



In October of 2017, the Junior League of Greenville (JLG) celebrated its tenth annual Home Run for Healthy Kids<sup>®</sup> event at Fluor Field, the baseball stadium of our minor league baseball team, the Greenville Drive. Approximately 2,700 Greenville County school children in 4th grade participated in this free, educational field trip at Fluor Field. In the past ten years, the JLG has partnered with Greenville County Schools to reach over 22,200 students and invested almost \$190,000 with the goal of improving the community by teaching children to adopt healthier lifestyles.

The JLG started this event after research showed staggering statistics for obesity, accidental injuries and unhealthy habits in youth in South Carolina. Home Run for Healthy Kids<sup>®</sup> is designed to engage students to practice healthy lifestyles and to ensure students receive the support they need to grow up safe, happy, healthy and thriving. This is accomplished through hands-on learning activities, giveaways and educational information sessions. The students visit stations which focus on: safety, physical well-being, nutrition and healthy lifestyles. In addition to planning and administering Home Run for Healthy Kids<sup>®</sup>, the JLG provides the funds needed for the event, including transportation to and from the event. The JLG also provides a backpack, filled with fun and healthy giveaways from various sponsors and partners, to each student attendee. This is a free field trip to all children who attend and invitations to the event are offered first to Title One, low income schools with others admitted as space permits.

The planning for this event begins each summer, when the JLG solidifies partnerships with 15 or more community agencies and businesses to serve as “station partners” for each zone at the event. Each of these station partners provides a fun, interactive activity that engages all of the children. The JLG’s Home Run for Healthy Kids<sup>®</sup> Committee coordinates, organizes and directs the entire event with assistance from over one hundred JLG shift workers during the two days of the event. The Greenville Drive, serving as the Venue Sponsor, has provided the biggest in-kind sponsorship and will again be involved in the 2018 event.

Each year the JLG witnesses an increased knowledge of health awareness in the participants and the JLG receives very positive feedback from the school teachers and administrators regarding the take-home benefits from this event. We receive many letters from children after the event, which convey to the JLG that the goals of this event are being accomplished – to provide educational information about safety, physical well-being, nutrition, and healthy lifestyles in a fun atmosphere. This JLG event is an excellent opportunity to impact the lives of children in the Greenville community.



## *Home Run for Healthy Kids<sup>®</sup> 2018 Cash Event Sponsorships*

### *Run the Base Sponsors – 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> - \$500; Home Plate - \$1000*

Sponsor will receive signage recognition at the event.\*

Sponsor will be featured on the JLG website.

Sponsor will be listed in a Home Run for Healthy Kids<sup>®</sup> article in one issue of The Update.

Sponsor will receive a one-year subscription (two issues) to the JLG VISIONS magazine.

### *Triple Run Sponsors – \$2000*

Sponsor will receive all Run the Base Sponsor Benefits.\*

Sponsor will be listed in a Home Run for Healthy Kids<sup>®</sup> VISIONS Magazine thank you ad.

Sponsor will receive one social media mention.

### *Snack Bag Sponsor \$3000*

Sponsor will receive all Triple Run Sponsor Benefits\*

Sponsor has the option to “brand” snack bags with stickers or include a small insert (must be approved in advance by JLG). Healthy snack bags are provided to all 1800+ participants.

Sponsor will be listed in one JLG member eblast.

### *Backpack Sponsor \$4000*

Sponsor will receive all Triple Run Sponsor Benefits\*

Sponsor’s logo will be featured with the JLG logo on drawstring backpacks that are given to all 1800+ participants. Backpacks are used to hold all giveaways and educational materials that are distributed at stations throughout the event.

### *Grand Slam Sponsors – \$5000*

Sponsor will receive all Triple Run Sponsor Benefits.\*

Sponsor has the option to donate health/safety related station giveaways to send home with each participant (expecting 1800+ children, but donations in any amount are welcome).

Sponsor will receive one additional social media mention.

Sponsor will be listed in one JLG member eblast.

*\* If donation secured by print deadline*

*The Junior League of Greenville, Inc. is a non-profit organization as described in Section 170(c)(2) and 501(c)(3) of the Internal Revenue Code. Federal Tax ID # 57-0293874*



## *Home Run for Healthy Kids® 2018*

### *In-Kind*

*(Goods and Services donated in lieu of cash)*

Sponsor will be featured on the JLG website.

Sponsor will receive a one-year subscription (two issues) to the JLG VISIONS magazine.

### *Station Partners*

*(Community & Business partners apply to run a station educating 4<sup>th</sup> graders on a subject related to safety, physical well-being, nutrition or healthy lifestyles. Partners are encouraged to provide fun and topic related giveaways)*

Sponsor will receive all In-Kind Benefits.

Sponsor will receive event signage at their Station.

Sponsor will be listed in a Home Run for Healthy Kids® article in one issue of The Update.

Sponsor will be listed in a Home Run for Healthy Kids® VISIONS Magazine thank you ad\*.

*\* If donation secured by print deadline*