



HEALTHY STRIDES
10 YEAR ANNIVERSARY • 2010-2020

2020 Sponsorship Opportunities



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?”

NAGC

National Association of
Government Communications

Blue Pencil/Gold
Screen Award of
Excellence in 2013
and 2019



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.

- **What:** An annual health and wellness awareness program.
- **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.



What is “Healthy Strides?”

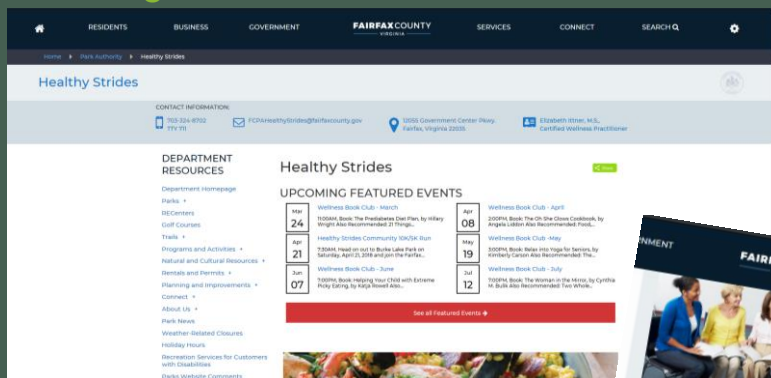
- **FREE** public program, fully supported by funding from sponsors
- Focused on **bettering health by being in parks** in 2020
- Dedicated to improving **health literacy** and awareness through education
 - **Workshops** given by health professionals at RECenters monthly
 - **Mini Health Fairs** held at RECenters quarterly
 - **Wellness Book Club** meets monthly at Fairfax County Libraries
- The flagship **annual wall calendar** – 10,000 copies distributed throughout Fairfax County
- Growing engagement on **virtual platforms**
 - Redesigned **webpage** with events calendar and trivia questions, monthly **e-newsletter**, prominent presence on the Park Authority **Social Media** platforms (Facebook, Twitter, and Instagram)
- Signature special event is the annual **Healthy Strides 5k/10k**.





What is "Healthy Strides?"

Web Page – Events Calendar, Articles, Trivia and



Sponsor logos
posted on
the Healthy Strides
web page.

Calendar



Award-
winning
calendar

Distributed in print AND available for download online!

