



CHILDREN'S FITNESS ACADEMY

CORPORATE PARTNERSHIP PROPOSAL

To Benefit

The communities of the United States – specifically targeting children whose lives can be changed by getting on the right track.

Partnership Opportunity

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MISSION STATEMENT FOR OPERATION FITNESS

Operation Fitness is an international organization dedicated to promoting health and wellness for everyone, while preventing childhood obesity and improving quality of life.

MISSION STATEMENT FOR THE CHILDREN'S FITNESS ACADEMY

The Children's Fitness Academy is a comprehensive series of local events targeted to the local public school children. The goal of the CFA is to show members of the local community how to live a healthy, active life in order to prevent disease and improve quality of life. Events are filled with athletes, celebrities and lots of excitement to keep locals interested.

Objective: In 2010, the CFA would like to host events at 14 schools within the Los Angeles Unified School District. The program would last 12 consecutive months, with each school location being visited. Each location will host a state-of-the-art Health and Wellness Fair. In addition, successful health and nutrition programs will be implemented at each location.

WHAT IS *THE CHILDREN'S FITNESS ACADEMY*?

CHILDREN'S FITNESS ACADEMY (CFA) is Operation Fitness's most successful sponsorship-based children's health and wellness program nationwide. Since its launch in 2009, the CFA program has experienced tremendous growth and national media exposure.

The Children's Fitness Academy currently has the largest and most successful national children's wellness campaign in the country. In the coming year, we anticipate that nearly 60,000 people will attend our local community campaign events.

OUR AUDIENCE

By offering extensive health and wellness programming, the Children's Fitness Academy attracts a wide audience. Our primary market includes children of all ages who are interested in reaching health and fitness goals while helping others in their community.

VISIBILITY

Operation Fitness is a highly-respected international health and wellness company dedicated to finding a cure for obesity and promoting a healthy lifestyle for everyone. Operation Fitness programs include the Children's Fitness Academy, Healthy Pet Nation, Holistic Health Foundation, Executive Team Fitness, Airline Pilot Program, and Elite Personal Training Services. Operation Fitness operates programs throughout the entire United States and is frequently featured on radio, television and in print.

Participation in the Operation Fitness Children's Fitness Academy would enhance your organization's image of public consciousness and concern in the community, while offering tremendous potential for advertising, publicity and sales promotion.

HOW YOU CAN GET INVOLVED AND MAKE A DIFFERENCE!

Operation Fitness offers you the following Corporate Sponsorship Opportunities:

PLATINUM SPONSOR

(\$ 10,000 +)

- ✓ Recognition as a Platinum Sponsor on t-shirts, to be handed out approximate 1,000-2,000 participants at *every* event for 12 months.
- ✓ Recognition as a Platinum Sponsor on the Operation Fitness website for 12 months.
- ✓ Recognition as a Platinum Sponsor in the binder (a resource given to all participants).
- ✓ Recognition as a Platinum Sponsor in all issues of the Children's Fitness Academy Newsletter (for 12 months).

GOLD SPONSOR

(\$ 5,000 - \$ 9,999)

- ✓ Recognition as a Gold Sponsor on t-shirts, to be handed out to approximately 1000-2000 participants at an individual event.
- ✓ Recognition as a Gold Sponsor on the Operation Fitness website.
- ✓ Recognition as a Gold Sponsor in the binder (a resource given to all participants).
- ✓ Recognition as a Gold Sponsor in one issue of the Children's Fitness Academy newsletter.

SILVER SPONSOR
(\$ 2,500 - \$ 4,999)

- ✓ Recognition as a Silver Sponsor on the Operation Fitness Website
- ✓ Recognition as a Silver Sponsor in the binder (a resource given to all participants).
- ✓ Recognition as a Silver Sponsor in one issue of the Children's Fitness Academy Newsletter

BRONZE SPONSOR
(\$ 1,000 - \$ 2,499)

- ✓ Recognition as a Bronze Sponsor on the Operation Fitness Website
- ✓ Recognition as a Bronze Sponsor in one issue of the Children's Fitness Academy Newsletter

* Operation Fitness reserves the right to refuse promotion if a sponsor's product or service is in direct conflict with the organization's mission.

EVENT PARTICIPATION

Children's Fitness Academy members are creating a presence in many cities and communities around the country. In many cases, we represent the largest single contingent of athletes and health professionals at these events. In 2010, we will be leading events in public schools, starting in Los Angeles.

CONTACT INFORMATION

For additional information or questions regarding The Operation Fitness *Children's Fitness Academy* program, please contact:

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Additional information is also available on the *Operation Fitness* website at www.OperationFitness.com

