



Million Mile Movement

Community Wellness Challenge - 2017 Sponsorship Opportunities

What is the Goal of the Community Challenge?

The Million Mile Movement Community Wellness Challenge is designed to unite the community in living a healthy lifestyle while building awareness of the HealthyLee.com website and initiative. The challenge will be open to all Lee County residents and businesses to encourage the community to get active, thereby supporting the Healthy Lee initiative's mission of empowering and inspiring the people of Lee County regarding healthy lifestyle choices through education and action. The Million Mile Movement Challenge will engage the community to collectively "move" 1,000,000 miles in 3 months.

Challenge Timing

The start date of January 9, 2017 will capture the momentum of New Year's resolutions and the challenge end date of March 31 allows for maximum exposure possibilities during the height of season in Lee County.

Millionth Mile Sponsor: \$5,000

- A representative from your company will have the opportunity to speak from the podium at the Community Kickoff event where the Million Mile Movement Challenge will be announced, and your company will be recognized as the Millionth Mile Sponsor in the Workplace Wellness Summit flyer received by all attendees at the event.
- Your company will receive prominent recognition on the www.HealthyLee.com website and www.MillionMileMovement.com wellness challenge landing page as a premier challenge sponsor with a link to your website.
- As a premier challenge sponsor, you will receive one online banner display ad on HealthyLee.com for the duration of the challenge that will promote your company on a designated page of the website, with a hyperlink to your company's website.
- Your company logo, with link to your company's website, will be included on no less than 12 promotional email blasts to a projected 3,500 Lee County residents and business professionals who are registered and engaged with the challenge.
- Your company principal will have the opportunity to be used as a media source for a news story as needed/available, and/or a guest editorial article with connection to the event as appropriate.
- Your company will receive a minimum of 8 social media recognitions on the HealthyLee.com social media channels with links to your company website.
- Your company will receive the contact list of all the 2017 Million Mile Movement Wellness Challenge participants.
- Your company will be provided a Million Mile Movement Community Partner seal to be placed on your website and hyperlinked to the Million Mile Movement Challenge webpage to identify your support for the challenge and the Healthy Lee initiative.
- If a challenge wrap-up event is held, your company will receive additional premier sponsor benefits related to the event (yet to be determined).

Get Moving Sponsor: \$2,000

- Your company will receive prominent recognition on the www.HealthyLee.com website and www.MillionMileMovement.com wellness challenge landing page as a premier challenge sponsor with a link to your website.
- Your company logo, with link to your company's website will be included on no less than 12 promotional email blasts to a projected 3,500 Lee County residents and business professionals who are registered and engaged with the challenge.
- Your company principal may have the opportunity to be used as a media source for a news story as needed/available, and/or a guest editorial article with connection to the event as appropriate.
- Your company will receive a minimum of 6 social media recognitions on the HealthyLee.com social media channels with links to your company website.
- Your company will be provided a Million Mile Movement Community Partner seal to be placed on your website and hyperlinked to the Million Mile Movement Challenge webpage to identify your support for the challenge and the Healthy Lee initiative.

Get Inspired Sponsor: \$1,000

- Your company will receive prominent recognition on the www.HealthyLee.com website and www.MillionMileMovement.com wellness challenge landing page as a premier challenge sponsor with a link to your website.
- Your company principal may have the opportunity to be used as a media source for a news story as needed/available, and/or a guest editorial article with connection to the event as appropriate.
- Your company will receive a minimum of 4 social media recognitions on the HealthyLee.com social media channels with links to your company website.
- Your company will be provided a Million Mile Movement Community Partner seal to be placed on your website and hyperlinked to the Million Mile Movement Challenge webpage to identify your support for the challenge and the Healthy Lee initiative.

Community Partner: \$250

- Your company name with a link to your company website will be listed as a Community Partner on the www.HealthyLee.com website and www.MillionMileMovement.com wellness challenge landing page as a premier challenge sponsor with a link to your website.
- Your company will be provided a Million Mile Movement Community Partner seal to be placed on your website and hyperlinked to the Million Mile Movement Challenge webpage to identify your support for the challenge and the Healthy Lee initiative.

Please make all sponsorship checks payable to: Lee Health Foundation. Contact Shelley Hughes at shelley.hughes@leehealth.org or (239) 343-6151 for more information on Million Mile Movement Sponsorships.