



**IT'S TIME TEXAS**   
**COMMUNITY CHALLENGE**  
**JANUARY 4 - FEBRUARY 28, 2021**

# 2021 SPONSORSHIP OPPORTUNITIES

## **Passionate Fans. Irresistible Experiences. Outstanding Content.**

At It's Time Texas, we channel our audience's passion for health and wellness and turn that into impactful programming, one-of-a-kind events, and meaningful learning opportunities that make a difference in people's lives and communities. The result is a halo effect – flowing from our suite of health-focused initiatives to the partners who make them possible.

**We invite you to be a part of our one-of-a-kind statewide competition,  
the It's Time Texas Community Challenge!**

### **Contact**

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**[www.itstimetexas.org](http://www.itstimetexas.org)**

# Strengthening Communities Through Health



ittcommunitychallenge.com

## About the It's Time Texas Community Challenge

The only event of its kind in Texas, the It's Time Texas Community Challenge is an 8-week competition built around community, friendly rivalry, and health. Each year, the competition activates tens of thousands of individuals, schools, businesses, healthcare organizations, churches, colleges, and local governments around the common goal of building a healthier community.

In a time when Texans are craving connection and a return to healthy routines, the 2021 Challenge presents a unique opportunity to unite people and communities in a statewide celebration of health.

## Improving Health

Participants earn points and prizes for tracking their healthy activities and making progress toward their goals

## Stoking Friendly Rivalry

Schools and communities across the state of Texas compete for bragging rights to see who can demonstrate the greatest commitment to healthy living

## Strengthening Communities

Local leaders and volunteers organize health and fitness events to engage community members and create opportunities to earn points

## Participants Tell Us



Eat Healthier



Be More  
Physically Active



Lose Weight

## 2020 Community Challenge Impact

» **33,000+**  
Participants

» **425+**  
Communities

» **250+**  
School Districts

» **400+**  
Local Events

» **285,000+**  
Actions  
Submitted online

## Reaching 60K Participants in 2021



On average, for every registrant another 10 Texans are impacted through activities and events hosted to support healthy living and celebrate community.

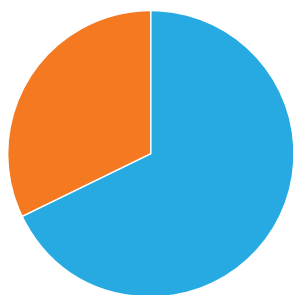
# Get to Know Our Passionate Fans



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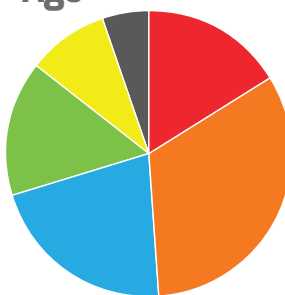
## Demographics

### Gender



Female **68%**  
Male **31%**

### Age



18-24 **16%**  
24-34 **32%**  
35-45 **21%**  
45-54 **15%**  
55-64 **9%**  
65+ **5%**

## Top Occupations

- » Business Development
- » Community and Social Services
- » Operations
- » Healthcare Services
- » Education

## Top Locations

- » Austin
- » Houston
- » San Antonio
- » Dallas/Ft. Worth
- » Rio Grande Valley

## Digital & Social Media Stats



Facebook:  
21,408 followers



Instagram:  
2,121 followers



Twitter:  
3,753 followers



LinkedIn:  
1,563 followers



Website:  
11,400+ monthly users,  
182,000 monthly page views



Email:  
41,000+ Active Subscribers,  
21% Open Rate, 12% click rate

# MEET MELANIE



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## Wife, Mother, Zumba Fanatic & Proud Business Owner

Melanie is 34 years old and lives in Los Fresnos, Texas. She and her husband, Marco, have been together since high school. Both are big Broncos fans. The couple have three children, all under the age of ten, and work hard to create a comfortable, loving home for them.

### **Melanie, Los Fresnos, Texas**

Job: Zumba Instructor & Part-Time Business Owner

Age: 34

Gender: Female

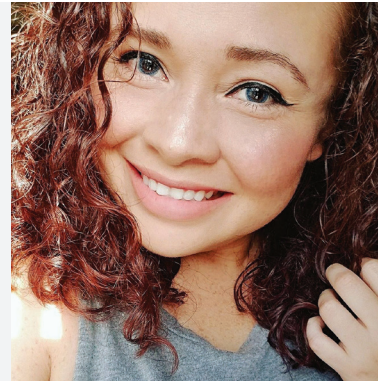
Location: Los Fresnos, TX

Education: High School Diploma

Marital Status: Married to Marco for 12 years

Children: Two boys and a girl, all under the age of 10

Household Income: 80K



For Melanie, life is all about family. She works hard to be at her best for them. She loves dancing Zumba – she even teaches a class on the weekends – and will take any excuse to throw on some makeup and heels. Melanie is active on social media and often posts photos of her personal style alongside daily life with her husband and kids. She is proud to have a side business selling beauty and skincare products and uses Facebook to market the products to her network. Her husband is her best friend and biggest supporter.

