



Sponsorship Kit

Be A Wellness Champion In the CHICAGO SOUTHLAND!

Healthier Employees Lead to Better Employees

The Chicago Southland Chamber Community Challenge is the perfect opportunity for your company to have a tangible impact on the health of our community, while instilling healthier habits in your employees. *Healthier employees lead to more productive employees!*

Beyond getting your business name and brand at the forefront of this exciting community event, supporting workplace wellness has far reaching benefits!

Your commitment to the health and wellness of your community is going to infuse more [energy](#), [engagement](#), [camaraderie](#) and [focus](#) into the entire community that will reach into families and truly impact people's lives.

www.chicagosouthlandchallenge.com

WHAT IS THE COMMUNITY CHALLENGE?

The **Chicago Southland Chamber Community Challenge** is an exciting, online health and wellness challenge that will get our whole community moving and having fun! Teams of four join the challenge as a company, family or group of friends to perform healthy tasks and compete for exciting prizes!

The Challenge includes three online challenges: ***Fall Into Fitness, Healthy For the Holidays, and THE BIGGEST LOSER COMMUNITY CHALLENGE***, totaling 17 weeks of coaching, motivation and tools.

Participants receive a private wellness account including these great features:

- | | |
|--|---|
| □ Interactive Health Tools | □ Online Community |
| □ Health and Wellness Guidance □
Challenge Mobile App | □ 17 Weeks of Unique Challenges |
| □ Fun Competition | □ Tips & Coaching from Biggest Loser
Celebrities (<i>Biggest Loser Community
Challenge only</i>) |
| □ Dynamic Leader Boards | |





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Chicago Southland Community Challenge

\$1,500 ELITE SPONSOR (3 Available)

Investment Benefits and Recognition include:

- ☐ Includes up to 15 weeks of exposure as Elite Sponsor of Fall Into Fitness (Marketing begins Sept 14, challenge runs Oct 12 - Nov 22) and the Healthy for the Holidays Challenge (Marketing begins November 16, Challenge runs November 30 - Dec 20)
- ☐ *Will be presented with first opportunity to be involved in New Year Biggest Loser Community Challenge once sponsorship details are finalized by NBC.*
- ☐ Logo recognition and link to your website as presenting Sponsor on every page of challenge website, including participant Login page
- ☐ Logo and link to your website in the top TITLE section of the Sponsors page of the community challenge website www.chicagosouthlandchallenge.com
- ☐ Recognition as presenting sponsor: press release / posters / marketing emails
- ☐ Includes up to 3 teams of 4 in the Fall Into Fitness Community Challenge (\$300 value)
- ☐ Option to be featured in up to 4 weeks of Fall Into Fitness Challenge content
 - ie. Week 1 brought to you by our Title sponsor, Company ABC! *(with logo)*
 - Ability to provide a video wellness clip *(optional)*
 - Ability to highlight special promotions
 - This week, participants receive xyz (ie. free drop in's if health club, % off on specific products/services)
- ☐ Option to host up to 4 Fall Into Fitness Wellness Wednesday events/classes/promotions
 - Wellness Wednesday's are advertised on the website and in the challenge
 - Participants receive bonus points for participating in Wellness Wednesdays
 - Host group fitness class on Wednesday evenings
 - Trainer led Community Group walk (points for attendance)
 - 20% off x, y and z healthy products / meals (points for purchase)





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\$1,000 WELLNESS CHAMPION SPONSOR

(6 Available)

Investment Benefits and Recognition include:

- ☐ Includes up to 15 weeks of exposure as Elite Sponsor of Fall Into Fitness (Marketing begins Sept 14, challenge runs Oct 12 - Nov 22) and the Healthy for the Holidays Challenge (Marketing begins November 16, Challenge runs November 30 - Dec 20)
- ☐ *Will be presented with second opportunity to be involved in New Year Biggest Loser Community Challenge once sponsorship details are finalized by NBC.*
- ☐ Logo and link to your website on the bottom of every page of the community challenge web site
- ☐ Logo and link to your website in the WELLNESS CHAMPION section of the Sponsors page of the community challenge website www.chicagosouthlandchallenge.com
- ☐ Recognition in marketing emails
- ☐ Includes 2 teams of 4 in the Fall Into Fitness Community Challenge (\$200 value)
- ☐ Opportunity to be featured in 1 week of Fall Into Fitness Community Challenge content
 - ie. Week 1 brought to you by Company ABC! (*with logo*)
 - Ability to highlight special promotions
 - This week, participants receive xyz (ie. free drop in's if health club, % off on specific products/services)
- ☐ Ability to host 1 Wellness Wednesday Fall Into Fitness event / class / promotion
 - Wellness Wednesday's are advertised on the website and in the challenge content.
 - Participants receive bonus points for participating in Wellness Wednesdays
 - Spin / Zumba / etc class on a Wednesday evening (points for attendance)
 - Trainer led Community Group walk (points for attendance)
 - 20% off x, y and z healthy products / meals (points for purchase)





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\$750 WELLNESS LEADER SPONSOR

(Unlimited)

Investment Benefits and Recognition include:

- ☐ Includes up to 15 weeks of exposure as Elite Sponsor of Fall Into Fitness (Marketing begins Sept 14, challenge runs Oct 12 - Nov 22) and the Healthy for the Holidays Challenge (Marketing begins November 16, Challenge runs November 30 - Dec 20)
- ☐ *Will be presented with third opportunity to be involved in New Year Biggest Loser Community Challenge once sponsorship details are finalized by NBC.*
- ☐ Logo and link to your website in the WELLNESS LEADER section of the Sponsors page of the community challenge website www.chicagosouthlandchallenge.com
- ☐ Includes 1 team of 4 in the Fall Into Fitness Community Challenge (\$100 value)

\$500 WELLNESS SUPPORTER SPONSOR

(Unlimited)

Investment Benefits and Recognition include:

- ☐ Includes up to 15 weeks of exposure as Elite Sponsor of Fall Into Fitness (Marketing begins Sept 14, challenge runs Oct 12 - Nov 22) and the Healthy for the Holidays Challenge (Marketing begins November 16, Challenge runs November 30 - Dec 20)
- ☐ Logo and link to your website in the WELLNESS SUPPORTER section of the Sponsors page of the community challenge website www.chicagosouthlandchallenge.com





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SPONSORED DONATED PRIZES

The more enticing prizes, the more motivated our community will be to reach their wellness goals and continue on the path to good health, long after the challenge is over!

You will be recognized in the weekly winner / prize announcement email sent to all challenge participants.

Here are some examples of Great Prizes to donate or sponsor:

- | | |
|---------------------------------------|---|
| □ Gift certificates to your business | □ Passes to local fitness or yoga classes |
| □ Pedometers (Fitbit, Garmin, Polar) | □ Gift basket of healthy products |
| □ Heart Rate Monitors (Garmin, Polar) | □ Anything else you have to offer! |
| □ Gym memberships | |
| □ Personal training packages | |

The **Chicago Southland Community Challenge** begins **September 28th**, but don't miss out on the great sponsorship opportunities for your organization. Sponsorship and team gathering begins now. Any questions, please contact Heather at 708.957.6950 ext. 118 or heather@chicagosouthlandchamber.com



920 W. 175th Street #3, Homewood, IL 60430
www.chicagosouthlandchamber.com

708.957.6950 (o) 708.957.6968 (f)
www.chicagosouthlandchallenge.com

