PROJECT FIT AMERICA

fitkids one school at a time
Project Fit America...

is a charity that gives kids the tools, skills, and attitudes they need for a lifetime of cardiovascular health and fitness.
Project Fit America is school-based and academic — not extracurricular. We provide the whole program:

- State-of-the-art fitness equipment
- Grade-by-grade lesson plans
- Mobile, indoor equipment and support
- Teacher training and volunteer development
- Two full years of implementation support
Since 1990, Project Fit America has been building in-depth, nationwide reach:

- 46 states
- 400 cities
- 1000+ schools
- 500,000 students/yr

*As of July 2011*
Our kids need **Project Fit America**:

- **20%** are obese
- over **40%** are overweight
- **60%** have a risk factor for heart disease by age 12
- **80%** can’t pass basic fitness tests
Project Fit America works. Pre-and post-testing show consistent, significant gains in the most common areas tested:

- Cardiovascular endurance
- Flexibility
- Upper-body strength
- Abdominal strength

* Testing uses guidelines from the President's Council on Physical Fitness or The American Alliance for Physical Education, Recreation, and Dance.
Project Fit America is Good for Business

We can provide unmatched opportunities for reaching new markets, building brand recognition, equity, and loyalty – even for boosting employee morale.
Sponsors Needed

Project Fit America’s complete, turnkey, two-year program for a $18,206 sponsorship per school. A single program reaches 400 to 500 kids.  

75 cents of every $1 goes to the school.
Sponsors Choose the Venue

Sponsors select the **community**, **market**, or **region** that works best for them. **Project Fit America** finds the right number of eager, dedicated schools through a competitive grant process.
Sponsors Get the Spotlight

**Project Fit America** generates publicity, and we put our partners out front:

- 4,500 telecasts on 66 TV stations
- 30,000 broadcasts on 240+ radio stations
- Coverage in *People*, *National Geographic*, *Time*, “O” *The Oprah Magazine*, *Martha Stewart Living*
Sponsors Benefit

- Name/logo on fitness equipment
- **Publicity** tied to program launch and events
- Increased **brand recognition** among families and civic leaders
- **Cause marketing / cross marketing**
- National recognition through **Project Fit America** web site (50,000 hits/month)
Sponsorship Opportunities

- Fund **Project Fit America** programs in any number of schools
- Partner in cause marketing (**licensing, point of sale, co-branded merchandise**)
- Underwrite special events, promotions, or fundraisers
- Print educational materials
- Involve **employee volunteers**
Project Fit America, a nonprofit charity, is a 501 (c) (3) organization.