**Goals:** Melanie has been working hard to balance healthy eating and fitness. Even more than losing weight, she wants to feel confident, healthy, and happy. She used to want to be skinny, but now she prefers to be strong.

**Challenges:** As a hardworking mom trying to launch her own business, finding a balance can be hard. Like anyone, she enjoys ice cream and homemade comfort food. She loves to treat her kids and husband to their favorite foods as well. She tries to make daily exercise a priority, but some days, she struggles with a lack of motivation.

**Motivators:** To Melanie, family means everything. She looks forward to seeing her children grow and wants to be there to celebrate their achievements. She knows that in order to take care of others, she needs to first take care of herself. She gets plenty of support from her community and takes advantage of the free group classes offered by the City of Los Fresnos.

**Traits:** Melanie loves to look and feel her best. She is an amateur makeup artist and likes to show off her different looks on social media. Zumba is by far her favorite workout and she's not shy about posting a video of herself dancing. She is fiercely supportive of the people she loves and takes pride in her beautiful family. Whether she's marketing her side business or raising money for a friend in the hospital, she knows how to leverage her network. She believes that real women watch football.

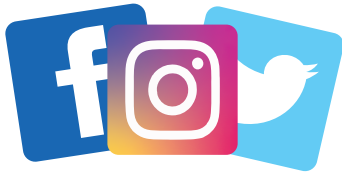
**Representative Quote:** "Everyone struggles in their own way, but we are all fighters and we need to support each other."

# Marketing Exposure



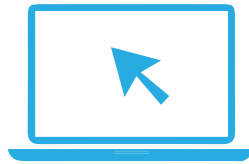
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## Print and Digital Media



Social Media

**27K+** Followers  
**167K+** Monthly Impressions



Online

**67K+** Unique Visitors  
**23%** Return Visitors



Print

**150+** Placements  
**10M+** Impressions



## Representative Outlets

**The Herald**

**Coppell Gazette**

**Austin American-Statesman**

**HOUSTON CHRONICLE**

**The Daily News**

**Mesquite News**

**Tyler Morning Telegraph**

**VALLEY STAR**

**4**  
ValleyCentral.com

**CBS AUSTIN**

**TELEMUNDO AUSTIN**

**40**  
TELEMUNDO

**LOCAL 23**  
KVEO

**TEXAS BORDER Business**  
"We Promote Commerce at All Levels"

# Why Partner with It's Time Texas



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## Engaging Passion. Inspiring Trust.

Today's consumers want more than great products – they want to impact the world around them. When it comes to purchasing decisions, that means seeking alignment between the issues they care about and the brands they choose to support. It's no longer enough simply to talk about your corporate values. If you want to win the trust and loyalty of your customers, you need to help them live theirs.

## Connect with the Right Audience

It's Time Texas places your brand front and center before an audience of engaged and passionate Texans. Through a combination of statewide initiatives and events, community-based programs, social marketing, and advocacy, we make it easy to connect with the people you want to reach through a cause they already support.

## Demonstrate Shared Values

Sponsorship offers a direct route to demonstrating your social responsibility while providing It's Time Texas with the critical funds to further our impact. It's a win/win that garners the attention of highly qualified prospects with the potential to turn into lifelong customers.

## Authentically Engage with Customers

Build upon your standing relationships, meet new potential customers, demonstrate innovations, and distribute samples of your products while participating in valuable networking opportunities.

## Create Meaningful Social Impact

When you partner with It's Time Texas, you support meaningful experiences that improve the lives of people while contributing to healthier communities where you live and work. Together, these opportunities drive the systemic change needed to make health a shared value, collective priority, and accomplishable goal.



# We think big and do the heavy lifting. You achieve impact.



## Enjoy the Benefits of Best Practice Sponsorship

Sponsorship with It's Time Texas is about creating positive experiences, weaving your brand into interactive, memorable, and natural exchanges with prospective customers. We think about your goals and provide laser targeted opportunities to a highly qualified audience of health-oriented consumers and influencers. Our approach is centered on demonstrating shared values with a like-minded community.

## How We Promote Your Brand

- » Web, blog & video content
- » Social & email marketing
- » Public relations & publicity
- » Digital & print advertising
- » Signage
- » Display, sampling and direct sales opportunities
- » Exclusive offers
- » Hospitality
- » Customized experiences and activations

## What You Gain

- » Visibility and awareness
- » Authentic customer engagements
- » Reinforced brand image
- » New prospects
- » Word of mouth referrals
- » Enhanced brand loyalty & goodwill
- » Employee engagement opportunities

*"When I think about you guys, the flexibility is what I'm most impressed with. You are always willing to brainstorm and game plan, point to additional resources and share ideas and best practices. That collaborative partnership is really valuable to us in bringing ideas to the table about how we collectively can have a better impact in the community."*

– **Nikki Fielding,**  
Client Services & Strategy Manager, Healthy Wage



# 2021 Sponsorship Packages



[ittcommunitychallenge.com](http://ittcommunitychallenge.com)

We look forward to working with you to design a custom sponsorship engagement that solidifies our partnership and creates shared value. The listed package descriptions are just a start to our greater conversation.