Monthly e-newsletter

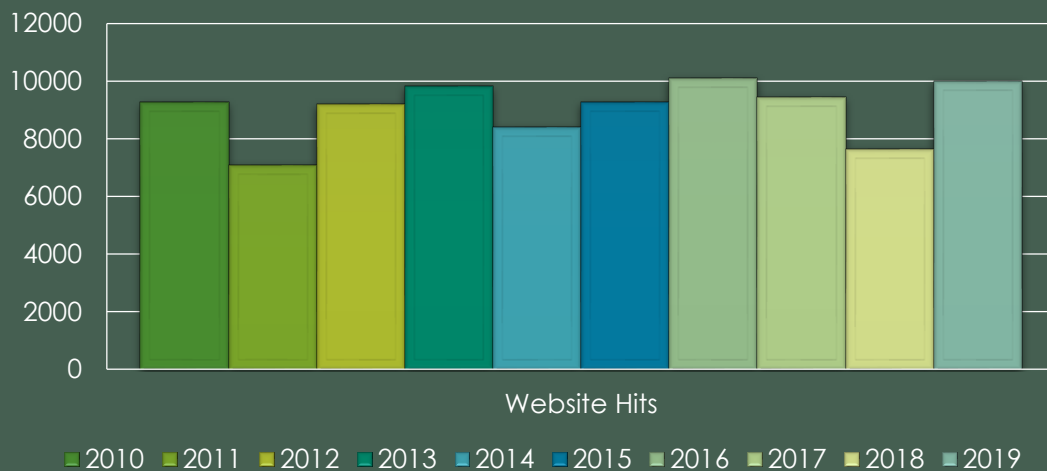




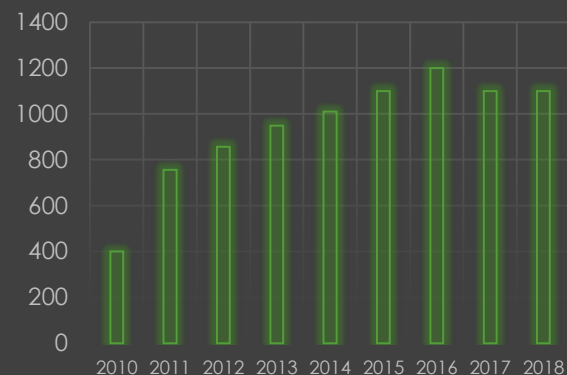
Program Statistics

Healthy Strides* 2010-2019

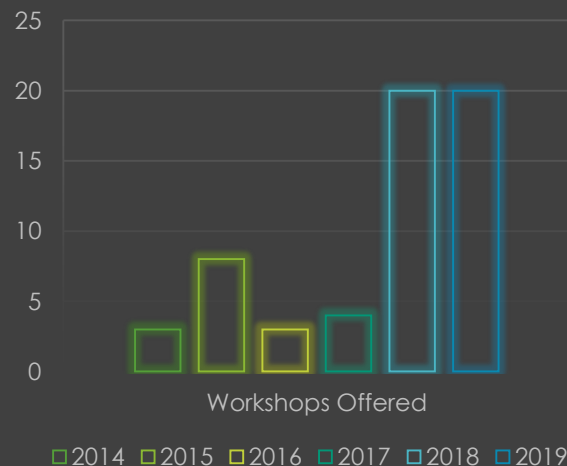
*Prior to 2018, known as Take 12! Steps for Health.



e-Newsletter Subscribers



Workshops





2020 Monthly Steps

Get in the Green Scene...
An ACTIVE Year in the Parks!



January Step 1: First Hike Fairfax <i>Featured Park:</i> Scott's Run	February Step 2: Swimming Fun <i>Featured Park:</i> Cub Run RECenter	March Step 3: Go Golf <i>Featured Park:</i> Greendale Golf Course	April Step 4: Walk & Run <i>Featured Park:</i> Burke Lake
May Step 5: Cycle Ride <i>Featured Park:</i> Lake Fairfax	June Step 6: Hit the Trails <i>Featured Park:</i> Lake Accotink	July Step 7: Aqua Active <i>Featured Park:</i> Lee District	August Step 8: Rise and Climb <i>Featured Park:</i> South Run
September Step 9: Play for All <i>Featured Park:</i> Clemyjontri	October Step 10: Eco-Wellness <i>Featured Park:</i> Green Spring Gardens	November Step 11: Farm Fit <i>Featured Park:</i> Frying Pan Farm	December Step 12: Dream Big <i>Featured Park:</i> Turner Farm Observatory



Healthy Strides 5k/10k



An award-winning
community event!



Where: At the beautiful Burke Lake Park, in Fairfax Station, Va

When: Annually in Spring – **May 2, 2020.**

- ★ 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.

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 50+ volunteers from the community



Since the 2019 event was held on May 4th, unofficially known as Star Wars Day, the theme for the race was "May the Fourth Be With You" – it was a huge hit!



Healthy Strides 5k/10k

What our 2019 "May the Fourth" participants are saying...

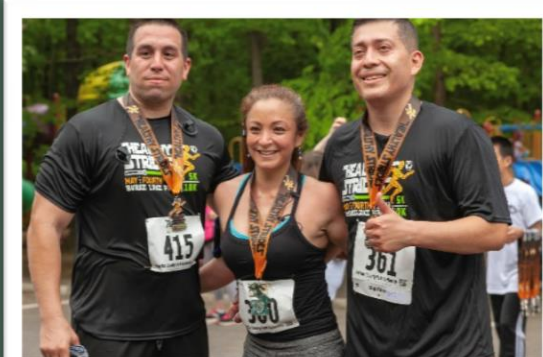


"I really loved this race. For my first 10k I loved that it was a smaller race and I was very relaxed. The venue was gorgeous. Overall a very enjoyable experience!!"



"Great theme! Fun race!"

"Love love love the themed medal!"



"This was an awesome event!"

"Really good for the kids, kept them active, and they looked like they were having fun!"



"The DJ was great, and the volunteers were very helpful, too. It was my first time running it, and I will definitely be back. Thank you!"

"You guys are AMAZING, keep up the good work!"





