

HEALTHY STRIDES



MAY ^{T H E} FOURTH

2019

BURKE LAKE PARK

5K

10K

2019 Sponsorship Opportunities



FCPF

Fairfax County Park Foundation

www.fairfaxcounty.gov/parks/healthy-strides www.fairfaxparkfoundation.org



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?

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.

Offering –

Wellness Classes at RECenters monthly
Mini Health Fairs held at RECenters quarterly
Wellness Book Club meets monthly at Fairfax County Libraries

Debuting in 2019!

- ⇒ **Healthy Strides Ambassadors**
- ⇒ **Healthy Strides Walking Groups**
- ⇒ **Park Rx Program**

- **What:** The Park Authority's wellness program. It is **FREE** to the public, and fully supported by funding from sponsors.
- **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.



Healthy Strides 5k/10k

Where: Burke Lake Park,
in Fairfax Station, VA.

When: Annually in Spring –
May 4, 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.



An award-winning community event!



Race Trends:

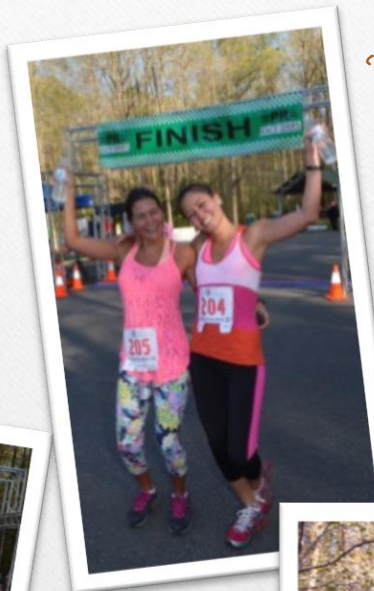
- Majority of participants are female between the ages of 25-50
- Majority of participants live in Fairfax County
- About 75% of attendees plan to attend the next year
- Sold out registration every year since 2014
- Supported in part by 100+ volunteers from the community



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."



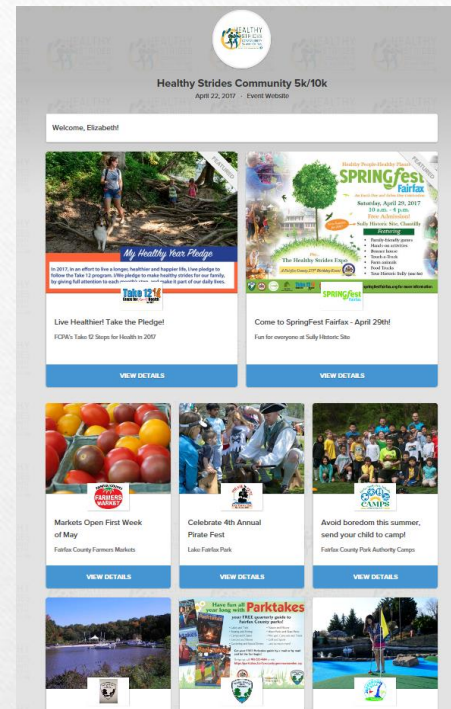
"Great
location,
volunteers,
course and
refreshments!"

"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.



Sponsorship

Healthy Strides 5k/10k Sponsor

MAY FOURTH 2019
BURKE LAKE PARK



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
(per \$500)



\$500

Unlimited

Healthy Strides 5k/10k

Race Website: <https://www.fairfaxcounty.gov/parks/healthy-strides/10k5k>

Registration: <https://potomac.enmotive.com/events/register/2019-healthy-strides-community-5k-10k>

Supporting in Other Ways

If your organization cannot become a funding sponsor, consider an in-kind donation of goods or services to support Healthy Strides 5k/10k.

Sports Massage or
Stretching Services



Volunteer
Refreshments



Bottled Water



Reusable Grocery
Bags & Fresh
Produce



Gift Cards &
Runner Prizes



Recycling &
Trash Cans



Healthful Post-Race Snacks

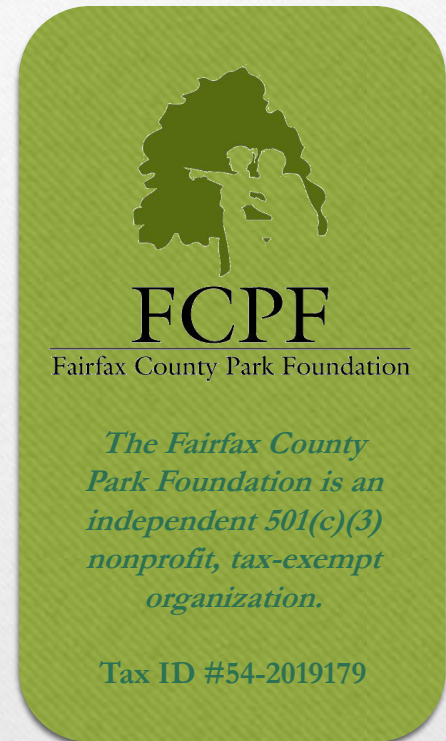




The Next Step...

- Ask us questions!
 - *For sponsorships*, contact Margaret Thaxton:
margaret.thaxton@fairfaxcounty.gov or
703-324-8532
 - *For Healthy Strides 5k/10k information*,
contact Elizabeth Ittner:
elizabeth.ittner@fairfaxcounty.gov or
703-324-8423
- Complete the Sponsorship Application

2019 Application Deadlines:
5k/10k Race Sponsors – April 1, 2019



Thank you!