



## IT'S TIME TO GET FIT!

Get Kidz Fit is a free, fun-filled extravaganza designed to educate children and their families about wellness and nutrition while engaging them in a range of healthy lifestyle activities.

### Kids and Parents:

- Learn about nutrition & exercise
- Interactive demonstrations
- Experiential learning
- FitStop activity booths

*Saturday*

**April 29, 2017**

Noon - 4pm

Centennial Hall,  
Fair Park

**Free Parking!**

[www.getkidzfit.org](http://www.getkidzfit.org)

## Our kids are at risk...



**Obesity Rate**  
**49.1%**

Obesity in Dallas is higher than national average of 31.3%



**Activity**  
**25%**

Kids ages 6-15 who get 60 min/day of physical activity



**Screen Time**  
**7+ hours**

Kids spend 7+ hours a day in front of TV, computer, video game



**Sodas**  
**32.8%**

Kids who consume 1+ sodas/day



*We must immunize children against obesity early on to give them a chance to start out right. The good news is that we can incorporate activity and healthy eating into children's lives at any age at any time and make a difference.*

**Kenneth H. Cooper, M.D., M.P.H.,  
Founder and Chairman, Cooper Aerobics Center**



## Join us for our 10<sup>th</sup> Anniversary!

Get Kidz Fit is an event that makes a difference. With over 2,500 attendees, this event brings together parents, kids and the community to help stamp out childhood obesity and get kids moving. Get Kidz Fit is proudly presented by:



MyFi brings the fun to the event with dance parties, oversized inflatables, games, giveaways and more. MyFi helps fight childhood obesity through exercise and nutrition programs. MyFi works with schools, community centers and other afterschool programs.



DACPCO is a local coalition committed to fighting childhood obesity. For over 15 years, this coalition has brought together Dallas organizations and agencies around the common goal of preventing childhood obesity. DACPCO supports Get Kidz Fit through planning and event volunteers.



The Community Council was established in 1941 to identify pressing social issues and bring together organizations to solve critical challenges. Community Council acts as the fiscal agent for Get Kidz Fit and provides personnel and resources for event planning and execution.

## INFO

[www.getkidzfit.org](http://www.getkidzfit.org)  
214-871-5065

Sponsorship  
Sonia White > [swhite@ccgd.org](mailto:swhite@ccgd.org)

Event, Booth & Volunteer  
Debi Masterson > [dmasterson@ccgd.org](mailto:dmasterson@ccgd.org)  
Patricia Johnson > [pjohnson@ccgd.org](mailto:pjohnson@ccgd.org)





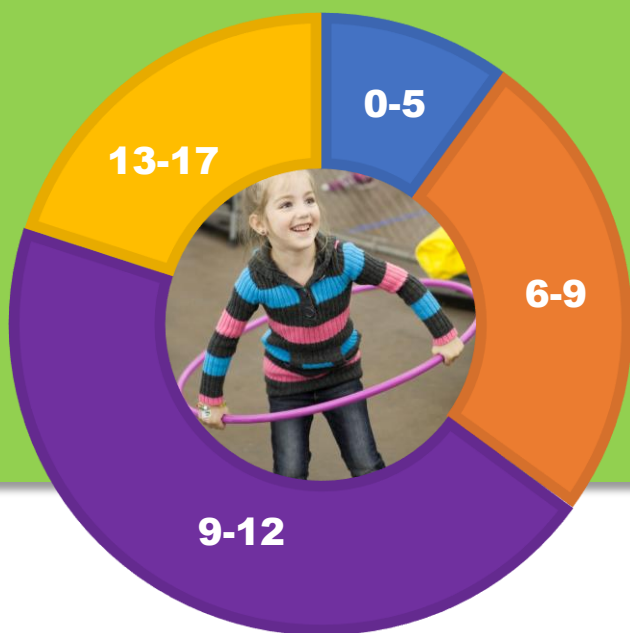
2017

# Sponsorship Opportunities

10<sup>th</sup> Anniversary Get Kidz Fit Fest  
Saturday, April 29, 2017 | Centennial Hall, Fair Park

## Get...

Age - Participating Kidz



- ✓ **Involved**  
Help make a difference in our communities for healthier kids and families.
- ✓ **Connected**  
Engage and connect with experiential learning, demonstrations & activities.
- ✓ **Noticed**  
Get your brand in front of your target audience onsite and through robust pre & post event marketing channels.

**Get** your brand noticed and get connected at the 2017 Get Kidz Fit Fest. Sponsorship opportunities include more exposure and more connections than ever before.

- Attentive, engaged audience
- Onsite event activation
- Pre & Post event exposure
- Robust media & marketing
- Opportunities for custom sponsorships and activation packages
- Hospitality & VIP package

## Get Kidz Fit!

**1,900+**  
Attendees



**96%**  
Plan to Return



# Featured Sponsorship Packages

The Get Kidz Fit Fest offers sponsors many opportunities to get in front of, and engage with thousands of kids and parents around the DFW area. The event features lively activities & experiential learning opportunities that help make your brand impressions lasting ones.

Take advantage of one of our premier packages, or we can customize a package and experience just for your brand.

## Champion Title Sponsor

### Premier Sponsorship Package

- Highly visible signage & booth space
- Featured online PR, print, web & video exposure
- Mainstage feature presentation & signage
- VIP hospitality, meet & greet
- Onsite LCD video & social media live interviews
- Email promotion to attendees post-event

## Experience Sponsors

### First Impressions

- Own the Registration process- online & door
- Branded registration process and forms
- Branded goody bags
- Print, online, PR exposure
- Double booth, signage, feature video
- Mainstage exposure

## Registration Sponsor

### Branded Space & Experience

- Multiple experience spaces including Recharge Station – relax your body & recharge your phones
- Refresh Station – grab a cold beverage and cool off after all that activity
- Share This – say ‘cheese’ and # at the branded social media photo booth
- Print, website & social media
- Onsite display area with branded photo frames

## Additional Opportunities

### Custom Sponsorships

- Let us customize a package specifically for you
- Race Day Event
- Parking Sponsorships

And More! >>



# Sponsorship Packages

	Champion	Registration	Gold	Experience	Silver	Bronze	Olympian
Benefits & Levels	\$25,000	\$10,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
<b>Registration</b>							
Online Registration Packet	●	▲					
Pre-Event Attendee Communication	●	▲					
Registration Goody Bag	●	▲					
<b>Print &amp; Media Exposure</b>							
Event Flyers & Posters	▲	▲	▲	●	●	●	
Event Media Releases	▲	▲	▲	●		●	
DART Signage	●						
<b>Web &amp; Online Exposure</b>							
Event Page- Sponsors Galley	▲	●	●	●	●	●	●
Event Page Homepage slider	▲	●	●			●	
Event Page Microsite/Video	▲						
Event Page Rotating Banner	▲			●	●	●	
Social Media Campaigns	▲	●	●	●	●	●	●
<b>Event Onsite Exposure</b>							
Grand Entrance Signage & Floor Decals	▲	●	●	●			
Exhibit Hall Hanging Banners	▲	●	●	●			
Directional Signage	●	▲					
LCD Monitors Video	▲	▲	▲	●	●		
Event Day T-Shirts	▲	●	●	●	●	●	
Mainstage Signage	▲	●	●	●	●	●	●
Mainstage Feature Signage & Presentation	▲						
Exhibit Hall Booth	▲	▲	▲		●	●	●
Experience Space & Signage				▲			
Activity Punch Card	▲	▲	▲	●	●	●	●
Activity Punch Card Lanyard		▲				●	
VIP Hospitality Suite	▲	●	●	●	●	●	●