

IT'S TIME TEXAS COMMUNITY CHALLENGE

Presented by **H-E-B**



2017 Alliance Packet



IT'S TIME TEXAS is leading the fight for a healthier Texas. The IT'S TIME TEXAS Community Challenge is the only annual statewide competition of its kind that pits same-sized communities against one another, to see which can demonstrate the greatest commitment to healthy living!

Step up to the Challenge.

ABOUT IT'S TIME TEXAS



We're here to make healthy easier in the Lone Star State.

Texas—and the U.S.—is experiencing a health crisis that is costing lives and billions of dollars. The declining health of Americans is the result of a highly complex, wide-sweeping societal crisis that requires urgent, bold, and innovative action. To address these issues and drastically improve health outcomes, IT'S TIME TEXAS was created as a first-of-its-kind cause organization that empowers Texans to lead healthier lives and build healthier communities.

How we do it:

By working with influential partners, like the UT School of Public Health, the Texas Health and Human Services Commission, and the Texas PTA, along with powerful allies, including H-E-B, Blue Cross and Blue Shield of Texas, Seton, and the RGK Foundation, IT'S TIME TEXAS mobilizes and equips an army of highly motivated individuals, businesses, and institutions across the state to take proven actions that result in significantly healthier people, healthier places (including homes, schools, and employers), healthier products and services, and healthier policies.

Together, we are:



Building a Healthier Generation. We significantly impact child obesity in Texas through transforming schools, homes and communities in ways that enable children and families to be more active and eat healthier.



Creating a Healthier Workforce. We impact corporate bottom lines through increased employee productivity and reduced health care costs by connecting organizational leaders to wellness program resources, assessment instruments and peer network learning opportunities.



Growing Healthier Communities. We catalyze effective cross-sector partnerships aimed at improving the health and well-being of residents through collaboration toolkits, opportunities to learn from others across the state, and convening groups to discuss community opportunities and needs.

IT'S TIME for a healthier Texas. 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.



of Texans don't participate in any physical activity in a given month.



of Texans lack access to sufficient food to live an active, healthy life.

\$32.5 Billion

is the projected cost of obesity to Texas employers in the year 2030

THE 2017 IT'S TIME TEXAS Community Challenge



January 9th-March 31st, 2017

Step up and demonstrate your commitment to community health!

IT'S TIME TEXAS is proud to announce the fifth-annual IT'S TIME TEXAS Community Challenge. The Challenge is a 12-week competition that unites and mobilizes schools, businesses, organizations, community members, and mayors toward the common goal of transforming their community's health. Each of the last four years, Texans have demonstrated their competitive spirit and dedication to building healthier communities for their families, coworkers, neighbors, and for the next generation.

2016 Community Challenge Impact:

- 1.5 Million Texans Impacted
- 320 Texas Communities Engaged
- 50 Mayors Involved
- 6,000+ Pounds Lost

Today, we invite you to be part of the IT'S TIME TEXAS Community Challenge. As a Community Challenge Ally, you will not only enable us to continue pursuing our mission and vision through this fun and extremely powerful competition; your brand will be put in front of thousands of Texas' most committed health champions, and you will be spotlighted as a group committed to the health of your employees, clients, and the state at-large.

"Promoting and encouraging lifelong health and wellbeing is part of our mission; one of our core values at Ballet Austin. I also have a fierce competitive nature so the Community Challenge opportunity was a no-brainer! The key to success is presenting it to employees and members as a fun competition, but one that is educational and brings attention to the health problems we still face in this state. It takes commitment, energy, leading by example, and infectious attitude, a few fun and motivating incentives, and gathering the troops to pursue the goal for a healthier Texas, one day at a time; one person at a time. And whether we win the Challenge, we are all winners."



Vicki Parsons,
Director of Ballet Austin,
Austin, TX

ALLIANCE Opportunities



Presenting Ally:



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 Ally for the fifth year running.



All Premier Ally features plus these unique benefits:

- » Company Logo Integrated Into Community Challenge Logo
- » 20 Tickets to Community Challenge Award Ceremony
- » Presenting Ally E-badge Icon

Premier Ally:

\$24,365

You care about your community throughout the year, not just for the 12 weeks of the Community Challenge- 24 hours a day, 365 days a year. Joining IT'S TIME TEXAS as a Premier Ally will showcase this to the entire state! Your support as a Premier Ally will be seen at each of our three healthy lifestyle initiatives throughout the year.



