



The Rhode Island Dietetic Association Nutrition Fuels Fitness

Dear

Now in its ninth year, the Rhode Island Dietetic Association's (RIDA) 5K "Nutrition Fuels Fitness" continues a strong tradition of promoting healthy eating and physical activity in Rhode Islanders of all ages. This year, our event will be held on Sunday April 15, 2012 at Goddard Park in Warwick, Rhode Island. This is a competitive 5K run which is USATF sanctioned and the course is certified. Previous years have attracted over 600 participants and spectators as well as hundreds of children and their parents. Children ran dashes, they learned athletic drills and usable nutrition tips. Their smiles said it all.

Although this is a competitive event for those runners who are preparing for the spring running season, we work hard to promote family fitness and participation. We also sponsor a comprehensive health fair during the event, including health information and screening from health professionals, nutrition information provided by Rhode Island Dietetic Association Dietitians, healthy cooking demos and so much more. This truly is an opportunity for families and the larger community to experience the rewards of being physically active. The RIDA Board thought that your company would be a great partner for this event.

We humbly request your generous sponsorship of this event. Your donation will:

- Help Rhode Islanders experience the pleasure and rewards of being physically active.
- Bring focus to the importance of family fitness, healthy eating and the rewards of both.
- Validate your company's commitment to the health of all Rhode Islanders.
- Promote your company and its products, its services and any work that you are doing around health related topics in your own company.
- Sponsorship contributions are tax deductible*. Our Tax ID number is 23-7076505. The IRS has received our application for 501C3 status, which will be active in February 2012.
- Allow the RIDA to continue its work for public outreach and nutrition education.
- A portion of this years proceeds will be donated to the Jonnycake Center of Peace Dale and St. Edwards Food and Wellness Center in Providence. Additionally, the event hosts a food drive with donations going to the Dr. Martin Luther King Jr. Community Center in Newport.

Overweight and obesity are one of the most critical public health problems facing our country, and Rhode Island, unfortunately, is not immune to this crisis. Sixty-one percent of Rhode Island adults are either overweight or obese, and close to twenty percent of our kindergarten children are obese. Environmental factors, such as access to fruits and vegetables and the ability to be physically active in our communities are correlated to this epidemic. Although the former statistics are bleak, many in the Rhode

Island community are working tirelessly to combat this epidemic. The Rhode Island Dietetic Association is leading the charge. Over 150 registered dietitians and students volunteer to help plan and execute this worthwhile event.

Proceeds BENEFIT the RIDA 5K and its ongoing participation in health and wellness initiatives in RI and community food pantries, FUND participation of Registered Dietitians in community education events, and PROVIDE scholarship support to nutrition students at both URI and Johnson & Wales University.

- The Rhode Island Dietetic Association is the local affiliate to the American Dietetic Association, a nonprofit organization of Registered Dietitians who work in many clinical and community settings. The Rhode Island Dietetic Association members work hard to ensure that the public receives accurate nutrition and health information. We are a non-profit organization, and we will soon have tax exempt status, too. The IRS has received our application for 501C3 status which will be active in February 2012.

This race will be promoted via direct mail, state and community papers, radio, television, and through websites, social media, public health meetings and events. Schools will receive race information and will be encouraged to participate.

Your sponsorship of this event is **vital** to our ongoing mission and continued efforts to promote accurate and timely nutritional information to the public we serve.

For more information, please contact Susan Manchester, RD, LDN at (401)444-8193 or rida5k@hotmail.com.

Please send intent of sponsorship to Susan Manchester 68 Stewart Way, Wakefield, RI 02879 (see attached form).

Visit RIDA on the web, www.eatrightri.org and on Facebook at Rida 5K.

Sincerely,

Susan Manchester

Susan Manchester, RD, LDN
RIDA Nutrition Fuels Fitness Race Chair

Sponsorship Opportunities
Rhode Island Dietetic Association (RIDA)
Nutrition Fuels Fitness 5K (run/walk) and Kids in Motion Fun Runs

\$1,000 – 24 CARROT SPONSOR

- Your company name and logo prominently placed on race shirts and tote bags (i.e. extra large logo)
- Opportunity to launch the race and corporate involvement presenting awards at official race ceremonies
- Name and logo as official sponsor in press releases and other promotional materials for the race
- Company logo on the RIDA website, large banner hung at Goddard Park and course advertising along the route
- Ability to distribute promotional materials on race day
- Other opportunities negotiable
- Facebook and RIDA website advertising

\$750 – 18 CARROT SPONSOR

- Logo as major sponsor on back of race shirts and tote bags (i.e. large logo)
- Company logo on the RIDA website, large banner hung at Goddard Park and course advertising along the route
- Ability to distribute promotional materials on race day
- Facebook and RIDA website advertising

\$500 – 14 CARROT SPONSOR

- Logo as supporting sponsor on race shirts and tote bags (i.e. medium logo)
- Company logo on RIDA website and large banner hung at Goddard Park
- Ability to distribute promotional materials on race day
- Facebook and RIDA website advertising

\$250 - 12 CARROT SPONSOR

- Listed as supporting sponsor on race shirt and tote bag (i.e. small logo).
- Ability to distribute promotional materials on race day
- Facebook and RIDA website advertising

\$150-10 CARROT SPONSOR

- Ability to distribute promotional materials on race day
- Facebook advertising