



Get Kidz Fit! Fest 2012

Including a Special Celebration Hosted by the
Dallas Mayor's Youth Fitness Initiative



Dear Friend,

How would you like to be part of a fun-filled, educational event that could impact the lives of thousands of families from 24 cities in four North Texas counties?

The Dallas Area Coalition to Prevent Childhood Obesity (DACPCO) invites you to become a sponsor of **Get Kidz Fit 2012**, on Saturday, April 28, 2012, at Market Hall in Dallas, Texas. **Get Kidz Fit** provides parents with ideas for building exercise and healthy eating into the lives of their children and family.

We are excited to announce an addition to the 2012 event—a special celebration hosted by the Mayor's Youth Fitness Initiative (MyFi). Led by Dallas Mayor Mike Rawlings, MyFi is a new organization aimed at fighting childhood obesity. In honor of its first year, MyFi is bringing a dance party, games, giveaways and more to the festivities.

In the past four years, about 13,500 children and 6,500 adults have attended **Get Kidz Fit**, where they participated in a wide variety of simple and fun sports and fitness activities as well as “hands on” healthy food demonstrations. In the 2011 event evaluation, conducted by Texas A&M University, families gave **Get Kidz Fit** high marks and indicated that they would attend again.

As you may already know, childhood obesity is a critical problem almost tripling in the past 30 years. It is a leading factor in the unprecedented rise of Type 2 (“adult-onset”) diabetes among adolescents. In Texas, overweight and obesity rates among fourth-graders exceed 40 percent. Local data show that Dallas students are at greater risk than students nationwide, with 36 percent of Dallas high school students overweight or obese compared to 28 percent of U.S. students. Another significant statistic to consider is that an overweight adolescent has a 70 percent chance of becoming an overweight or obese adult.

Please join DACPCO and MyFi in becoming a **sponsor and/or participant** at **Get Kidz Fit 2012**. Your support will help ensure that more families realize the importance of nutrition and physical activity in their lives and will help our community begin to turn the tide on the childhood obesity epidemic.

For more information, please contact Marsha Singer, **Get Kidz Fit** Coordinator, at 972-943-4690 or wmrsinger@aol.com.

Sincerely,

A handwritten signature in blue ink that reads 'Rick Illes'.

Rick Illes
Chairman & CEO
Illes Seasonings & Flavors
2012 Get Kidz Fit Chair

A handwritten signature in blue ink that reads 'Debbie L. Dennis'.

Debbie L. Dennis
Vice President, Oncor
Loaned Executive Director,
Mayor's Youth Fitness Initiative





Presented by



Including a Special Celebration Hosted by the Dallas Mayor's Youth Fitness Initiative



When:
Saturday, April 28, 2012
Noon - 4 p.m.

Where:
Market Hall
Dallas, Texas 75207

Parking /Admission:
Free

Information:

www.getkidzfit.org

Event Information,
Sponsorship Opportunities
& Booths:
wmrsinger@aol.com
or call 972-943-4690

Volunteers:
mself@ccgd.org
or 214-954-4212

Get Kidz Fit ... because *"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

What is Get Kidz Fit?

A free, fun-filled extravaganza, now in its fifth year, presented by the Dallas Area Coalition to Prevent Childhood Obesity (DACPCO) designed to educate children and their families on wellness and nutrition while engaging them in a range of healthy lifestyle activities.

Attendees learn about nutrition and exercise through healthy cooking demonstrations and sporting activities that include:

Rock-climbing	Obstacle Course	Basketball	Golf
Tennis	Rowing	Jump Roping	Cycling
Volleyball	Soccer	Aerobics/Zumba	and more

At booths, stages and Fitstops, a diverse group of volunteers and sponsors provide hands-on opportunities for kids to learn by doing, experiencing simple and fun ways that families can incorporate physical activity and nutritious eating into day-to-day life.

What's New in 2012?

More fitness and fun is in the works for our 2012 event, including a special celebration hosted by the Mayor's Youth Fitness Initiative (MyFi). Led by Dallas Mayor Mike Rawlings, MyFi is a new organization aimed at fighting childhood obesity. In honor of its first year, MyFi is bringing a dance party, games, giveaways and more to Get Kidz Fit Fest 2012.

Why Get Kidz Fit?