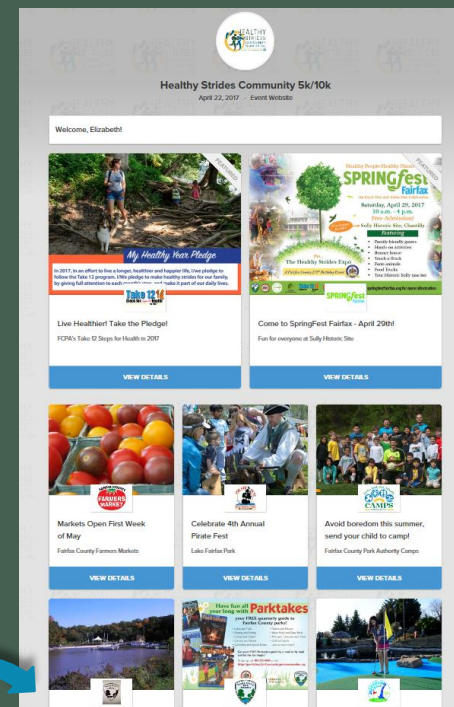
Healthy Strides 5k/10k



The top 5k team of the 2019 Healthy Strides 5k/10k: Team TISTA.

Race Plans for 2020...

- Theme – “**Get in the Green Scene**”
- Team Challenge for 5k/10k
- Lil' Striders Tot Dash for kids ages 2-6.
- Increased capacity – up to 600 participants



- We ♥ 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.



We Need Your Support

Fairfax County Park Authority,
in cooperation with the Fairfax County Park Foundation,
is **seeking sponsors** for the
Healthy Strides program in 2020.

A variety of sponsorship options are available.

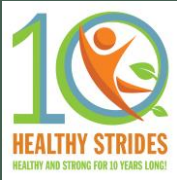
Mission

**Community
Service**

Outreach

Philanthropy

Support



Sponsorship Levels

Title Sponsor

Benefits

- Most prominent name and/or logo placement on all program and events materials, to include:
 - Wall calendar front and back cover, with logo on three (3) chosen months (inside pages)
 - Website
 - Monthly e-newsletter
 - Print materials and press releases
 - Event promotional materials (i.e., workshops, seminars)
 - Healthy Strides 5k/10k event materials (including the race T-shirts)
 - Most prominent placement of name and/or logo on Healthy Strides event banners
- Receive 400 wall calendars at a location of your choice
- Complimentary table at eligible Healthy Strides events
- Six (6) complimentary 5k/10k race registrations
- Invitation to collaborate on 1-2 community workshops per year

1 available

\$10,000



Sponsorship Levels

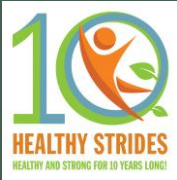
Major Sponsor

Benefits

- Name and/or logo placement on program and events materials, including:
 - Wall calendar inside pages, with logo on two (2) chosen months, as well as back cover.
 - Website
 - Monthly e-newsletter
 - Other print materials and press releases
 - Event promotional materials (i.e., workshops, seminars)
 - Healthy Strides 5k/10k event materials (including race t-shirts)
 - Healthy Strides 5k/10k event banners
- Receive 200 wall calendars at a location of your choice
- Complimentary table at eligible Healthy Strides events
- Four (4) complimentary 5k/10k race registrations

2 available

\$5,000



Sponsorship Levels

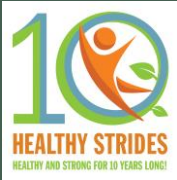
Supporting Sponsor

Benefits

- Name and/or logo placement on program and events materials, to include:
 - Wall calendar inside page (space permitting)
 - Website
 - Monthly e-newsletter
- Receive 100 wall calendars at a location of your choice
- Placement of name and/or logo on the Healthy Strides event banners
- Complimentary table at eligible Healthy Strides events
- Two (2) complimentary 5k/10k race registrations

Unlimited

\$1,000



Sponsorship Levels



Healthy Strides 5k/10k Sponsor

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



Healthy Strides 5k/10k

May 2, 2020 • Starts at 7:30am • Burke Lake Park

Unlimited

Starting at \$500



Supporting in Other Ways

If your organization cannot become a funding sponsor, but wants to be involved with Healthy Strides, consider supporting with an in-kind donation of goods or services.



Health screenings & workshops

Healthy Books



Gift Cards



Bottled Water

Volunteer Refreshments



Fun race "swag" and runner awards



Reusable Grocery Bags & Fresh Produce



The Next Step...

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

2020 Application Deadlines:

Title, Major and Supporting Sponsors – **October 1, 2019**
5k/10k Race Sponsors – **April 1, 2020**



FCPF

Fairfax County Park Foundation

*The Fairfax County
Park Foundation is
an independent
501(c)(3) nonprofit,
tax-exempt
organization.*

Tax ID #54-2019179

Thank you!

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