



Memorial Healthcare System and the NFL
present the
4th Annual FLIPANY 5K / 10K
on the Hollywood Boardwalk
January 9, 2010



This is a sponsorship opportunity that will help promote your business!

Dear Business Owner,

Florida Introduces Physical Activity and Nutrition to Youth Inc., (FLIPANY) is a non-profit organization that provides affordable nutrition and physical activity education to kids, teens and adults in Florida. And we have an outstanding branding, business alliance and client acquisition opportunity for you and your business.

On January 9th 2010, FLIPANY will proudly host its 4th Annual FLIPANY 5K/10K FUN RUN at North Beach Park in Hollywood.

This exciting event will challenge participants of all ages to a 5K walk/run or a 10K run while gathering thousands of friends and families of South Florida together to support this necessary cause. The **NFL** is proud to support us through the **Miami Dolphins**, who will be onsite to reinforce the importance of daily physical activity at the **Play 60 Kid Zone**. Youth who complete the 5K will be invited to compete in punt, pass and kick activities alongside their favorite players and have their event shirts autographed. **Memorial Healthcare Systems**, the largest hospital system in South Florida, is a very proactive supporter of FLIPANY and the event sponsor. Memorial is a huge advocate of proper nutrition and health practices. Memorial has aligned themselves with FLIPANY to further their goal which is to ensure fewer hospitalizations for families through the elimination of health problems resulting from lack of exercise and poor nutrition.

Your business can benefit as well through working with FLIPANY and being part of our sponsorship opportunities!

On behalf of FLIPANY, I would like to thank you in advance for supporting our mission, **“to improve the health and wellness of the children and their families in Florida.”** To achieve this goal, we offer programs such as **Operation Frontline**, an ongoing nutrition program taught by volunteer chefs and nutritionists. **Eat Right, Get Moving, Repeat!**, a fitness program which teaches youth the positive affects of daily physical activity (developing team building and social skills) and healthy eating habits. These programs are only made possible through the generous support of businesses such as yours, parents, volunteers, and our participants.

FLIPANY is dedicated to helping corporations just like yours thrive and grow in South Florida. Our proven success rate shows that by aligning your corporation with FLIPANY your brand will be positioned as a company that truly is working toward making a positive impact toward better health and wellness to thousands of families in the local market of South Florida. Attached you will find a detailed sponsorship package that we will customize based on the needs of your business.

Please feel free to contact us for further details. Otherwise, we hope to reach out to you and introduce ourselves in the next few weeks.

Sincerely,

Lynne Kunins

Lynne Kunins
Executive Director

www.flipany.org

954-636-2388



4th Annual FLIPANY 5K / 10K Fun Run: Sponsorship Opportunities

Become a sponsor of the FLIPANY 5K / 10K Fun Run! Sponsorships are tax-deductible to the full extent provided by law and offers fantastic business development and marketing opportunities for your company!

In the United States, chronic diseases account for 70% of all deaths and limit the lives of approximately 25 million people. A great majority of these chronic diseases such as heart disease, cancer and diabetes are in fact preventable! The **FLIPANY FUN RUN** raises funds to bring awareness of chronic disease prevention to the South Florida community.



Sponsorship benefits can be tailored to your company's needs.

