits each month.
- Participants will develop a sustainable balance in their health over the course of the year.
- Participants will gain awareness of local resources.

- **What:** An annual health and wellness awareness program.
- **History:** Began in January 2010, under the name *Take 12! Steps for Health*; Rebranded to *Healthy Strides* in 2018.
- **Vision:** To help people make better, more informed decisions about their health.
- **How:** Each month is dedicated to one healthy goal and is accompanied by educational opportunities, both self-driven and participatory.

What is “Healthy Strides?”

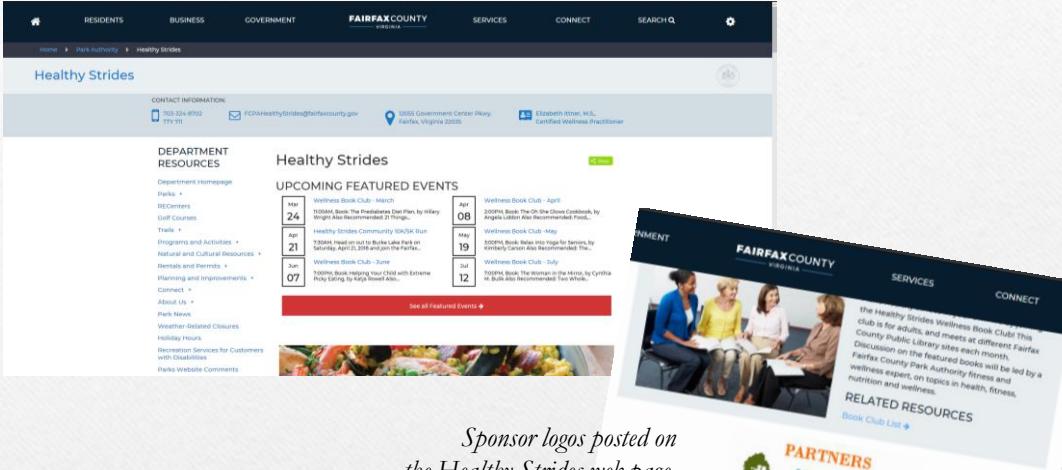
- **FREE** public program, fully supported by funding from sponsors
- Focused on **health issues for all ages** in 2019
- Dedicated to improving **health literacy** and awareness through education
 - **Workshops** given by health professionals at RECenters monthly
 - **Mini Health Fairs** held at RECenters quarterly
 - **Wellness Book Club** meets monthly at Fairfax County Libraries
- The flagship **annual wall calendar** – 10,000 copies distributed throughout Fairfax County
- Growing engagement on **virtual platforms**
 - Redesigned **webpage** with events calendar and trivia questions, monthly **e-newsletter**, prominent presence on the Park Authority **Social Media** platforms (Facebook, Twitter, and Instagram)
- Signature special event is the annual **Healthy Strides 5k/10k**.





What is “Healthy Strides?”

Web Page – Events Calendar, Articles, Trivia and more!



Sponsor logos posted on the Healthy Strides web page.









Calendar

2018 Calendar

Distributed in print AND available for download online!

Monthly e-newsletter





Healthy Strides - 12 Steps to a Healthier Year Step 3: Go Further with Food

It's National Nutrition Month! Prepare your foods to go further by planning meals and snacks in advance. Being ready for the day will keep you on a healthy track, as well as reduce food loss and waste.

March Trivia Question

Please answer the Healthy Strides monthly trivia question for your chance to win a really cool prize! Participants who answer correctly will be put into a drawing and the winner will be announced in next month's Healthy Strides e-newsletter as well as the answer!

Healthy Snacks On-The-Go

Be prepared when hunger hits with any of these portable snack options. Grab a reusable container for easy on-the-go snacking!

