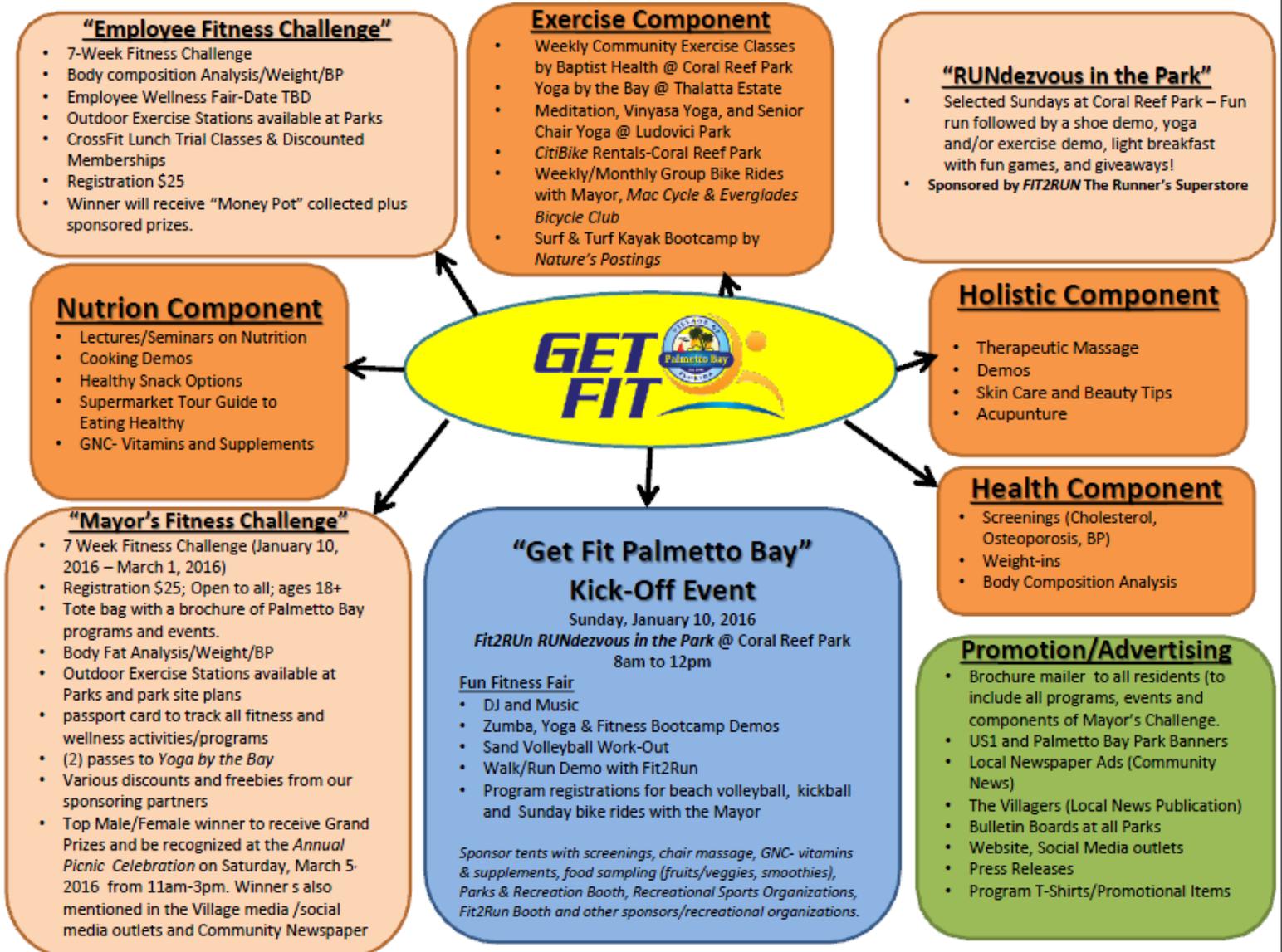


Sponsorship Opportunities



***“MAKE A DIFFERENCE
FOR YOUR BUSINESS AND COMMUNITY”***

Components of the Get Fit Palmetto Bay Program



The Village of Palmetto Bay challenges you to participate in

GET FIT



Mayor's Fitness Challenge

- 7-Week Challenge (**January 10th - March 1st, 2016**)
- Challenge open to all, ages 18 and over
- \$25 to enroll
- Body Composition Analysis/Health Screening
- Nutrition, Fitness & Wellness Workshops/Classes
- Goodie bag with health passport and promotional items offered by partners/sponsors
- Grand Prizes for Top Male/Female Winners and public recognition at the Annual Picnic Celebration on March 5, 2016 from 11:00 am - 2:00 pm.
- And much, much more!

Get Fit Palmetto Bay Program

includes:

- **Kick-off Event on January 10th at Coral Reef Park**
- **Mayor's 7-Week Fitness Challenge**
- Free and/or discounted Fitness & Nutrition Workshops/Classes offered at Palmetto Bay Parks or at participating businesses
- **FREE Health Screenings**
- Weekly/Monthly Running & Cycling Group Rides
- Discounted Memberships & other offers by sponsors
- Year Round Wellness Programs and access to outdoor exercise stations at our beautiful parks

KICKOFF

Sunday, January 10th

9:00 am-12:00 pm

Coral Reef Park

7895 SW 152 Street



For More Information and enrollment details visit
www.palmettobay-fl.gov or call 305-259-1234

Thank You to Our Fine Partners and Sponsors



**FREE HEALTH
SCREENINGS**

provided by
**Baptist Health
South Florida**

Event Name: Get Fit Palmetto Bay Program/ Kick-Off Event

Description: The goal of the Get Fit Palmetto Bay program is to develop a year-long series of programs and events that create Village-wide awareness of health-related issues that affect the work place and the community in general. Headlining the Get Fit Palmetto Bay program is the Kick-Off event at Coral Reef Park on January 10th that includes a 7-week Mayor's Fitness Challenge, which takes place from January 10th – March 1st.

