



Dear Health & Wellness Organization,

October 12, 2022

The Houston County Extension office is hosting a 5K color run in celebration of Walk Across Texas! (WAT!) program completion on **March 4, 2023**. WAT! is an eight-week program to help people of all ages and abilities support one another to establish the habit of regular physical activity.

We cordially invite you to participate as a Sponsor of the Walk Across Texas! 5K Color Run Celebration Event. This event will raise awareness of physical activity and healthy lifestyles for Houston County residents. Houston County ranks significantly higher than the state and national average for physical inactivity at 36% and ranks at 41% for adult obesity. Raising awareness is crucial for the state of health of our county.

The celebration will be held on March 4, 2023, at the Houston County Extension Office in the Davy Crockett Memorial Park. Registration will begin at 9:30 a.m. The 5k Run/Walk will start at 10 a.m.

Your sponsorship helps to defray the cost of organizing the event. Funds received from sponsorships are used to purchase t-shirts as well as wristbands with your name/organization on them to be used for participants as they complete each lap of the course, awards/prizes, and additional event supplies. Any additional money from sponsorships will be put into the Health and Wellness Education fund for future Family and Community Health programs for Houston County residents.

Thank you for your consideration and support of the 5K Color Run for the Houston County Walk Across Texas! program.

Contact Tasha Brent
936-544-7502
tasha.brent@ag.tamu.edu

Thank you,

Tasha Brent
County Extension Agent- Family and Community Health

Walk Across Texas! is recognized as a Best Practice Physical Activity Program by the Texas Department of State Health Services. The implementation of this program is especially important to residents of Houston County. Houston County health rankings are tremendously poor, 214/244 (only 244 counties currently reporting).

- Texas ranks 12th (12.2%; Diabetes) and 12th (31.7 Hypertension) in obesity-related health issues¹.*
- Regular physical activity and controlling weight can significantly reduce the risk and impact of chronic diseases like heart disease, stroke, type 2 diabetes, cancer at multiple sites, hypertension, and osteoporosis².*
- Community-based programs that develop a strong network, like WAT!, help motivate and maintain individual's physical activity.*

¹Trust for America's Health and Robert Wood Johnson Foundation (2021). *The State of Obesity: Obesity Rates and Trends*. <https://stateofobesity.org/> (accessed October 2022). ²U.S. Department of Health and Human Services. *Physical Activity Guidelines for Americans*, 2nd Edition. Washington, DC: U.S. Department of Health and Human Services: 2018. https://health.gov/paguidelines/second-edition/pdf/Physical_Activity_Guidelines_2nd_edition.pdf (accessed October 2022).

*Educational programs of the Texas A&M AgriLife Extension Service are open to all people without regard to race, color, sex, disability, religion, age, or national origin, genetic information or veteran status. **The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating***



- ☐ **Platinum Sponsorship-** **\$300 donation**
(1) Logo on t-shirt (2) Wristband with name/organization for participants (3) Vendor booth space at event (4) Name and logo listed on all media, marketing, and news release (5) Name and logo listed on website (6) Name and logo prominently displayed at registration (7) PA announcements mentioning sponsor name during and after the race
- ☐ **Gold Sponsorship-** **\$200 donation**
(1) Name on t-shirt (2) Vendor booth space at event (3) Name listed on all media, marketing, and news release (4) Name listed on website (5) Name prominently displayed at registration (6) Special PA announcements mentioning sponsor name during and after the race
- ☐ **Silver Sponsorship-** **\$100 donation**
(1) Name listed on all media, marketing, and news release (2) Name listed on website (3) Name prominently displayed at registration (4) PA announcements mentioning sponsor name during and after the race
- ☐ **Vendor Booth** **\$50**
I have a business/organization I would like to promote with a space at this event (table will NOT be provided)
(1) PA announcements mentioning sponsor name during and after the race
- ☐ **Cash Donation-** **\$_____ (pledge amount)**
I am unable to attend or sponsor but would like to make a cash donation for contribution
(1) PA announcements mentioning sponsor name during and after the race
- ☐ **Product Donation-**
I would like to donate the following product(s), _____
(i.e. water bottles, t shirts, keychains, sports drinks, door prize, etc.) in exchange for promotional services.

**Sponsors/vendors are encouraged to provide a door prize for the event*

Sponsorship: Please mail contribution by Jan 15 to be recognized on all print and media release.
Mail to 716 Wells St. Crockett, TX | Checks payable to Health and Wellness Education

Company: _____

Contact Person: _____

Address: _____

Phone: _____

Email: _____