

HEALTHY KIDS CAMPAIGN

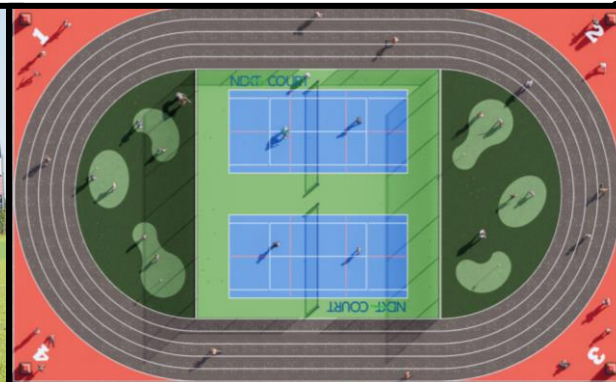
IMPROVING
18,706 KIDS'

AN EARLY COLLEGE DISTRICT
BROWNSVILLE
INDEPENDENT SCHOOL DISTRICT

PHYSICAL &
MENTAL HEALTH



**BUILDING A HEALTHIER COMMUNITY WITH
4 PROVEN FITNESS PROGRAMS HELPING 18,706 KIDS
AND A REVOLUTIONARY PHIT CENTER**



BUILDING A HEALTHIER, SMARTER & HAPPIER COMMUNITY

HEALTHY KIDS CAMPAIGN

IMPROVING
18,706 KIDS'

AN EARLY COLLEGE DISTRICT
BROWNSVILLE
INDEPENDENT SCHOOL DISTRICT

PHYSICAL &
MENTAL HEALTH



1. HELPING 18,706 CHILDREN IN 35 BROWNSVILLE ELEMENTARY SCHOOLS PROVIDING PHIT AMERICA'S 4 PHYSICAL FITNESS PROGRAMS
2. BUILDING AT LEAST ONE PHIT CENTER IN BROWNSVILLE STARTING WITH GARDEN PARK ELEMENTARY SCHOOL
3. CONDUCTING RESEARCH SHOWING THE BENEFITS OF PHYSICAL ACTIVITY, PHYSICAL EDUCATION AND THE PHIT CENTER
4. THIS CAMPAIGN IS ENDORSED BY THE BROWNSVILLE INDEPENDENT SCHOOL DISTRICT

PHIT COMMUNITY™

FROM

PHIT AMERICA™

1. 18,706 KIDS IN THE NEXT 2-3 YEARS* WILL BENEFIT FROM...

