



CAMP GET FIT
foundation



Dear Community Partner,

The 7th Annual Healthy Kids & Teens, Fight for Life 5K Race against Childhood Obesity has transformed into a **PLAY K!!**

LET'S PLAY!!!

Join Healthy Kids & Teens and The City of Memphis Division of Parks and Neighborhoods for **PLAY K** Saturday, April 25, 2015 at Tiger Lane/Liberty Bowl Stadium, 9:00am to 2:00pm. We need your help as a sponsor.

WHAT IS PLAY K: A “Free” community event highlighting forms of play for the entire family. Includes but not limited to Racing, Dancing, Rock Climbing, Volleyball, Kickball, Tag Teams, and more!

SIGNIFICANCE: Tennessee is number two in obesity among the states. The Memphis and Shelby County region continues to suffer problems associated with a high rate of obesity. The Mid-South has an unusually high rate of citizens with diabetes, heart, and vascular disease, and many inactive overweight children. Cultural and Social determinants, including a high rate of poverty, contribute to problem of obesity in the Mid-South. Shelby County (population 923,074) has an overall rate of 21.7 percent, and for female headed household, 41.8%.

WHY PLAY: Playing is fun! There are many resources available for active play. We want to inspire our community to promote and support play for kids and adults of all ages. This play initiative will increase awareness of and exposure to forms of play and nutritional programs that are available in Memphis and Shelby County. Weight reduction is a by-product of healthy behaviors.

GOALS: Provide a variety of fun family activities that focuses on physical activity. Demonstrate highly participatory, mutually beneficial, collaboration via “collective impact” of community, parents, youth, and seniors.

Healthy Kids & Teens, Inc. (HKT) and the Camp Get Fit Foundation (CGF), was founded in 2006 for the purpose of fighting obesity. Our mission is to educate, motivate, and assist America's youth and families in living healthier lives. HKT/CGF has served over 20,000 youth providing health, fitness, and nutrition training in after school programs, student assembly trainings, in-class room trainings, and summer day camp programs. Our focus has been in areas impacted by a disproportionate burden of illness especially those attributed to the social determinants of health. HKT/CGF programs are designed to improve health, fitness, and the quality of life offering the required fitness, health, and nutrition content.

The Memphis City Division of Parks and Neighborhoods supports an active civic culture reflective of the diversity of the community's voices. The mission of the community centers are to provide a safe and honest environment that will offer a wide variety of programs and services which meet the identified needs of the community. The Play K initiative will set our youth and families on a path to a sustainable playful healthy lifestyle.

The sponsor funds from the Play K will support the event and benefit the **CampGetFit Foundation which is a nonprofit organization**. Funds will be used to support local youth for Camp Get Fit 2015, summer day camp.

Please see attached Sponsorship Form. Any questions or concerns, contact Amber Johnson/Public Relations at 901-831-5548/email: amber@healthykidsandteens.com. Or contact Clintonia Simmons, President/CEO at 901-219-3730/ email: clintonia@healthykidsandteens.com

Thank you in advance for your consideration.

Sincerely,

Clintonia T. Simmons

Clintonia T. Simmons, MBA HCM
President/CEO

Amber Johnson-Mitchell, Public Relations Representative

PLAY K

Corporate Sponsorship Packages

\$ 2000

Title Sponsor

- ❖ Large Logo On Event Correspondence
- ❖ Recognized On Event Banner
- ❖ Recognized With Large Company Banner
- ❖ Logo On Website
- ❖ Radio and TV Acknowledgement
- ❖ Feature Website Article
- ❖ Display Space at Play K Event (20 X40)
- ❖ Acknowledgments On Event Day By Title Representative
- ❖ Logo On Back of Play K Tee Shirt

\$1000

Gold Sponsor

- ❖ Smaller Logo On Front Of Event Correspondence
- ❖ Logo On Website
- ❖ Recognized On Event Banner
- ❖ Display Space at Play K Event (20 x 20)
- ❖ Logo On Back of Play K Tee
- ❖ Shirt

\$500

Silver Sponsor

- ❖ Logo On Website
- ❖ Display Space At Play K Event (20 x 10)
- ❖ Logo On Back of Play K Tee Shirt

\$250

Bronze Sponsor

- ❖ Logo On Website
- ❖ Logo On Back of Play K Tee Shirt

Presenting/In Kind Donation Sponsor

- ❖ Logo Listing On Website
- ❖ Display Space At Pre K- Event (based on in-kind value)
- ❖ Logo On Back of Race Tee Shirt

PLAY K
Creating a Playful Healthy Lifestyle
Saturday April 25, 2015

Please fill out commitment form and return along with your appropriate payment. Make payments to CampGetFit Foundation.

Email Logo using PDF file or provide website location for logo. Email to clintonia@healthykidsandteens.com

CampGetFit Foundation

Thank you for your continued support of the mission of the CampGetFit Foundation.

I want to support the youth at the CampGetFit Foundation by sponsoring the following gift:

Level of Commitment: \$ 2000 \$1,000 \$500 \$250 \$other

Company: _____

Name: _____

Email: _____ Phone: _____

Address: _____

Method of Payment

Payment Enclosed: Mailing payment Bill Me

Credit Card

Visa MasterCard Discover American Express

Card# _____ Exp: ____/____ Code _____

Signature _____

Thank You!

All donations are Tax-Deductible

Please mail or fax your Donation Commitment to
CampGetFit Foundation

P.O. Box 381322 Germantown, TN 38183

Office: 901-737-8447 or Fax: 901-249-8305

www.healthykidsandteens.com

www.campgetfit.racesonline.com

In advance, thank you for helping us
"Fight Against Childhood Obesity"