- **Crackers With Chocolate-Hazelnut Spread and Banana**
Apply chocolate-hazelnut spread to crackers. Top with 1 sliced small banana.
- **Ham and Jicama Wrap**
Wrap ham and jicama sticks with sliced ham, and whole-grain mustard for dipping. Pack it all in a cooler bag to keep it fresh until snack time.
- **Mango and Mint Pretzel Chips**
Mash 1/2 cup frozen peas with 1 tablespoon chopped fresh mint and 2 teaspoons fresh lime juice. Dip with pretzel chips.
- **Rice Cake With Peanut Butter, Coconut, and Dried Cherries**
Top a rice cake with peanut butter and mini rice cakes. Sprinkle with unsweetened shredded coconut and dried cherries.
- **Greek Yogurt with Fruits**
Mix plain Greek yogurt with fresh fruit to take several grams of fiber. Pack in a cool container until time to eat.
- **Dry-Roasted Edamame**
A one-cup serving contains only 130 calories and packs about one-third of your daily recommended fiber intake and 14 g of protein.

The USDA's Food Waste and Loss - A Challenge for Organizations

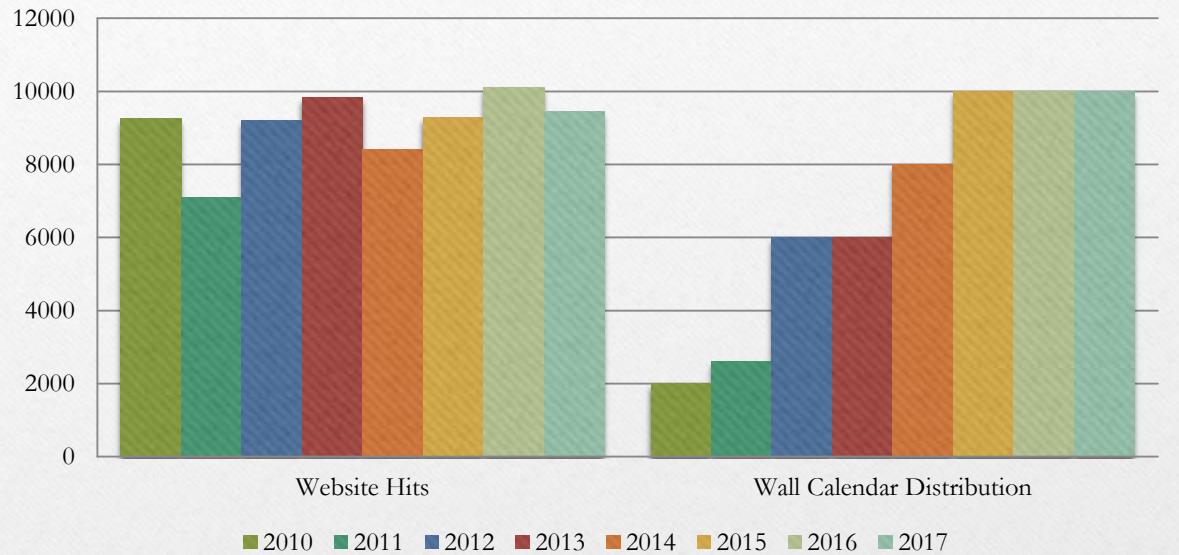
On September 16, 2015, the first-ever national food loss and waste goal in the United States was launched, calling for a 50-percent reduction by 2030. USDA and EPA are working in partnership with charitable organizations, faith organizations, the private sector, and state and local governments to reduce food loss and waste to improve overall food security and conserve our nation's natural resources.

The U.S. Food Waste Challenge calls on entities across the food chain – farms, agricultural processors, food manufacturers, grocery stores, restaurants, universities, schools, and local governments – to join efforts to reduce and better manage food loss and waste in the United States.

To join the U.S. Food Waste Challenge, organizations and businesses provide information on what they are doing in their operations to reduce, recover and/or recycle food loss and waste. The Challen...er's inventory of activities will help demonstrate

Program Statistics

Healthy Strides* 2010-2017



*Known as Take 12! Steps for Health from 2010-2017.