FOUR FUN 'LEARN TO PLAY' PROGRAMS

RUNNING, WALKING, FITNESS



TENNIS



GOLF



PICKLEBALL



PHIT AMERICA SUPPLIES THE KITS, CURRICULUMS AND SCHOOL TRAINING FOR 3 YEARS



* COULD BE SOONER WITH INCREASED SUPPORT

CLICK TO SEE A 1 MINUTE VIDEO OF PHIT PROGRAMS IN ACTION

REVOLUTIONARY COMMUNITY FACILITY

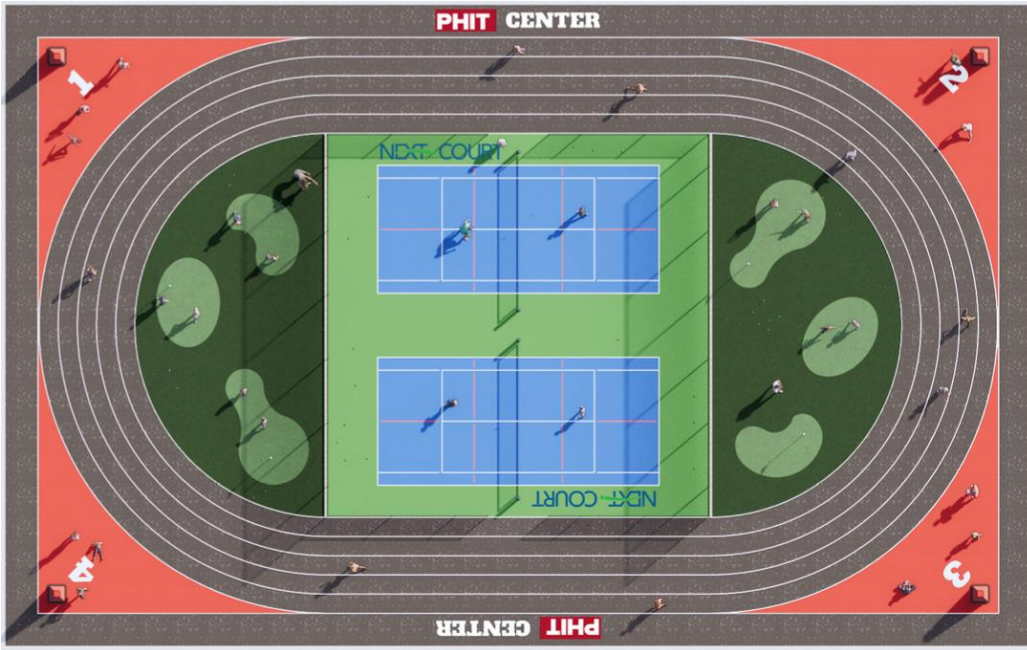
PHIT CENTER™

GARDEN PARK ELEMENTARY SCHOOL, BROWNSVILLE, TX

PHIT AMERICA™

THE PLACE WHERE KIDS & THE COMMUNITY WILL WANT TO PLAY

2. REVOLUTIONARY PHIT CENTER



FIRST LOCATION



**RUNNING, WALKING, FITNESS,
TENNIS, GOLF & PICKLEBALL**

PHIT CENTER™

**TO BE COMPLETED
IN THE FALL OF 2024**



3. COMPELLING RESEARCH

SHOWING ALL THE BENEFITS OF INCREASED PHYSICAL ACTIVITY

CHILDREN'S RESEARCH ON ALL THESE IMPORTANT TOPICS:

- **ACADEMIC PERFORMANCE**
- **TOTAL HEALTH**
- **PHYSICAL FITNESS**
- **PHYSICAL ACTIVITY TIME**
- **MENTAL HEALTH**
- **ABSENTISM**
- **HAPPINESS**
- **AND MORE**
- **WE WILL ALSO DO A PARENT'S PERCEPTIONS STUDY**
- **BOTH THE STUDENT AND PARENT RESEARCH WILL BE DONE EVERY 6 TO 12 MONTHS**



4. SUPPORTED AND ENDORSED BY THE...



AN EARLY COLLEGE DISTRICT
BROWNSVILLE
INDEPENDENT SCHOOL DISTRICT

HEALTHY KIDS CAMPAIGN

IMPROVING
18,706 KIDS'

AN EARLY COLLEGE DISTRICT
BROWNSVILLE
INDEPENDENT SCHOOL DISTRICT

PHYSICAL &
MENTAL HEALTH



BROWNSVILLE INDEPENDENT SCHOOL DISTRICT SUPERINTENDENT, DR. JESUS CHAVEZ, HAS ATTENDED A KICKOFF MEETING AND IS EXTREMELY SUPPORTIVE:

"We extend our gratitude to PHIT America for supporting Brownsville ISD's mission to graduate students who are prepared to thrive both physically and mentally. Their initiatives provide a framework that aligns with our goal of preparing students to excel in a changing global society. Together, let's position Brownsville ISD as the forefront leader committed to elevating children's health nationwide!"