NAME THE RACE SPONSOR: (ONLY ONE NAME THE RACE SPONSORSHIP AVAILABLE)		\$15,000
Company name precedes race name: "4th Annual (company name) FLIPANY 5K/10K FUN RUN "		
<ul style="list-style-type: none"> All the benefits of title sponsor Benefits package tailored to your company's needs! 		
TITLE SPONSOR: (ONLY ONE TITLE SPONSORSHIP AVAILABLE)		\$10,000
Company name affiliated with race name: "4th Annual FLIPANY 5K/10K FUN RUN sponsored by (company by)"		
Company name/logo featured on marketing collateral, including:	Company name/logo featured at the event:	
<ul style="list-style-type: none"> Postcards distributed to more than 10,000 runners at running and triathlon events throughout South Florida Posters/brochures distributed to 250 locations throughout South Florida. Ads in 3 issues of South Florida Running Magazine The sponsor page of www.FLIPANY.org with hyperlink to your website Press releases and public service announcements 	<ul style="list-style-type: none"> On the front of more than 600 event t-shirt s On the Start/Finish event banner At the registration booth 	
	Race Day Exposure:	
	<ul style="list-style-type: none"> VIP entrance to NFL Play 60 Kid Zone (with Dolphins TBD) Goody bag insert or advertisement Remarks and thanks from organizer at rally 10 entries in the 5K or 10K for employees 	
PLATINUM SPONSOR: (ONLY 3 SPONSORSHIPS AVAILABLE)		\$5,000
Company name/logo featured on marketing collateral, including:	Company name/logo featured at the event:	
<ul style="list-style-type: none"> Postcards distributed to more than 10,000 runners at running and triathlon events throughout South Florida Posters/brochures distributed to 250 locations throughout South Florida. Ad in 3 issues of South Florida Running Magazine as sponsor The sponsor page of www.FLIPANY.org with hyperlink to your website 	<ul style="list-style-type: none"> On the back of more than 600 event t-shirts At the registration booth 	
	Race Day Exposure:	
	<ul style="list-style-type: none"> Goody bag insert or advertisement Remarks and thanks from organizer at rally 8 entries in the 5K or 10K for employees 	
GOLD SPONSOR:		\$2,500
Company name/logo featured on marketing collateral, including:	Company name/logo featured at the event:	
<ul style="list-style-type: none"> Postcards distributed to more than 10,000 runners at running and triathlon events throughout South Florida Posters/brochures distributed to 250 locations throughout South Florida. The sponsor page of www.FLIPANY.org 	<ul style="list-style-type: none"> On the back of more than 600 event t-shirts At the registration booth 	
	Race Day Exposure:	
	<ul style="list-style-type: none"> Goody bag insert or advertisement Remarks and thanks from organizer at rally 6 entries in the 5K or 10K for employees 	
SILVER SPONSOR:		\$1,000
Company name/logo featured on marketing collateral, including:	Company name/logo featured at the event:	
<ul style="list-style-type: none"> Posters/brochures distributed to 250 locations throughout South Florida. The sponsor page of www.FLIPANY.org 	<ul style="list-style-type: none"> On the back of more than 600 event t-shirts At the registration booth 	
	Race Day Exposure:	
	<ul style="list-style-type: none"> Goody bag insert or advertisement 4 entries in the 5k or 10k for employees 	
BRONZE SPONSOR:		\$500
Company name/logo featured on marketing collateral, including:	Race Day Exposure:	
<ul style="list-style-type: none"> The sponsor page of www.FLIPANY.org 	<ul style="list-style-type: none"> Goody bag insert or advertisement 2 entries in the 5K or 10K for employees 	



Florida Introduces Physical Activity and Nutrition to Youth, Inc.
1350 E. Sunrise Blvd #127 Fort Lauderdale, FL 33304 T. 954-636-2388

History and Background

FLIPANY was established as a 501 c (3) non-profit corporation in 2005 by Lynne Kunins, a fitness instructor, and Krista Casazza, PH.D., with fifteen years of experience teaching nutrition to youth and their families. FLIPANY's mission is to provide affordable physical activity and nutrition education to income youth and their families in Florida.

Need for services

Florida is facing one of the gravest public childhood obesity health crises in the nation, as over 40% of children are obese or at-risk for obesity. Adding to the alarm is the reality that 77% of students do not attend a physical education class daily. In addition, low income working families struggle to make healthy food choices and participate in regular physical activity. The neediest clients we serve live in neighborhoods with limited access to fresh fruits and vegetables and other healthy foods. Barriers such as transportation and places to engage in safe and inexpensive physical activity make it difficult for them to make healthy choices.

