



# 2025

## SPONSORSHIP PACKET





# 2025 Sponsorship Letter

Greetings,

The Challenge-RGV 2025 marks our 16th season, and we are excited to bring yet another year of healthy lifestyle motivation to the Rio Grande Valley! This free community wellness program kicks off on Saturday, January 11, and is a collaboration between the UTHHealth Houston School of Public Health in Brownsville, the City of Brownsville, the City of Edinburg and other regional municipalities, community partners, and sponsors.

The Challenge-RGV provides participants with the tools and opportunities to make sustainable healthy lifestyle changes and lose weight when appropriate. Over the course of three months, participants have free access to gyms, exercise classes, health screenings, cooking classes, healthy food options, and community events. We emphasize the importance of social support in overcoming obstacles, and highly encourage participants to recruit their family, friends, and colleagues to register as a group. Activities are free to the public, draw hundreds of families from across the RGV, and include significant media coverage through TV, radio, print, and social media. This event is your opportunity to be an agent of healthy lifestyle change in your community while promoting your business or organization.

Please see the corresponding attachment of sponsorship levels for your review. If you are interested in becoming a sponsor for The Challenge-RGV 2025, please don't hesitate to contact our team at [TheChallengeRGV@uth.tmc.edu](mailto:TheChallengeRGV@uth.tmc.edu) or call The Challenge-RGV Coordinator's office at 956-755-0642. We will follow up as soon as possible. Thank you in advance for taking the time to consider this opportunity.

We look forward to a healthy, successful 2025 with your support.

Sincerely,

*The Challenge-RGV 2025 Planning Committee*

**We'd like to invite your organization to consider sponsorship for:  
The Challenge-RGV 2025 from January 11th through April 26th.**  
You will be supporting a program that has already helped participants lose over 25,000 pounds!

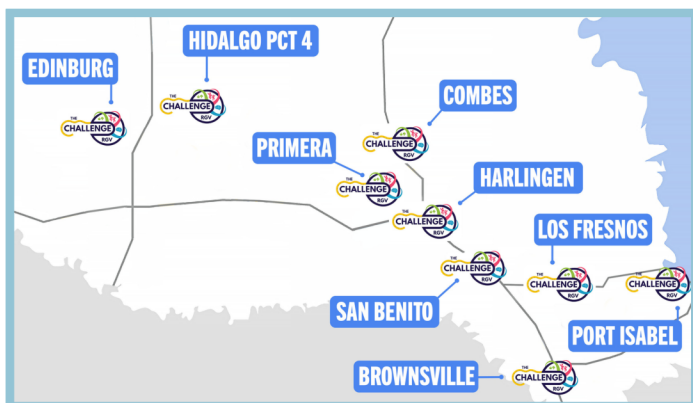
**LOWER VALLEY**

**KICK-OFF**  
**JAN 11<sup>TH</sup>, 2025**  
**9:00 a.m. - 12:00 p.m.**  
📍 **Brownsville Farmers Market**  
East 6th Street &, E Ringgold St,  
Brownsville, TX 78520

**UPPER VALLEY**

**KICK-OFF**  
**JAN 25<sup>TH</sup>, 2025**  
**9:00 a.m. - 12:00 p.m.**  
📍 **Edinburg City Hall Courtyard**  
415 W. University Dr,  
Edinburg, TX 78539

**Additional Weigh-Ins:** January 15th to January 31st, 2025



## IMPORTANT EVENTS AND DATES

Our event is expanding to additional locations across the Rio Grande Valley, bringing access to healthy lifestyle tools and uniting communities in a culture of health.





# 2025 Sponsorship Benefits

Your sponsorship will help make the 16th season of The Challenge-RGV possible.  
We anticipate 1,500+ participants.

Benefits	Bronze \$500	Silver \$1,000	Gold \$2,500	Platinum \$5,000	Titanium \$10,000
Logo displayed and promoted on social media	X	X	X	X	X
Exhibitor table at registration and finale event	X	X	X	X	X
Logo displayed on The Challenge-RGV T-shirts	X	X	X	X	X
Logo featured in all print media for The Challenge-RGV		X	X	X	X
Banner with logo displayed prominently at press conference and all The Challenge-RGV events			X	X	X
Featured stage time at The Challenge-RGV finale event				X	X
On-site weigh-in for employees and patrons (RGV Location)				X	X
On-site weigh-out for employees and patrons for finale (RGV Location)					X
Headline Event Sponsor for Opening Ceremony, Mid-point & Finale with option to MC or host the mid-point event					X

## Other ways you can contribute:

- Donate raffle items like bicycles, goodie bags, lunch boxes, gym memberships, etc.
- Donate gift cards from healthy establishments like Academy Sports + Outdoors, Dick's Sporting Goods, Foot Locker, H-E-B, Walmart, etc.
- Donate towards cash prizes for participants.





# 2025 Sponsorship Form

## SPONSORSHIP SELECTION

- Titanium - \$10,000
- Silver - \$1,000
- Platinum - \$5,000
- Bronze - \$500
- Gold - \$2,500
- Other donation: \_\_\_\_\_  
(Enter amount or item)

## PAYMENT OPTIONS

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip code \_\_\_\_\_

Office phone \_\_\_\_\_ Ext. \_\_\_\_\_ Cellphone \_\_\_\_\_

Email \_\_\_\_\_

**Check To:**  Healthy Communities of Brownsville INC  Edinburg Chamber of Commerce

A check made out one of the selections above is enclosed for the amount of \$ \_\_\_\_\_ Check # \_\_\_\_\_

**Invoice:**   
Please send an invoice to the attention of \_\_\_\_\_  
to the following email or address (if different from above):

\_\_\_\_\_

for the amount of \$ \_\_\_\_\_

### You can submit your form by email, mail or registering directly online!

**Online:** You can register online at: [bit.ly/TheChallengeRGV-Sponsorship](http://bit.ly/TheChallengeRGV-Sponsorship)

**Email:** Send completed form and send your company logo to: [TheChallengeRGV@uth.tmc.edu](mailto:TheChallengeRGV@uth.tmc.edu)

**Mail:** Submit filled form to the location you've been in communication with:

Healthy Communities of Brownsville INC  
ATTN: The Challenge-RGV  
780 Ringgold Rd  
Brownsville, TX 78520  
Office: (956) 755-0600  
Cellphone: (956) 983-2293

Edinburg Chamber of Commerce  
Edinburg Chamber of Commerce / Challenge  
602 West University Drive  
Edinburg, TX 78539  
(512) 433-9570

Scan QR Below for:  
IRS 8 Tips for Deducting Charitable Contributions



Your monetary or in-kind donations are entitled to a tax deduction. Consult a local tax advisor or your accountant to complete this process.

For more information please contact The Challenge-RGV Coordinator, Jessica Perez, at (956) 755-0642.

THANK YOU IN ADVANCE FOR YOUR SUPPORT!