GARDEN PARK ELEMENTARY SCHOOL PRINCIPAL CESAR MURILLO HAS BEEN VERY SUPPORTIVE AS WELL

GREAT SPONSOR BENEFITS

- IMPROVING THE HEALTH OF 18,706 STUDENTS & THEIR FAMILIES
- HIGH VISIBILITY PHIT CENTER SIGNAGE YEAR-ROUND
- GRAND OPENING RIBBON-CUTTING
- FEATURED IN AT LEAST 3 NATIONAL PRESS RELEASES
- SOCIAL MEDIA CAMPAIGNS FEATURING YOUR BRAND WITH AREA KIDS
- SCHOOL BANNERS AND FLYERS – GREAT EXPOSURE
- GOLD SPONSORS WILL BE LISTED IN THE ‘CREDITS’ IN THE NEW MOVIE, [INACTIVE](#).
- SEE SPONSOR LEVEL DOCUMENT FOR MORE INFORMATION



BUILDING A HEALTHIER, SMARTER & HAPPIER COMMUNITY

EXAMPLE – PHIT CENTER SIGNAGE

PLUS,
OTHER
SIGNAGE



PHIT CENTER

IMPROVING PHYSICAL & MENTAL HEALTH

GOLD
SPONSOR LOGO

BROWNSVILLE
PRIVATE FOUNDATION

Julia Love Pitt
PRIVATE FOUNDATION

GOLD
SPONSOR LOGO

SILVER
SPONSOR LOGO

PHIT AMERICA
PHITAmerica.org

SILVER
SPONSOR LOGO

SILVER
SPONSOR LOGO

NAME ONLY

NAME ONLY

NAME ONLY

NAME ONLY

NAME ONLY

EXAMPLES: SOCIAL MEDIA FOR ALL SPONSORS & ALL SCHOOLS



BANNERS WITH ALL SPONSORS FEATURED IN UP TO 35 SCHOOLS

A banner layout for Brownsville students' physical and mental health. The top section has a yellow background with the text "IMPROVING BROWNSVILLE STUDENTS' PHYSICAL & MENTAL HEALTH". Below this is the PHIT AMERICA logo and the slogan "HEALTHIER, SMARTER, HAPPIER KIDS!". The bottom section features a grid of sponsor logos:

GOLD SPONSOR LOGO				GOLD SPONSOR LOGO	
SILVER SPONSOR LOGO	SILVER SPONSOR LOGO	SILVER SPONSOR LOGO	SILVER SPONSOR LOGO	SILVER SPONSOR LOGO	SILVER SPONSOR LOGO
BRONZE NAME ONLY	BRONZE NAME ONLY	BRONZE NAME ONLY	BRONZE NAME ONLY	BRONZE NAME ONLY	BRONZE NAME ONLY

SPONSORSHIP

THE DIRECT IMPACT OF YOUR SPONSORSHIP

- 1. YOU WILL DIRECTLY PROVIDE ADDITIONAL SCHOOLS PHIT AMERICA'S FOUR FITNESS PROGRAMS**
 - A \$20,000 GOLD SPONSORSHIP – 2 MORE SCHOOLS WITH PHIT PROGRAMS**
 - A \$10,000 SILVER SPONSORSHIP = 1 ADDITIONAL SCHOOL**
 - A \$5,000 BRONZE SPONSORSHIP WILL BE COMBINED WITH OTHER SPONSORS TO HELP ADDITIONAL SCHOOLS**
- 2. PHIT AMERICA WILL TRAIN AND SUPPORT YOUR SCHOOLS FOR 3 YEARS FOR OUR FOUR PROGRAMS**
- 3. WITH BROAD SPONSOR SUPPORT, WE WILL BUILD MORE PHIT CENTERS**
- 4. YOU WILL HELP US EXPAND RESEARCH TO SHOW THE BENEFITS OF OUR PHIT PROGRAMS AND YOUR DONATION**
- 5. HIGH BRAND VISIBILITY - SEE OUR SPONSOR LEVELS DOCUMENT FOR DETAILS**



***PLEASE NOTE THE AVERAGE YEARLY SCHOOL BUDGET FOR PHYSICAL EDUCATION IS ONLY \$462 PER SCHOOL THROUGHOUT THE USA**

JOIN OUR MOVEMENT

INFORMATION ON KEY MEMBERS OF THE HEALTHY KIDS CAMPAIGN

SPONSORSHIP

FOUNDER OF PHIT AMERICA – JIM BAUGH – JIM@PHITAMERICA.ORG

RITA MORT – RITA@PHITAMERICA.ORG

PHIT CENTER DESIGN & DEVELOPMENT MANAGER – [DAVE MEHARG](#)

BACKGROUND ON DAVE – [SEE HERE](#)

PHIT AMERICA PROGRAMS – JOLYN@PHITAMERICA.ORG

LEARN MORE ABOUT PHIT AMERICA

WEBSITE - PHITAMERICA.ORG

ABOUT – ABOUT.PHITAMERICA.ORG



HEALTHIER, SMARTER, HAPPIER KIDS!



