



YMCA Student Programs
312 Squires Student Center
290 College Ave
Blacksburg, VA 24061

To Whom It May Concern,

According to the Centers for Disease Control, approximately 17% (or 12.5 million) children and adolescents aged 2-19 years are categorized as obese. Since 1980, obesity prevalence among children and adolescents has almost tripled. True to our mission of advocating youth development, healthy living, and social responsibility, the YMCA at Virginia Tech is committed to improving the health and well-being of families through active play and educational activities.

Research shows that children gain weight two to three times faster during their summer vacation than the school year. Kids are less physically active and engaged in learning during these summer months. The primary goal of Healthy Kids Day® is to develop a sense of health and well-being, especially that of children, within the local community. Here at Virginia Tech, HKD® provides a great opportunity for families, living within Blacksburg and the surrounding areas, to become cognizant on resources that will enable them to plan and prepare an engaging summer for their kids.

On **Saturday, April 30th**, the YMCA at Virginia Tech will celebrate the third annual **Healthy Kids Day® 2016**, a free community event to inspire more kids to keep their minds and bodies active. Healthy Kids Day® is the nation's largest health-focused day for children, and hosted in nearly 2,000 YMCA's across the country. Our event will take place from **11:00 AM - 4:00 PM** in **Cassell Coliseum** and **Dietrick Field**. The day will feature games, inflatables, healthy snacks, crafts, and more. There will be activities hosted by different VT groups as well as booths ran by various local organizations; many of these businesses will be promoting their child-friendly summer programs. This is the YMCA's own day of play designed to get kids excited for the summertime and the opportunities that await them.

We hope to work with organizations, such as yours, in supporting the Y's national campaign to "WOW...empower youth potential for a better us." Our goal this year is to have over **500 attendees** at HKD®. Would your organization be interested in becoming a **vendor** and/or **sponsor** for HKD® 2016? We have four sponsorship levels, detailed on the following page. Please consider supporting us in our mission to facilitate community togetherness and encourage families to adopt healthy habits.

Sincerely,

Frank Sullivan
Associate Director for Student Leadership Programs

Frankie Yip
Healthy Kids Day® Advisor

Melissa Chong
Healthy Kids Day® Chair



Healthy Kids Day® 2016 Sponsorship Levels

Platinum Sponsor: \$200-\$250

Benefits include recognition on our...

- ◆ Radio Advertisements broadcasted on 105.3 The Bear – The New River Valley Rock Station by Cumulus Media Blacksburg ("Sponsored to you by...")
- ◆ YMCA at Virginia Tech Facebook Page (2,000+ "likes")
- ◆ YMCA at Virginia Tech Twitter Page (400+ followers)
- ◆ YMCA at Virginia Tech Website (www.vtymca.org)
- ◆ Healthy Kids Day® 2016 Facebook Event Page
- ◆ HKD® 2016 Event Pamphlet (distributed to every attendee)
- ◆ Vendor Fee for HKD® 2016 Waived

We will also set up a table specifically for Platinum Sponsors at HKD® next to the check-in table and display any marketing materials, pamphlets, banners, signs, etc. Cumulus Media will have a live radio remote at HKD® and do interviews with any of our Platinum Sponsors.

Gold Sponsor: \$150-\$199

Benefits include recognition on our...

- ◆ YMCA at Virginia Tech Facebook Page (2,000+ "likes")
- ◆ YMCA at Virginia Tech Twitter Page (400+ followers)
- ◆ YMCA at Virginia Tech Website (www.vtymca.org)
- ◆ Healthy Kids Day® 2016 Facebook Event Page
- ◆ HKD® 2016 Event Pamphlet (distributed to every attendee)
- ◆ Vendor Fee for HKD® 2016 Waived

We will also set up a table specifically for Gold Sponsors at HKD® next to the check-in table and display any marketing materials, pamphlets, banners, signs, etc.

Silver Sponsor: \$100-\$149

Benefits include recognition on our...

- ◆ Healthy Kids Day® 2016 Facebook Event Page
- ◆ HKD® 2016 Event Pamphlet (distributed to every attendee)
- ◆ Vendor Fee for HKD® 2016 Waived

We will also set up a table specifically for Silver Sponsors at HKD® next to the check-in table and display any marketing materials, pamphlets, banners, signs, etc.

Bronze Sponsor: \$50-\$99

Benefits include recognition on our...

- ◆ Healthy Kids Day® 2016 Facebook Event Page
- ◆ HKD® 2016 Event Pamphlet (distributed to every attendee)
- ◆ Vendor Fee for HKD® 2016 Waived

We will also display any of our Bronze Sponsors' banners or signs during the event.