All Powering Ally features plus these unique benefits:

- » Showcase at Challenge Event(s)
- » Speaking Opportunity at Community Challenge Award Ceremony
- » Customizable, Regionalized Challenge Promotion With Company Logo Inclusion
- » 15 Tickets to Community Challenge Award Ceremony
- » Premier Ally E-badge Icon
- » 2017 Healthy Texas Week \$5,000 Sponsor
- » 2017 Summit VIP Reception Invitation
- » 15 Summit Attendee Registrations

ALLIANCE Opportunities



Powering Ally:

\$12,000

Empowerment is the name of the game! As a Powering Ally, your brand will take center stage during the Community Challenge. Throughout the Challenge, we will showcase your brand statewide, helping establish it as one of Texas' most committed community health supporters. Power up your community for 12 dedicated weeks and watch the changes continue to develop the rest of the year.



Powering Ally benefits:

- » Logo and Link to Ally Site on Challenge Digital Channels
- » Logo on Print Materials and in Challenge Videos
- » Highlights on IT'S TIME TEXAS Social Media
- » Sponsored Content on IT'S TIME TEXAS Blog
- » Highlights in Challenge Emails
- » Inclusion in Challenge Earned Media
- » Logo displayed on recognition signage at Community Challenge Award Ceremony
- » 10 Tickets to Community Challenge Award Ceremony
- » Powering Ally E-badge Icon

Community Champion:

\$6,000

Community for you is much closer to home than all of Texas. Clients, friends, family and neighbors are your most important customers and these are the folks you value reaching out to the most. Becoming a Community Champion is an obvious choice because you are ready for your brand to become synonymous with strength in overall community health.



Community Champion benefits:

- » Logo and Link to Ally Site on Digital Channels:
 - Top of Community Page
 - Community Page Tile Layout
- » Highlight on IT'S TIME TEXAS Social Media
- » Promoted Healthy Living Post on IT'S TIME TEXAS Blog Post-Challenge
- » Logo displayed on recognition signage at Community Challenge Award Ceremony
- » 7 Tickets to Community Challenge Award Ceremony for Staff and/or Guests
- » Community Champion Ally E-badge Icon

ALLIANCE Opportunities



Hometown Hero:

\$2,500

Match dollars with effort and go far beyond brand recognition as a Hometown Hero! We will provide you with the tools and resources necessary to host a Community Challenge Kick-off Event in your community. This alliance level allows you to improve health where you do business while simultaneously bringing in new business. Low cost, but high visibility - let your community know you're dedicated to them with this unique level.



Hometown Hero benefits:

- » Toolkit for your organization to host your own Community Challenge Kick-off Event
 - Kit will include features such as:
 - IT'S TIME TEXAS tattoos and/or stickers
 - IT'S TIME TEXAS promotional giveaways (# depending on availability and expected attendance)
 - *How to Market My Event Guide*
 - Fun, Engaging Activity Guide for All-ages
 - Event Planner Checklist
- » Logo and Link to Ally Site on Digital Channels:
 - Top of Community Page
 - Community Page Tile Layout
- » Highlight on IT'S TIME TEXAS Social Media
- » Logo displayed on recognition signage at Community Challenge Award Ceremony
- » 5 Tickets to Community Challenge Award Ceremony
- » Hometown Hero Ally E-badge icon

(Hometown Hero level is targeted to appeal to recognizable businesses such as hospitals.)

Customized Levels & Multi-Event Sponsorships

To discuss any partnership opportunities not listed above or a customized level, please contact:

Megan Carvajal, VP of Investor Relations

C: (512)413-6544 | O: (512) 533-9555 x302 | megan@itstimetexas.org

Deadline to Commit to Alliance: November 18, 2016

Together, we will make Texas a healthier place to live, learn, work, worship, and shop.

Thank you for your interest in partnering with IT'S TIME TEXAS as we work to improve the lives of Texans. Please complete the following form and send it to Megan at megan@itstimetexas.org. Your support will help us empower Texans to BUILD, CHOOSE, TEACH and WORK healthier across the state!

CONTACT INFORMATION

Company Name:

Contact Person:

Contact Phone Number:

Contact E-mail Address:

Address:

City/State/Zip Code:

ALLIANCE LEVELS

\$24,365 Premier Ally

\$12,000 Powering Ally

\$6,000 Community Champion

\$2,500 Hometown Hero

PAYMENT INFORMATION (Payments can be made up to January 31st, 2017)

Please send me an invoice

I have enclosed a check made payable to IT'S TIME TEXAS

Please charge my credit card

Card Type: Visa / MC / AMEX / Discover

Card Number:

Exp Date:

___ / ___

Security Code:

Signature:

Date:

___ / ___ / ___

Thank You for supporting our critical work.

Once we receive your completed sponsorship form, IT'S TIME TEXAS staff will contact you to discuss event details, sponsorship benefits and recognition.

Please send your high-resolution full-color and all-white logos (.eps or vector preferred) to:
john@itstimetexas.org.