BACKUP INFORMATION



SCHOOL FITNESS PROGRAMS

PHIT AMERICA FOUR FUN FITNESS PROGRAMS

**THE FOLLOWING PAGES
SHOW DETAILS FOR OUR
PHIT AMERICA PROGRAMS**

**ALL SCHOOLS ARE
SUPPORTED FOR 3 YEARS**

- **COMPLETE KITS**
- **CURRICULUMS**
 - **TRAINING**
- **FITNESS TRACKING**
 - **AND MORE**



CLICK TO SEE VIDEO OF PHIT PROGRAMS IN ACTION

THE BEST **RUNNING WALKING FITNESS PROGRAM**



BOOM BOX
FOR MUSIC



REWARDS
CHARMS



CONES



MILEAGE
TRACKING



STORAGE
CASE

THE BEST SCHOOL KIT AND CURRICULUM



NORMAL SPONSOR SCHOOL COST - **\$4,000**

INCLUDES BILLIE JEAN KING'S EYE COACH



FUN SCHOOL 'LEARN TO PLAY' TENNIS PROGRAM

- YOUTH RACQUETS
- YOUTH BALLS
- FULL SIZE NET

FUN YOUTH LEARN TO PLAY PROGRAM

PLAY TENNIS

- BILLIE JEAN KING'S EYE COACH
- EZ SCAN FITNESS TRACKING



PHIT AMERICA™

PRESENTED BY **USTA**

- CURRICULUM
- PHIT STAFF SUPPORT
- RESOURCE CENTER



FUN SCHOOL 'LEARN TO PLAY' GOLF PROGRAM

- YOUTH CLUBS
- YOUTH BALLS
- TARGETS & GAMES

FUN YOUTH LEARN TO PLAY PROGRAM

PLAY GOLF

- KIDS TEES – EASY TO LEARN
- EZ SCAN FITNESS TRACKING



PHIT AMERICA™

SUPPORTED BY PAYNE STEWART™
KIDS GOLF FOUNDATION

- CURRICULUM
- PHIT SUPPORT
- RESOURCE CENTER



NORMAL SPONSOR SCHOOL COST - \$2,500



PHIT AMERICA™



THE BEST 'LEARN TO PLAY' PICKLEBALL PROGRAM

PLAY PICKLEBALL

PHIT AMERICA™

SUPPORTED BY



24 PADDLES



30 INDOOR BALLS



30 FOAM BALLS



PORTABLE NET



BILLIE JEAN KING'S EYE COACH



EZ SCAN FITNESS TRACKING



- CURRICULUM FROM USA PICKLEBALL PLUS MEMBERSHIP
- DISCOUNTS WHEN ORDERING ADDITIONAL PADDLES OR BALLS

- USA PICKLEBALL AMBASSADORS' COMMUNITY OUTREACH
- **SUPPORT & A NEW RESOURCE CENTER FROM PHIT AMERICA**

NORMAL SPONSOR SCHOOL COST - \$2,500



PROGRAMS INCLUDE **BILLIE JEAN KING'S EYE COACH**

“THIS IS THE
MISSING FIRST STEP TO LEARN
ANY BALL SPORT...
HAND-EYE COORDINATION”

“KIDS USING EYE COACH
HIT THE SWEET SPOT
4 TIMES MORE OFTEN”

“KIDS DEVELOP CONFIDENCE
AND HAVE MORE FUN!”

BILLIE JEAN KING'S
EYE COACH
IMPROVING HAND-EYE COORDINATION