- Childhood obesity in the U.S. and North Texas is of great concern. An overweight adolescent has a 70 percent chance of becoming an overweight or obese adult. Weight-related diabetes has increased dramatically. It is estimated that one-third of all children born in the year 2000 will develop Type 2 diabetes in their lifetime.
- Dallas students are at greater risk of overweight and obesity than U.S. students.
 - In 2009, 36 percent of Dallas high-school students were overweight or obese compared to 28 percent of U.S. students.
 - A physical fitness assessment of Texas students showed that only 20 percent of Dallas ISD third grade students reached the "Healthy Fitness Zone" on all six tests of the FITNESSGRAM® compared to 30 percent of Texas students.
- Parents asked for the information. At a previous town hall meeting attended by 600 North Texas residents, parents said they needed family education on nutrition as well as safe, organized and affordable physical activities for their kids.
- It's a successful collaboration where more than 300 community volunteers come together to positively impact the obesity epidemic.
- The event's impact is lasting because families learn and practice ways to make healthy foods and active lifestyles part of their children's lives each day.
- It's a proven success: In the previous four years, the event has drawn 20,000 children and families from cities in six counties. Nearly 100 percent of youth participants surveyed wanted to attend Get Kidz Fit again and most planned to continue exercising on a regular basis.

DACPCO is made up of more than 140 organizations (375+ individuals) representing health and human service providers, business, government, schools, civic and service organizations, and faith-based groups. In 2005, the coalition was co-founded by the Community Council of Greater Dallas and the Advocacy Department of Children's Medical Center, building on their 10-year history of collaborative initiatives.

“Champion” Presenting Sponsor - \$25,000 (One Available)

Benefits:

- Designation and rights as the Presenting Sponsor of Get Kidz Fit Featuring Get Kidz Fit Presented By “Your Company”
- Mentions as the Presenting Sponsor on the Get Kidz Fit website with Logo and Link to Your Company’s website
- Mentions as the Presenting Sponsor in all collateral for Get Kidz Fit
- Company-brand rights for Main Stage
- Prominent logo recognition as the Presenting Sponsor in media advertising, t-shirts, signage and programs
- Company may provide “goodie bags” with company logo and/or product sampling (upon approval)
- Verbal recognition during event
- Prominent signage at VIP Hospitality/Media area at Get Kidz Fit
- Complimentary double size booth* (+5 event t-shirts) and location for product display
- Opportunity to display additional company banners

“Gold Medal” Presenting Sponsor- \$10,000 (Two Available)

Benefits:

- Company-brand rights for a food and nutrition stage (2 stages available)
- Company signage on Main Stage
- Complimentary booth* (+ 5 event t-shirts)
- Verbal recognition during event
- Logo on website, media advertising, t-shirts, signage and programs

“Silver Medal” Stage Sponsor- \$5,000

Benefits:

- Company signage on Main Stage
- Complimentary booth* (+5 event t-shirts)
- Verbal recognition during event
- Logo in media advertising, t-shirts, signage and programs

“Bronze Medal” Food & Fitness Sponsor- \$2,500

Benefits:

- Company signage on Food & Nutrition Stage or Fitness area/activity
- Complimentary booth* (+2 event t-shirts)
- Verbal recognition during event
- Logo on event signage, t-shirts and programs

“Olympian” Sponsor- \$1,000

Benefits:

- Complimentary booth* (+2 event t-shirts)
- Name on event signage, t-shirts and programs

“Athlete” Sponsor- \$500

Benefits:

- Complimentary booth* (+2 event t-shirts)
- Name on event programs

“Cheerleader” Sponsor- \$250

Benefits:

- Name on event programs

***Every booth must include an interactive activity preferably involving good nutrition and/or physical activity (subject to committee approval)**

For more information contact Marsha Singer, (972) 943-4690 or wmrsinger@aol.com



2012 Get Kidz Fit Sponsor Form

Saturday, April 28, 2012 • Market Hall - Dallas, Texas

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Sponsorship:

_____ Championship:	\$25,000 *
_____ Gold Medal:	10,000 *
_____ Silver Medal:	5,000 *
_____ Bronze Medal:	2,500
_____ Olympian:	1,000
_____ Athlete:	500
_____ Cheerleader:	250

- Please include full company name to be listed in publications
- *Logos must be in color and black and white electronic format (.jpg, .tif, or .eps) and emailed to wmrsinger@aol.com
- Call Marsha Singer at 972-943-4690 for more information

** Final deadline for sponsorship recognition is April 1, 2012*

Make checks payable to the fiscal agent, Community Council of Greater Dallas

Please mail form with payment to:
Community Council of Greater Dallas
Attn: Marilyn Self, Associate Executive Director, Coalitions & Planning
1349 Empire Central Drive, Suite 400
Dallas, TX 75247-4033