- **Location: Coral Reef Park**
- **Date: January 10 , 2016**
- **Event Time: 9:00am – 12:00pm**
- **Estimated Attendance: 500-800**
- **Audience: Families**
- **Kind of Sponsorship**
 - **Cash**
 - **In-Kind**
 - Overall Winner Prizes (2 Winners) – Minimum of \$75 Value
 - Promotional Items for Participant Goodie bags
 - Services for Participants: Educational Seminars, Fitness & Nutrition Seminars, Health Screenings, etc.

**Advertising and Exposure Facts:**

- Flyers Distributed: 5,000 to area schools
- Subscribers Receiving Email Blasts: 4,000
- Social Media Subscribers (Facebook, YouTube, Twitter): 4,000
- Government Access TV: WBAY-broadcasted on ATT U-Verse Channel 99 & Comcast Channel 77 (reaches 75% of homes in Palmetto Bay)
- Monthly City Website Hits (Average): 10,000

Application Due: December 28, 2015

Levels: Level 1 \$250 | Level 2 \$100 | Level 3 \$50

Sponsorship Benefit Packages are flexible and negotiable

Sponsorship Benefit Packages	Level 1 (\$250)	Level 2 (\$100)	Level 3 (\$50)
Pre-Event Benefits			
Inclusion in Community Newspaper	*	*	
Inclusion in Reminder Email Blast	*	*	*
Inclusion in Event Flyer <i>(Distributed to Local Schools, Businesses, Parks, and featured on City Website/Social Media/Email Blasts)</i>	*	*	
Day of Event Benefits			
Onsite marketing rights for sampling and advertisement <i>Tent (10' x 10'), table and (2) chairs provided by the Village of Palmetto Bay</i>	*		
Signage Rights <i>(*Banners must be provided by sponsor. Maximum size is 3 x 10)</i>	*(2)		
Public Recognition <i>(Onsite Announcement)</i>	*(3)		

Sponsorship Commitment Form & Application

Part I. Mayor's Fitness Challenge (open to all Ages 18+)

Prizes for Top Male & Female Winner

January 10, 2016 – March 1, 2016

Winner Recognized on March 5, 2016 at Coral Reef Park during the Annual Picnic Celebration

Please complete sponsorship contribution(s) below

Sponsorship Type	Category Description	Amount
Cash		
*Product		
*In-Kind Donations/Services		

Total Consideration: \$ _____

** Please indicate quantities and value. In-kind donations may include, but not limited to: *gift cards, discounted memberships, promotional items, etc.*

Part II. Mayor's Employee Fitness Challenge

Prizes for TOP Male and Female Village of Palmetto Bay Employee & Promotional Items for Challenge Participants

January 10, 2016 – March 1, 2016

Winner Recognized on March 5, 2016 at Coral Reef Park during the Annual Picnic Celebration

Please complete sponsorship contribution(s) below

Sponsorship Type	Category Description	Amount
Cash		
*Product		
*In-Kind Donations/Services		

Total Consideration: \$ _____

** Please indicate quantities and value. In-kind donations may include, but not limited to: *gift certificates, prizes, promotional flyers, discounted memberships or product, etc.*

Part III. Get Fit Palmetto Bay Kick-Off Event

Sunday, January 10, 2016

Coral Reef Park, 7895 SW 152nd St. 9am-12pm

Please complete sponsorship contribution(s) below

Sponsorship Type	Category Description	Amount
Cash		
*Product		
*In-Kind Donations/Services		

Total Consideration: \$ _____

** Please indicate quantities and value. In-kind donations must be 80-100 pieces and will be distributed in the goodie bags for Fitness Challenge participants. They may include, but not limited to: *gift cards, discounted memberships, promotional items, etc.*

EVENT PARTICIPATION

Will your company have a representative(s) attend our kickoff event? ___ Yes ___ No

Will you have a tent/booth at the event? ___ Yes ___ No ___

*If yes, please provide details of any activities, promotional giveaways, etc., you will be conducting at your tent.

Part IV. NUTRITION, WELLNESS & FITNESS

WORKSHOPS/CLASSES

If your company would be interested in hosting a wellness, fitness, nutrition, beauty, etc. workshop/class during the time of the challenge from January-February at your place of business or one of our parks (upon availability), please complete the table below with details. ****You may propose more than one class/workshops. Please also provide us with alternative dates. These classes will be added to the Get Fit Calendar on the Village webpage dedicated to Get Fit Palmetto Bay Program.***

Location	Date	Time	Description of what will be conducted at Workshop/Class

To confirm your participation complete this form and return to:

Village of Palmetto Bay Events & Programs Coordinator

9705 East Hibiscus Street

Palmetto Bay, FL 33157

Tel: 305-259-1234 Fax: 305-259-1290

events@palmettobay-fl.gov

Name of Company

Contact Name

Contact Phone Number

Contact Fax Number

Contact Email Address

**** If an invoice is required for payment, please send a request to: events@palmettobay-fl.gov**

Deadline: December 28, 2015 in order to have your logo included on all printed marketing material.