Workshops



e-Newsletter Subscribers





2019 Monthly Steps



January Step 1: Don't Forget About Sleep	February Step 2: Self-Love is Key	March Step 3: Make Small Changes	April Step 4: Reduce Waste
May Step 5: Work-Life Balance	June Step 6: Be Active Your Way	July Step 7: Adventure Time	August Step 8: Water Pledge
September Step 9: Write It All Down for Stress Relief	October Step 10: Book Club Month	November Step 11: Volunteer	December Step 12: Friends & Family



Healthy Strides 5k/10k

An award-winning community event!

Where: at the beautiful Burke Lake Park, in Fairfax Station, Virginia

When: Annually in April – **April 20, 2019.**

- ★ 5k and 10k courses are both USATF certified.
- ★ Draws in both novice and seasoned runners.
- ★ A portion of net proceeds benefit PACT Camp Scholarships for children living homeless shelters and supportive housing.



Race Trends:

- Majority of participants are female between the ages of 25-50
- Majority of participants live in Fairfax County
- About 75% of attendees plan to attend the next year
- Sold out registration every year since 2014
- Supported in part by 100+ volunteers from the community



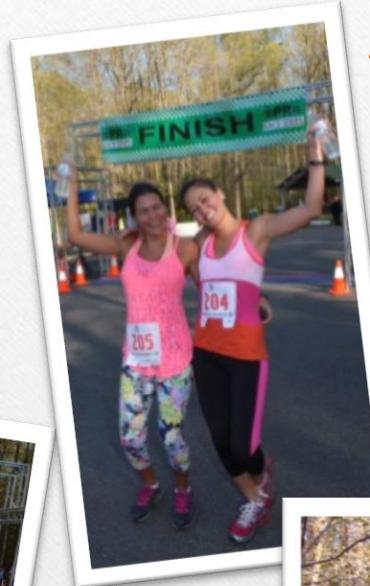
Healthy Strides 5k/10k

What our participants are saying...

“Great race.
Well organized.
Volunteers helpful
and friendly.
Look forward to
next year!”



“Beautiful venue.”



“My first race, and I enjoyed it tremendously!”

“This is my favorite race of the year. I also love that you cap the number of runners at 500, so it never seems crowded.”



“Great
location,
volunteers,
course and
refreshments!”

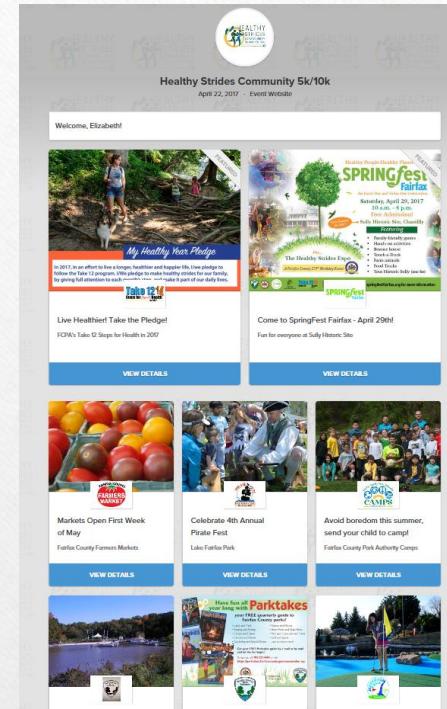




Healthy Strides

Race Plans for 2019...

- Team registration for 5k/10k
- Early registration discounts for 5k/10k
- Bag check at 5k/10k
- We love our parks and try to make this event as environmentally green as possible!
- Used athletic shoe drive to benefit the MORE Foundation Group to fight hunger, poverty and global warming.



- Virtual Race Bag for 5k/10k racers (no paper!)
- A portion of net proceeds benefit PACT Camp Scholarships for children living homeless shelters and supportive housing.



We Need Your Support

Fairfax County Park Authority,
in cooperation with the Fairfax County Park Foundation,
is **seeking** sponsors for the
Healthy Strides program in 2019.

A variety of sponsorship options are available.

