



Healthy Strides

2019 Sponsorship Opportunities



FCPF

Fairfax County Park Foundation



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 Screen 2013 Award of
Government Communicators 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?”

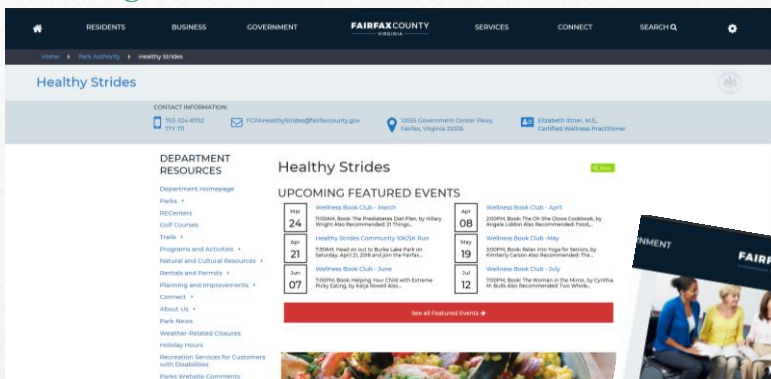
- **FREE** public program, fully supported by funding from sponsors
- Focused on **health issues for all ages** in 2019
- Dedicated to improving **health literacy** and awareness through education
 - **Workshops** given by health professionals at RECenters monthly
 - **Mini Health Fairs** held at RECenters 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



Award-winning calendar

Monthly e-newsletter

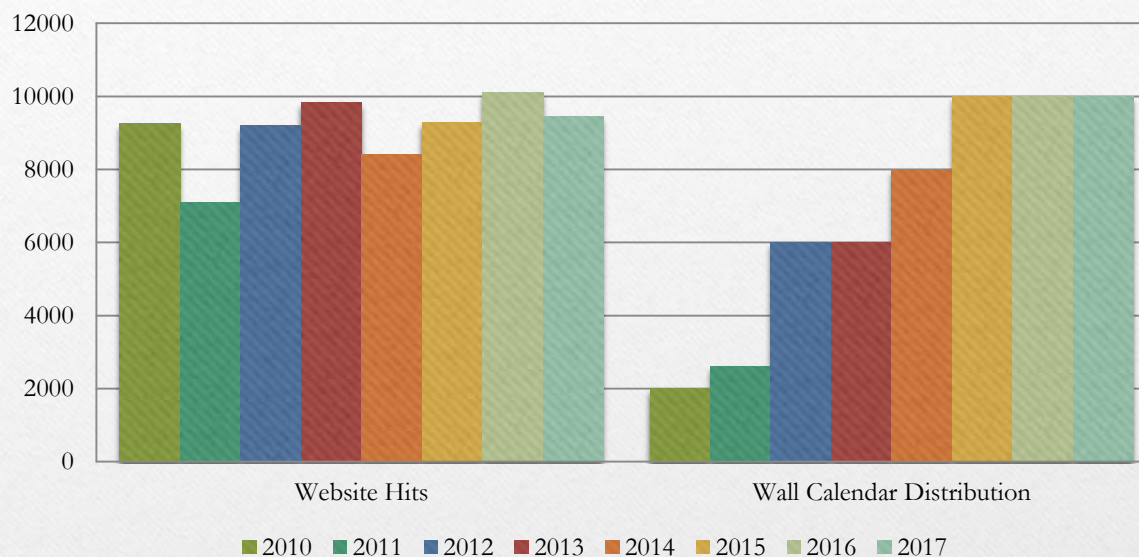


Distributed in print AND available for download online!



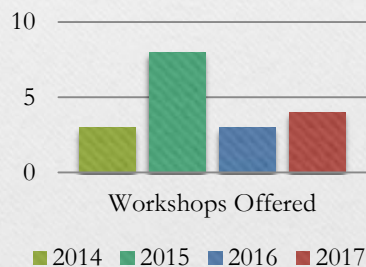
Program Statistics

Healthy Strides* 2010-2017

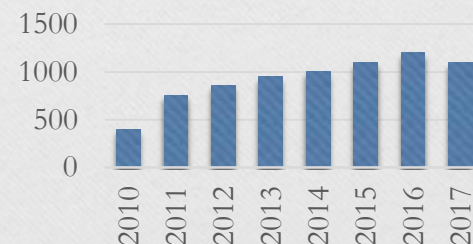


*Known as Take 12! Steps for Health from 2010-2017.

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...

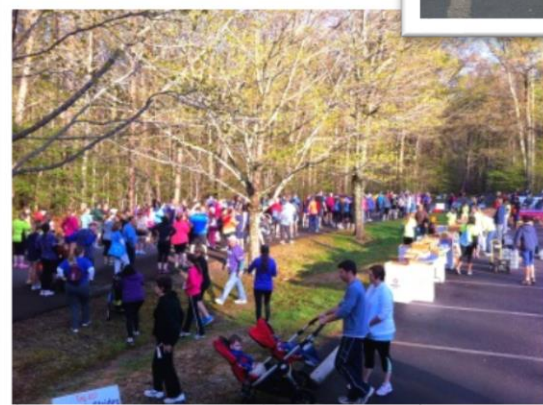
"Great race.
Well organized.
Volunteers helpful
and friendly.
Look forward to
next year!"



"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."



"Beautiful venue."



"Great
location,
volunteers,
course and
refreshments!"

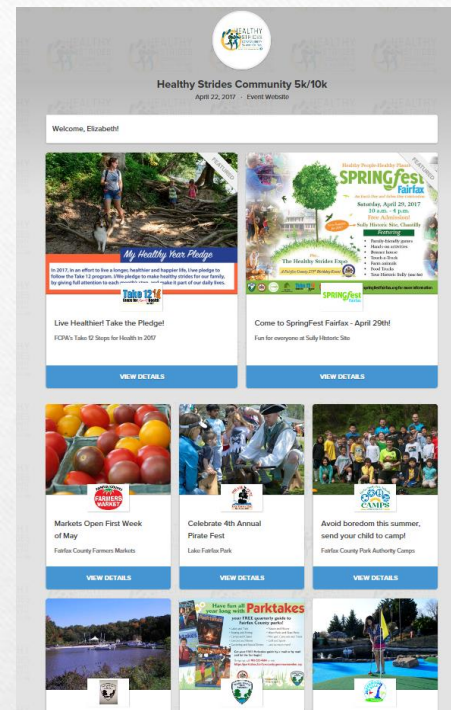
"My first race, and I enjoyed it tremendously!"



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

Community
Service

Outreach

Philanthropy

Support



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.



Health screenings
& workshops

Healthy Books



Bottled Water



Volunteer
Refreshments



Fun race “swag”
and runner awards



Reusable Grocery
Bags & Fresh
Produce



Gift Cards



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**



FCPF

Fairfax County Park Foundation

*The Fairfax County
Park Foundation is an
independent 501(c)(3)
nonprofit, tax-exempt
organization.*

Tax ID #54-2019179

Thank you!