



Healthy Lifestyles Partnership Package

Senior Games, Earth Fair, Chapin Labor Day 5K



Senior Games '11 – April 25 – May 6, 2011

Years in Existence: 2
2010 Attendance: 250

Purpose: To promote healthy lifestyles and physical activities to seniors in our community in a fun, competitive manner.

Description: Men and women ages 50 and older compete in a wide variety of event including tennis, golf, racquetball, disc golf, bocce, billiards, race walks, basketball, discus, badminton, bowling and more.



Earth Fair '11 – April 23, 2011

Years in Existence: 4
2010 Attendance: 400

Purpose: This annual celebration of the earth and environment brings people together to raise awareness of environmental issues, share knowledge and promote positive action that protects and enhances our quality of life.

Description: *Earth Fair '11* teaches participants about environmental conservation through a variety of eco-friendly activities. The day begins with an *8K Trail Run* through the varied terrain of Saluda Shoals Park. Highlights include live music from local bands and a variety of environmental exhibitors.



Chapin Labor Day 5K Run & Walk – September 3, 2011



Years in Existence: 9
2010 Attendance: 115 Adults, 30 Children

Purpose: An annual event promoting healthy lifestyles designed to develop community spirit in a fun family-oriented way. There is a \$25 registration fee; children participate free. Event proceeds benefit the *ICRC Meals on Wheels Program*.

Description: The annual Chapin Labor Day Celebration Kicks off with the *Chapin Labor Day 5K Run & Walk* through Crooked Creek Park. The course takes runners through grassy fields, walking trails, and wooded hills. This certified race is part of Columbia Running Club's "Tour de Columbia."





Healthy Lifestyles Partnership Package

Partnership Levels

Fit & Active Partner

\$1,000

- Display of your banner at all (3) events.
- Opportunity to set up promotional tent and offer give-a-ways at all (3) events.
- Logo recognition on all (3) event t-shirts.
- Logo recognition on the Senior Sports Game program.
- Logo recognition on signage at all (3) events.
- Logo recognition in the ICRC Quarterly Guide. (50,000 distributed) *
- Logo recognition on ICRC website with link to partner website.
- Listed recognition in promotional email distributed to 6,000 ICRC park users. *

Sport & Spirit Partner

\$500

- Logo recognition on all (3) event t-shirts.
- Listed recognition on the Senior Sports Game program. Printing deadlines apply.
- Listed recognition on signage at all (3) events.
- Listed recognition in the ICRC Quarterly Guide. (50,000 distributed) *
- Listed recognition on ICRC website.
- Listed recognition in promotional email distributed to 6,000 ICRC park users. *

Lean & Green Partner

\$250

- Listed recognition on the Senior Sports Game program.
- Listed recognition on signage at all (3) events.
- Listed recognition in the ICRC Quarterly Guide. (50,000 distributed) *
- Listed recognition on ICRC website.

* Printing deadlines apply.