Mission

Philanthropy

Community
Service

Support

Outreach



Sponsorship Levels

Title Sponsor

Benefits

- Most prominent name and/or logo placement on all program and events materials, to include:
 - Wall calendar front and back cover, with logo on three (3) chosen months (inside pages)
 - Website
 - Monthly e-newsletter
 - Print materials and press releases
 - Event promotional materials (i.e., workshops, seminars)
 - Healthy Strides 5k/10k event materials (including the race T-shirts)
 - Most prominent placement of name and/or logo on Healthy Strides event banners
- Receive 400 wall calendars at a location of your choice
- Complimentary table at eligible Healthy Strides events
- Six (6) complimentary 5k/10k race registrations
- Invitation to collaborate on 1-2 community workshops per year

1 available

\$10,000



Sponsorship Levels

Major Sponsor

Benefits

- Name and/or logo placement on program and events materials, including:
 - Wall calendar inside pages, with logo on two (2) chosen months, as well as back cover.
 - Website
 - Monthly e-newsletter
 - Other print materials and press releases
 - Event promotional materials (i.e., workshops, seminars)
 - Healthy Strides 5k/10k event materials (including race t-shirts)
 - Healthy Strides 5k/10k event banners
- Receive 200 wall calendars at a location of your choice
- Complimentary table at eligible Healthy Strides events
- Four (4) complimentary 5k/10k race registrations

2 available

\$5,000



Sponsorship Levels

Supporting Sponsor

Benefits

- Name and/or logo placement on program and events materials, to include:
 - Wall calendar inside page (space permitting)
 - Website
 - Monthly e-newsletter
- Receive 100 wall calendars at a location of your choice
- Placement of name and/or logo on the Healthy Strides event banners
- Complimentary table at eligible Healthy Strides events
- Two (2) complimentary 5k/10k race registrations

Unlimited

\$1,000



Sponsorship Levels

Healthy Strides 5k/10k Sponsor

Benefits

- Name and/or logo placement on Healthy Strides 5k/10k event materials, to include:
 - Race Website
 - Race Flyers & Posters
 - Race Banner
 - Race T-shirt
- Complimentary table at Healthy Strides 5k/10k
- One (1) complimentary 5k/10k race registration

Healthy Strides Community 5k/10k

May 4, 2019 • Starts at 7:30am • Burke Lake Park



Unlimited

\$500



Supporting in Other Ways

If your organization cannot become a funding sponsor, but wants to be involved with Healthy Strides, consider supporting with an in-kind donation of goods or services.



Healthy Books



Health screenings
& workshops



Gift Cards



Bottled Water

Volunteer
Refreshments



Fun race "swag"
and runner awards



Reusable Grocery
Bags & Fresh
Produce



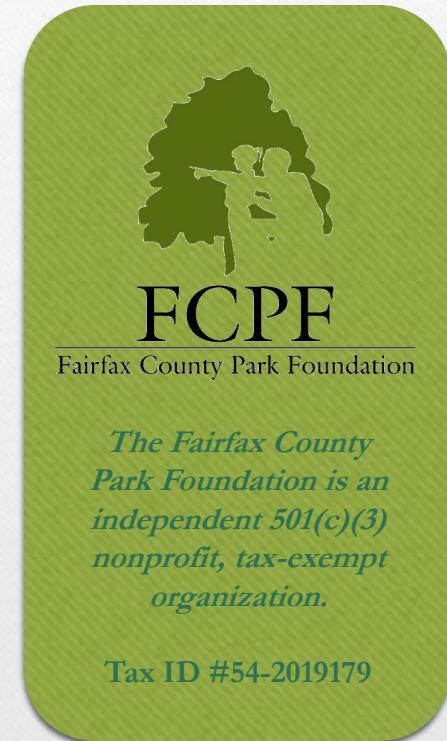
The Next Step...

- Ask us questions!
 - *For sponsorships, contact Margaret Thaxton: margaret.thaxton@fairfaxcounty.gov or 703-324-8532*
 - *For Healthy Strides program and race information, contact Elizabeth Ittner: elizabeth.ittner@fairfaxcounty.gov or 703-324-8423*
- Complete the Sponsorship Application

2019 Application Deadlines:

Title, Major and Supporting Sponsors – **October 1, 2018**

5k/10k Race Sponsors – **April 1, 2019**



Thank you!