



April 12, 2008

2008 Kickin' It with Josh Brown 5k Run*

Benefitting

Tulsa Public Schools' physical education and lunch programs

Our goal: To provide 21st century technology in Tulsa's physical education classes utilizing the HOPSports Training System and encouraging healthier alternatives for school lunch programs.

Fitness and nutrition go hand in hand!

The Facts: Childhood Obesity in Tulsa

- ◆ *Tulsa is ranked the fourth most overweight city in the United States.*
- ◆ *Children who are overweight or obese have a 70% greater chance of being overweight or obese as adults.*
- ◆ *High blood pressure, stroke, diabetes, kidney failure, and heart disease are just a few of the medical problems seen in children as young as five years of age.*
- ◆ *Obesity is the number one health issue facing our children.*

*All youth under 14 race for free and get a free t-shirt
Adults race entry \$25.00 with t-shirt and \$20.00 without t-shirt

Josh Brown - President, The Josh Brown Giving Project

NFL Player, Fox Sports Net Spokesperson, Radio Talent CBS Radio



The mission is to improve the quality of life for our youth and increase physical activity.

www.thejoshbrownproject.com

Josh has teamed up with HOPSports “P”artners in “E”ducation to bring 21st century technology to Tulsa’s Public Schools. Partnering with HOPSports means Josh can now reach thousands of kids delivering his message through the HOPSports Training System along with other famous athletes and celebrities.

Josh was born in Foyil, Oklahoma. A talented athlete in many sports, he started to play football in high school. Josh played many positions running -back, punt returner, kick returner, free safety, and kicker. He locked in to being a kicker after he kicked a 61 yard field goal in the Oklahoma State finals then went on to play in college for Nebraska University. In 2002 drafted by the Seattle Seahawks played his first Super bowl in the 2005-2006 season. In 2006, Josh was selected as only one of two Seahawks players ever to win the prestigious Golden Toe award. The Golden Toe award was established in 1971 Pro Football Weekly for the leagues best punter or kicker in a season.

“The HOPSports Training System is currently installed in three Tulsa Public Schools, our physical education teachers want it and our students love it and both are asking for more. We believe Josh can help us reach our goal of putting HOPSports in every school in the district and help us kick obesity to the curb”. **Barbara Marshall, Physical Education Curriculum Specialist, Tulsa Public Schools**

In a pre-pilot study on HOPSports at the University of Tulsa, **Dr. Jan. L. Drummond, Associate Professor of Athletic Training** states: *“If one of our primary goals in physical education is to get our children moving....and moving at a level at which they can achieve success.... then HOPSports is definitely the way to do that!! “*

“I am thrilled to partner with Tulsa Public Schools and HOPSports. HOPSports is reaching kids all across the nation, speaking “their” language while getting them moving for a lifetime of healthy habits. I want to do the same for Tulsa kids too”. **Josh Brown**



ABOUT Get Fit Tulsa and HOPSports



Get Fit Tulsa is a component fund of Tulsa Community Foundation, a tax-exempt, public charity organized in 1998 to receive, protect and distribute gifts from individuals and organizations for the improvement of Tulsa and the Eastern Oklahoma area. www.tulsacf.org and www.getfittulsa.org



HOPSports delivers 21st century physical education to kids across the nation through the merger of media with technology. HOPSports leadership has over twenty years experience in training elementary, middle and high school students, professional athletes, Olympians, and Hollywood celebrities with cutting-edge training concepts.

HOPSports has created innovative, cost-effective fitness programming for schools and youth community organizations that train, evaluate and entertain all ages while marketing nutrition and other social issues in a multi-screen, dynamic presentation that captures their attention and speaks their language. www.hopsports.com

As of February 2008, HOPSports is in over 200 schools and youth community sites throughout the US serving approximately 400,000 to 500,000 youth on a weekly basis.



NFL Charities is the cornerstone of the National Football League's commitment to community service. As part of the NFL's comprehensive youth health and fitness platform, NFL Charities has teamed with HOPSports in seven NFL markets and 14 NFL Yet Centers to help create a balanced and healthy lifestyle for kids through the HOPSports Training System. Participating teams include: Atlanta Falcons, Carolina Panthers, Cincinnati Bengals, Houston Texans, Philadelphia Eagles, Seattle Seahawks, and St. Louis Rams.



Kickin' It Sponsorship – Join Us!

Please join forces with Josh Brown and Get Fit Tulsa with one of the following partnerships:



Get Fit Tulsa with Josh Brown- 3rd Annual 5k Race

Kickin' It Presenting Partner

- Branding recognition as the presenting sponsor in all promotional materials
- Logo recognition at the start/finish line for the 5k Run
- Ten (10) VIP passes to meet Josh Brown
- Formal photo with Josh Brown
- Audio recognition and interview by company VIP at 5k Run
- Logo recognition on Get Fit Tulsa with Josh Brown t-shirts
- Full-size sponsorship page in the Get Fit Tulsa with Josh Brown program
- Logo included on Get Fit Tulsa website
- Logo recognition in printed materials
- Opportunity to provide premium items for the children/race goody bags (2,000 items)

Fee: \$15,000

Get Fit Tulsa

- Six (6) VIP passes to meet Josh Brown
- Audio recognition at 5k Run
- Formal photo with Josh Brown
- Full-size sponsorship page in the Get Fit Tulsa with Josh Brown program
- Logo recognition on Get Fit Tulsa with Josh Brown t-shirts
- Logo included on Get Fit Tulsa website
- Logo recognition in printed materials
- Opportunity to provide premium items for the children/race goody bags (2,000 items)

Fee: \$10,000

Makin' A Difference

- Four (4) VIP passes to meet Josh Brown
- Formal photo with Josh Brown
- Half page sponsorship page in the Get Fit Tulsa with Josh Brown program
- Logo recognition on Get Fit Tulsa with Josh Brown t-shirts
- Logo recognition in printed materials
- Opportunity to provide premium items for the children/race goody bags (2,000 items)

Fee: \$5,000

Just For The Kids

- Two (2) tickets to meet Josh Brown
- Logo recognition on Get Fit Tulsa with Josh Brown t-shirts
- Logo recognition in printed materials
- Opportunity to provide premium items for the children/race goody bags (2,000 items)

Fee: \$3,500

Show Your Support

- Booth space only

Fee: \$250.00

3 Schools Down and 79 to GO!

Together we CAN make a difference!

PLEASE MAIL OR FAX FORM TO

Get Fit Tulsa c/o Tulsa Community Foundation
7030 S. Yale, Suite #600
Tulsa, OK 74136
Contact: Cara Phippen 918-636-8302 **phone**/918-746-6182 **fax**
www.getfittulsa.com

Please check your donation level:

- _____ \$15,000 Presenting Partner
_____ \$10,000 Get Fit Tulsa
_____ \$5,000 Makin' A Difference
_____ \$3,500 Just For The Kids
_____ \$18,750 HOPSports Adopt a School "P"artners in "E"ducation program*
_____ \$250 Show Your Support
_____ I want to make my own donation

Payment Information:

_____ Check enclosed

Company: _____

Contact: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Race Registration: **Runners World** April 7th-11th — 4329 S Peoria, Tulsa, OK

Start Location: University of Tulsa Reynolds Center (11th and Harvard)

Late Registration: 7:30 am
Fun Run: 8:10 am
5k Run Starts: 8:30 am Grand Marshall—Starts the race*
Race finished: 10:00 am
Kicking Contest with Josh Brown: 10:30 am
HOPSports Demo: Location TBD—Through out the event!



***Grand Marshall**

Melissa Johnson, *Executive Director*
President's Council for Physical Fitness and Sport