



# Sponsorship Opportunity

# 95210

## Kids on the GO!



Collier County Public Schools

# 95210 Kids on the GO!

The 95210 Kids on the Go! Program was implemented by the NCH Safe & Health Children's Coalition in 2012 with the Collier County Public Schools as an effort to increase physical activity and decrease the incidence of obesity among kids. What began in Spring 2012 at two Title I elementary schools, has now expanded to over 30 elementary schools.

Participants in the 95210 Kids on the Go! program run a total of 26.2 miles, the equivalent of a full marathon over the course of the school year. Children are provided a weekly 9-5-2-1-0 health start-up and track their walk/run distance using the Marathon Kids program before or after school. Health champions track and celebrate children's progress and those kids who achieve the 26.2 mile goal can participate in a final celebratory mile run at the local feeder high school.

At the final mile celebration, parents, teachers, and local officials cheer children on to complete the final mile. Each child receives a t-shirt and, upon successful completion of their run, they also receive a medal as well as fresh fruit and water.

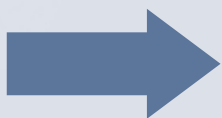
21,135 children have participated and 45 final mile runs have been hosted since the program's inception.

During the course of the program, students build endurance, increase self-confidence, and embrace the healthy lifestyle principles of the 95210 Let's Go! Campaign and staff at participating schools report the program also has a positive impact on behavior and ability to focus for the day as well as promoting Leader in Me qualities.

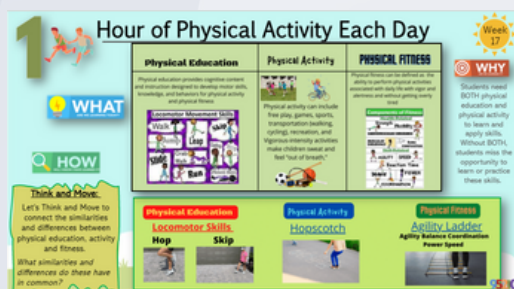
The Program also received the 2020 SHAPE Florida Community Partner in Health Award.

Check out these other great highlights:

*Mayo Clinic Article  
Recognizing 95210  
Program*



*CCPS Program  
Highlight Video*







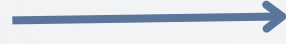
# COMMUNITY IMPACT

Bernardo Barhart Jr. discovered his love of running after participating in 95210 Kids on the Go! Program at his elementary school in 4th grade. He has gone on to compete in the Junior Olympics Championship for running, among other accomplishments. He will be attending Florida State university in the fall of 2023 on a full-ride athletic scholarship for running. He continues to diligently follow the principles of 95210 to achieve continued success as a runner.



“At my elementary school, they have a 95210 program and that’s when I started running,” he said. “I realized I could go pretty fast and loved doing it.”

Scan the QR to learn more about Bernardo's Story!



## Total Participants

**10** Years running the KOTGO! Program

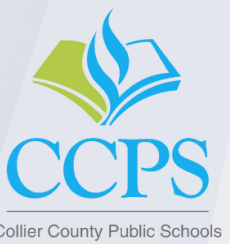
**21,135** Students participated since 2012

**1,803** Students participated 2022-2023 School Year

### Participating Elementary Schools include:

- Avalon Elementary School, Big Cypress Elementary School, Calusa Park Elementary School, Corkscrew Elementary School, Estates Elementary School, Everglades City School, Golden Gate Elementary School, Golden Terrace Elementary School, Gulf Coast Charter Academy, Herbert Cambridge Elementary School, Highlands Elementary School, Lake Park Elementary School, Lake Trafford Elementary School, Laurel Oak Elementary School, Lavern Gaynor Elementary School, Lely Elementary School, Manatee Elementary School, Mike Davis Elementary School, Naples Park Elementary School, Osceola Elementary School, Palmetto Elementary School, Parkside Elementary School, Pelican Marsh Elementary School, Pinecrest Elementary School, Poinciana Elementary School, Sabal Palm Elementary School, Sea Gate Elementary School, Shadowlawn Elementary School, Tommie Barfield Elementary, Veterans Memorial Elementary, Village Oaks Elementary, Vineyards Elementary School

## Partners



## Sponsors







# CCPS GO PROGRAM

In 2023, CCPS piloted the Go Program with Immokalee Middle School Students.