## **PRESENTING PARTNER: \$150,000**

As a Presenting partner, your brand will reach hundreds of thousands of consumers across the state. Your sponsorship package includes visibility and reach through other benchmark It's Time Texas healthy lifestyle initiatives throughout the year.

- » Includes previous level incentives, plus:
- » Comprehensive partner recognition
- » Visibility and brand placement across select marketing and PR platforms
- » (2) SMS text offers to registered participants
- » Visibility and reach to other benchmark ITT lifestyle initiatives
- » Opportunities to activate in store locations
- » Launch of brand new activity map experience fostering community-wide participation
- » Spotlighted as organization committed to the health of employees, customers, and state-at-large

## **CATALYST PARTNER: \$50,000**

As a Catalyst partner of the Community Challenge, you enable It's Time Texas to continue pursuing our mission of creating a culture of health through this powerful community driven competition. Your brand will gain visibility in front of thousands of Texas' most committed health champions.

- » Includes previous level incentives, plus:
- » Featured in press release
- » Inclusion in earned media
- » Logo features in CC videos
- » Custom CC promotion with activation branding
- » Company showcased at awards ceremony within each community (with speaking opportunity)
- » Recognition at Healthier Texas Summit

## **Amplifier Partner \$25,000**

As an Amplifier partner, your brand will take center stage during the Community Challenge and we will work with your team to customize a unique promotional activation opportunity.

- » Includes previous level incentives, plus:
- » Logo prominently features on CC digital channels
- » Highlighted in CC update emails
- » Logo on CC print promotional materials
- » Social engagement on ITT digital channels
- » Customizable Challenge promotion with company activation/branding
- » Company showcased at Challenge Awards Ceremony within each winning community

# 2021 Sponsorship Packages



[ittcommunitychallenge.com](http://ittcommunitychallenge.com)

## Convener Partner \$10,000

As a Convener partner, we will showcase your brand statewide, helping establish it as one of Texas' premier community health supporters.

- » Includes previous level incentives, plus:
- » Designated sponsor week of CC branded with company logo
- » Logo displayed on recognition signage at CC Award ceremony
- » Highlight of your sponsored week CC promoting prize giveaway
- » Milestone highlight in app experience
- » Recognized as a member of the It's Time Texas Corporate Collective

## Powering Partner \$5,000

A Powering partnership allows for your company brand to own a week of the spotlight on social media and to activate the Community Challenge locally.

- » Includes previous level incentives, plus:
- » Social media spotlight featuring a big prize giveaway hosted by your company
- » Logo and link displayed on website
- » Sponsored blog post contribution to the It's Time Texas blog and promoted through the CC newsletter

## Community Partner \$250 - \$1000

- » Logo and link displayed on CC website
- » Social media mention
- » Opportunity to provide prize/award and receive social media spotlight
- » Business location mapped in CC app experience (\$500 minimum)

## Activation Opportunities

- » Activity Map
- » Mobile app inclusion and push notifications
- » Pop-up Events
- » Employee engagement opportunities



# Let's Work Together



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We are honored to partner with corporations, foundations, individuals, and organizations that share our passion for improving the health and wellbeing of Texans.

## Choose your sponsorship level

Schedule a consultation with our team to start the conversation. Together, we'll discuss what's most important to you and how best to meet your strategic objectives.

## Customize your experience

Pick an existing sponsorship package or let us tailor one with you. Based on our consultation, our team will send you a proposal. Let us know how often you would like to see reports and send us your marketing assets. It's Time Texas can warehouse inventory and distribute it for you.

## Engage new prospects

It's Time Texas event sponsorship provides you with an authentic way to interact with the consumers you want to reach. By aligning yourself with the causes your customers are passionate about, you meet them in the right environment, with the right message, at the right time.

## Win loyal fans

Your customers want to make a difference in the world around them. Through engaging content and irresistible experiences, we spread the message of how your investment strengthens communities and helps Texans thrive.

## Contact

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## About It's Time Texas

It's Time Texas is a statewide nonprofit empowering Texans to lead healthier lives and build healthier communities. Every day at It's Time Texas, we work alongside Texans committed to improving health within their homes, schools, workplaces, and communities. Our goal is a Texas where everyone – no matter where they live, their age, race, or income – has the resources, support, and opportunities to prioritize health and live their best life. Through programs, events, and initiatives designed to advance health on multiple fronts, we are shifting behaviors, practices, and policies to make health core to what it means to be a Texan.



### It's Time Texas is:



» A recognized Community Health Charities Partner



» A recipient of GuideStar's Platinum Seal of Approval



» A Great Nonprofits "Top-Rated" Nonprofit