Services

As a solution to the barriers families face, FLIPANY brings their services to the participants through collaborations with community centers, parks, and other social services agencies. Our innovative programs place emphasis on healthy food preparation education including on site food demonstrations and cooking classes. FLIPANY has served over **5,000** South Florida families and counting

"Eat Right. Get Moving. Repeat!"- A compendium of services including:

- **FITT** (Frequency, Intensity, Time, and Type) a year round multi-level fitness initiative delivered through staff training and direct service to Elementary School children.
- Nutrition 101 (**Worksite Wellness**) a community based nutrition workshops with a food demonstration and tasting delivered at libraries, community centers, and classrooms across the county.
- **Mise en Place** Cooking Class an 8 week cooking and nutrition education series delivered at schools and youth serving agencies for children ages 5 years to 13 years old.
- **Get Sweaty** an 8 week Physical Activity series delivered at schools and youth serving agencies for children ages 5 years old to 13 years old.
- **Medical Nutrition Therapy** ongoing nutrition counseling reimbursable by your insurance company.

Accomplishments

FLIPANY was selected 3 years in a row by Share Our Strength to implement Operation Frontline (OFL) to South Florida residents. Share Our Strength's Operation Frontline (R) developed in 1993, is a groundbreaking nutrition education program, recognized by the US Department of Agriculture, which helps families help themselves by teaching them how to prepare healthy low-cost meals. Classes are coordinated by local partner agencies across the country. As Share Our Strength's Florida partner, we identify and train professional chefs and nutritionists who volunteer their time and expertise to lead OFL's hands-on courses. These courses instruct adults, teens, and kids living on a low income to get the most nutrition out of a limited budget. In 2008, over 1,300 Florida youth and their families were taught how to prepare meals, and other lessons on basic nutrition, food safety, menu planning, food budgeting and healthy snacking.

*"This class was an amazing experience and honestly, my life would NOT be the same without it.
Thank you very much. I am going to miss you and the program."*

Teen Graduate, Hollywood, FL



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FLIPANY Calendar of Events

Below is a list of events on FLIPANY's calendar for 2009/2010. If you are unable to sponsor the Fun Run please consider one of the events below.

October 3, 2009 6:30 to 8:30pm

- Whole Foods Market Fort Lauderdale will host a fundraiser for FLIPANY with Bravo's Top Chef Contestant Ron Duprat. Cook and dine with Chef Ron Duprat at this family event – seating is limited – tickets on sale now!

November 19, 2009 Palate to Palette

- Hugh's Catering will host Ron Duprat vs. TBD in a cook-off to compete to be FLIPANY's Top Chef!

January 9, 2010 FLIPANY 5K or 10K Run.

- Memorial Healthcare System is once again the title sponsor for the FLIPANY Fun Run 2010. This year's event will take place at North Beach Park in the city of Hollywood. Running programs will be offered beginning in October.
- NFL Play 60 Kid Zone with Dolphins player (s) to sign autographs

February 14, 2010 Tour de Broward

- Walk, Bike, or Ride to raise needed funds for Joe DiMaggio Children's Hospital. This annual event will raise funds to ensure children receive the services they need in Broward and Palm Beach Counties. (FLIPANY is an event consultant.)

February 27 and 28, 2010 Fun and Fit as a Family

- South Beach Food and Wine teams up with FLIPANY to bring chefs from around the nation to cook up their specialties and talk about the importance of leading a healthy lifestyle.

April 1-3, 2010 1st Annual FLIPANY Health and Fitness Festival Daily Event and Evening Affair

- Location Riverwalk Fort Lauderdale
 - Daily Event 10am to 4pm Riverwalk
 - Evening Affair 6:30pm to 10pm April 1, 2010
- 2,000 participants expected at the Daily Event
- 150 participants expected at the Evening Affair