The GO! Program extends the values of KOTG as a free challenge-based program designed for students that are not involved in organized sports after school to participate in weekly challenges and physical activities that will support their growth and commitment to healthy living and fitness.

Students participate in a 12-week program requiring a commitment to at least 30 minutes 2 days per week practicing various physical challenges.

The program wraps with them completing their Final Challenge Events – including 30-yard obstacle course, 50 yard fireman's carry, bleacher run, and 100 yard hurdles alongside the Final Mile Celebration at Immokalee High School.

**This year it will be open to ALL  
CCPS MIDDLE SCHOOLS**







# SPONSORSHIP OPPORTUNITIES

| Sponsorship Levels:  | Presenting Sponsor<br>\$10,000 | Platinum Sponsor<br>\$5,000 | Gold Sponsor<br>\$2,500 | Silver Sponsor<br>\$1,000 | Bronze Sponsor<br>\$500 |
|--|--------------------------------|-----------------------------|-------------------------|---------------------------|-------------------------|
| Presenting sponsor with company name in event title                  |                                |                             |                         |                           |                         |
| Exclusive promotion and lead recognition on all materials            |                                |                             |                         |                           |                         |
| Logo Displayed on front and back of all official race shirts (2,000) |                                |                             |                         |                           |                         |
| Company banner displayed at race (provided by sponsor)               |                                |                             |                         |                           |                         |
| Speaker spotlight at final mile celebration                          |                                |                             |                         |                           |                         |
| Full page ad space in event program booklet                          |                                |                             |                         |                           |                         |
| Half page ad space in event program booklet                          |                                |                             |                         |                           |                         |
| Quarter page ad space in event program booklet                       |                                |                             |                         |                           |                         |
| Logo on all flyers and promotional materials                         |                                |                             |                         |                           |                         |
| Logo/Company name on back of official race shirt (2,000)             |                                |                             |                         |                           |                         |
| Logo/Company name on Coalition website                               |                                |                             |                         |                           |                         |
| Logo/Company name on Coalition social media                          |                                |                             |                         |                           |                         |
| Logo on sponsor page in event program booklet                        |                                |                             |                         |                           |                         |





# INTENT TO SPONSOR

Please fill out the following information:

Company: \_\_\_\_\_  
(as you wish it to appear in published materials)

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Web Address: \_\_\_\_\_

### Sponsorship Opportunities

- \$10,000 Level
- \$5,000 Level
- \$2,500 Level

- \$1,000 Level
- \$500 Level
- Other \$ \_\_\_\_\_

### Event Signage Opportunities - Please contact us for more information:

- DJ
- Water
- Fruit

### Method of Payment

Check

- Please make checks payable to:  
NCH Safe & Healthy Children's Coalition of Collier County c/o NCH Healthcare System  
and mail to: P.O. Box 234, Naples FL 34106

Bill my credit card \_\_\_\_ Visa \_\_\_\_ MasterCard \_\_\_\_ Discover \_\_\_\_ AmEx

- Card# \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

For additional information please contact Coral Vargas |Coral.Vargas@NCHmd.org or 239.624.4033





# WHO WE ARE

## NCH Safe & Healthy Children's Coalition

Recognizing that a coordinated approach will have a greater impact on preventing and improving children's accidental injuries, health and safety issues, over 40 child-serving nonprofit and government services agency providers joined efforts to create The NCH Safe & Healthy Children's Coalition of Collier County. The Coalition provides a conduit for coordinating individuals, agencies and business to address the major issues adversely impacting Collier County children.

## OUR PARTNER AGENCIES



## MISSION

To facilitate and implement programs to combat childhood obesity, prevent childhood drowning and reduce SIDS.

## VISION

To improve health outcomes and prevent injuries among children (0-18 years of age) within Collier County.

## CONTACT US

239.624.4033  
info@SafeHealthyChildren.org

## VISIT US ONLINE

SafeHealthyChildren.org  
twitter.com/HealthyKidsCC  
youtube.com/user/CollierSafeHealthy  
facebook.com/SafeHealthyChildrenCollier County









# 95210

## Kids on the GO!

**Working to Keep Collier County Safe & Healthy!**

**Contact:**

**Coral Vargas - Coalition Coordinator**

**[coral.vargas@nchmd.org](mailto:coral.vargas@nchmd.org)**

**239-624-4033**

**P.O. Box 234 Naples, FL 34106**