We invite you to join IT’S TIME TEXAS as we champion the movement for a healthier Texas. The IT’S TIME TEXAS Community Challenge is the only annual state-wide competition of its kind that inspires individuals and communities in healthy competition, to see who can demonstrate the greatest commitment to healthy living!

#COMMUNITYCHALLENGE
THE CRISIS
Unhealthy has become the new normal in Texas and the country. Preventable chronic diseases have become epidemics, threatening to bankrupt our state and erode our quality of life.

THE SOLUTION
The declining health of Texans is the result of a highly complex, wide-sweeping societal crisis that requires urgent, bold, and innovative action. Turning this crisis around requires a systems approach that mobilizes people to make significant changes at all levels of our society.

Only by working together can we address the multilayered individual, cultural, organizational, community, and policy factors that influence the extent to which people have access to and opportunities to live healthier lives.

ENVISIONED FUTURE
Our goal is to make health and wellness a way of life in Texas and with your support the Community Challenge will do just that.

We are working to reduce obesity rates and related chronic disease for all Texans and your involvement in the Community Challenge will make this possible in communities across the state.

THE IT’S TIME TEXAS MISSION
It’s Time Texas champions the movement to create a culture of health in the Lone Star State through programs, events, and partnerships that empower Texans to lead healthier lives, build healthier communities, and contribute to a healthier state.

HOW WE DO IT:
By working with influential partners, like the UT School of Public Health, the Texas Health and Human Services Commission, along with powerful partners, including H-E-B, Blue Cross and Blue Shield of Texas, IT’S TIME TEXAS mobilizes and equips health champions across Texas who are highly motivated individuals, businesses, and institutions to take proven actions that result in significantly healthier people, healthier places (including homes, schools, and employers), healthier products and services, and healthier policies.

WHY WE NEED YOU TO JOIN US:

9,350,975

The projected number of Texans with diabetes, heart disease, and obesity-related cancer in the year 2030. That’s a million more than the population of New York City.

Children born in the U.S. in or after the year 2020 are projected to live shorter lives than their parents.

25.2% of Texan adults reported doing no physical activity or exercise in the past 30 days.

$32.5 BILLION

is the projected cost of obesity to Texas employers in the year 2030.
January 6 - March 1, 2020

IT’S TIME TEXAS COMMUNITY CHALLENGE

Presented by H-E-B

Join the movement and demonstrate your commitment to community health for Texas!

The seventh-annual IT’S TIME TEXAS Community Challenge is the state’s 8-week competition that unites and mobilizes schools, businesses, organizations, community members, and mayors toward the common goal of transforming their community’s health.

Texans have consistently demonstrated their competitive spirit and dedication to building healthier communities for their families, coworkers, neighbors, and for the next generation.

YOU ARE INVITED TO BE PART OF THE 2020 IT’S TIME TEXAS COMMUNITY CHALLENGE.

As a partner of the Community Challenge, you will not only enable us to continue pursuing our mission of creating a culture of health through this powerful community driven competition; your brand will gain visibility in front of thousands of Texas’ most committed health champions, and you will be spotlighted as an organization committed to the health of your employees, clients, and the state at-large.

2019 COMMUNITY CHALLENGE IMPACT:

1.6 Million Texans Impacted

356 Texas Communities Engaged

79 Mayors Involved in Challenge Activities

872,480 Minutes of Activity

I LOVE Challenges, and because of the Community Challenge, I was motivated to start a weekly exercise regime. I was even motivated to try out new exercise classes at my gym. Documenting my accomplishments throughout the week was a fun way to keep me accountable. If I ever do not feel like exercising, I will remember the Challenge and then I get inspired to do at least a 2 mile walk!

Marva Allen, Colonial Hills Elementary, San Antonio, TX, Second Year Participant
H-E-B continues to be a steadfast partner in our campaign to drastically improve the landscape of health and wellness in Texas. We are beyond grateful to have H-E-B as our exclusive Community Challenge Presenting Sponsor for the seventh year in a row.

As a partner of the Community Challenge, you will not only enable us to continue pursuing our mission of creating a culture of health through this powerful community driven competition; your brand will gain visibility in front of thousands of Texas’ most committed health champions, and you will be spotlighted as an organization committed to the health of your employees, clients, and the state at-large.

As a Catalyst Sponsor, your brand will reach hundreds of thousands of consumers across the state. Your support as a Catalyst Sponsor includes visibility and reach through other benchmark IT’S TIME TEXAS healthy lifestyle initiatives throughout the year.

CATALYST SPONSOR BENEFITS:

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<th>Benefit</th>
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<tr>
<td>Logo prominently featured on Challenge digital channels</td>
<td>催化剂赞助商徽章标志</td>
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<tr>
<td>Company featured in press release</td>
<td>logo prominently featured in Challenge emails</td>
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<tr>
<td>Inclusion in Challenge earned media</td>
<td>logo displayed on recognition signage at Community Challenge Award Ceremony</td>
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<td>Logo featured in Challenge videos</td>
<td>company showcased at Challenge Awards Ceremony within each winning community</td>
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<tr>
<td>Logo on print materials</td>
<td>Speaking opportunity at Community Challenge Award Ceremony within each winning community</td>
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<td>Customizable Challenge promotion with Company activation/branding</td>
<td>15, Attendee registrations for the 2020 Healthier Texas Summit in your Company name</td>
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<td>Social media engagement with IT’S TIME TEXAS</td>
<td>Recognition at the 2020 Healthier Texas Summit</td>
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<td>Sponsored content on IT’S TIME TEXAS Blog</td>
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The accountability and seeing my points increase every time I report a healthy decision is really motivating. Because I started the new healthy habit of drinking more water during the Challenge, I’m now able to resist sugary foods and soda.

Rhomari Jackson-Glover, Texas City, TX, First Time Participant
Thank you for your consideration.

To reserve your sponsorship contact Candyss Bryant at: candyss@itstimetexas.org