



The Junior League of Springfield, Inc.
Women building better communities

presents

A Sponsorship Proposal for

Fit by the Forkful:

Delicious and Nutritious Recipes for Kids

A cookbook for kids made by kids to engage them in making healthy lifestyle and nutrition choices



Fit by the Forkful: Delicious and Nutritious Recipes for Kids

Overview

Fit by the Forkful: Delicious and Nutritious Recipes for Kids is an engaging and educational cookbook for kids to take charge of their health. With the rate of childhood obesity reaching its highest ever, the Junior League of Springfield joined the national Junior League Kids in the Kitchen initiative, which aims to increase awareness and prevent childhood obesity. More than just a run-of-the-mill cookbook, *Fit by the Forkful* provides kids a tool to feel empowered to understand nutrition and how it associated with their bodies, and to use food as healthy fuel. *Fit by the Forkful* is also a great guide for parents to understand the basic principles of healthy eating and exercise for their children, and be able to encourage their kids to live healthier. The Junior League of Springfield has convened a committee dedicated to developing and producing *Fit by the Forkful* on a national level through Favorite Recipes® Press, with a tentative distribution date of Fall 2009.

Please join us in the fight against childhood obesity by becoming a sponsor and give our next generation a chance to live longer and healthier lives. **The proceeds from *Fit by the Forkful* will go directly to programs to prevent childhood obesity and increase nutrition awareness sponsored by the Junior League of Springfield. And in return, your company will potentially reach the more than 190,000 children and their families living in the greater Springfield area, not to mention others on a national level.**

Cookbook Contents

- 75 kid-friendly and kid-approved recipes
- Each recipe will list the ingredients and equipment needed
- Recipes will be labeled by parental involvement as easy, medium or difficult
- Nutrition facts, serving size information, helpful storage and tools and other tips will accompany each recipe
- *Fit by the Forkful* will have six major sections:
 - Basic Nutrition based upon USDA approved standards
 - Exercise Essentials – tips and tricks to get off the couch and get active as a family
 - Breakfast Recipes
 - Lunch Recipes
 - Dinner Recipes
 - Snacks/Party Treat Recipes & Recipes with Special Dietary Needs

Statistics on Why *Fit by the Forkful* is Necessary:

- 80% of children in the U.S. who are obese by the age of 13 will remain obese
- the current generation of children in the U.S. will live 2-5 years less than their parents because of obesity
- malnutrition in children leads to lower test scores, an increase in school absences, an increase in behavioral problems and a decrease in the ability to concentrate
- every day 35 children are diagnosed with Type 1 diabetes
- 17% of children in the U.S. between the ages of 6-19 are obese
- only 25% of children in the U.S. meet the daily physical fitness requirements

*information from Healthcentral.org; National Diabetes Center; and the CDC

Below are just some of the sponsorship options for Fit by the Forkful. Please contact us for more information or if you would like to discuss a sponsorship in more detail by calling (217) 544-5557 or by emailing fitbytheforkful@hotmail.com.

Contact Page Sponsor

\$250 (38)

- Opportunity for 38 companies to participate as Contact Page Sponsor
- Invitation to distribute information to more than 300+ Junior League of Springfield opinion leaders
- Collaboration with and services from nationally renowned cookbook publisher, *FRP*
- National distribution of cookbook, including *FRP* magazine & web catalog
- Permanent representation in thousands of homes across the nation
- Representation in a variety of retail outlets
- Opportunity to be recognized as a caring community partner
- Reputation built upon successful *Honest to Goodness*, Junior League of Springfield's first cookbook
- Contact Page design and layout approval
- Listing on Junior League of Springfield website
- Opportunity to sell cookbooks and have display at your business location(s)
- Inclusion in publicity and various marketing materials
- Opportunity to submit recipes for publication
- Ability to include cookbook participation and link on your website
- Company logo, contact info, and product/service info listed on contact page
- Complimentary copy of *Fit by the Forkful: Delicious and Nutritious Recipes for Kids*
- Tax-deductible donation

Tips Section Sponsor

\$500 (25)

- Opportunity for 25 companies to participate as Tips Section Sponsor
- All of the benefits entitled to a Contact Page Sponsor plus:
 - 30-word maximum text ad in Junior League of Springfield bi-monthly newsletter
 - Listing as *Fit by the Forkful* contributor in back matter of the cookbook
 - One complimentary ticket to the Cookbook Release Reception
 - Company name mentioned with tip at the bottom of recipe
 - Opportunity to distribute promotional/marketing items at related cookbook events
 - Tips Section design and layout approval

Sidebar Sponsor

\$1,500 (25)

- Opportunity for 25 companies to participate as Sidebar Sponsor
- All of the benefits entitled to a Tips Section Sponsor plus:
 - Company acknowledgment in front matter of cookbook
 - Company name and contact information listed in sidebar
 - Two complimentary tickets to the Cookbook Release Reception
 - Sidebar design and layout approval
 - Listing on Junior League of Springfield website
 - Complimentary copy of *Fit by the Forkful: Delicious and Nutritious Recipes for Kids*



Cookbook Release Reception Sponsor \$3,000 (2)

- Opportunity for two companies to participate as Cookbook Release Reception Sponsor
- All of the benefits entitled to a Sidebar Sponsor plus:
 - \$1,500 designated for reception coordination and costs; \$1,500 designated for cookbook publication
 - Opportunity for company signage at Release Reception
 - Full page B/W ad in Release Reception Program Booklet
 - Opportunity to distribute promotional/marketing items at Release Reception to all attendees
 - Logo and company mentioned on all Release Reception marketing materials and publicity
 - Half-page B/W ad in one issue of Junior League of Springfield bi-monthly newsletter
 - Six complimentary tickets to Cookbook Release Reception
 - Logo and link on Junior League of Springfield website
 - Two complimentary copies of *Fit by the Forkful: Delicious and Nutritious Recipes for Kids*

Bookmark/Giveaway Sponsor \$5,000 (1)

- Opportunity for one company to participate as Bookmark/Giveaway Sponsor
- \$2,000 designated for bookmark/giveaway printing/distribution and \$3,000 designated for cookbook publication
- All of the benefits entitled to a Cookbook Release Reception Sponsor plus:
 - Bookmark/printed giveaway design approval
 - Bookmark/giveaway distributed at all *Fit by the Forkful* publicity events and with each copy while supplies last
 - Four complimentary tickets to the Cookbook Release Reception
 - Two complimentary copies of *Fit by the Forkful: Delicious and Nutritious Recipes for Kids*

Chapter Title Page Sponsor \$6,000 (4)

- Opportunity for four companies to participate as Chapter Title Page Sponsor
- All of the benefits entitled to a Bookmark/Giveaway Sponsor plus:
 - Company acknowledgment in front matter of cookbook
 - Half page B/W ad in Junior League of Springfield bi-monthly newsletter for one issue
 - Company advertisement (50 word description) in Junior League of Springfield weekly email for 1 month
 - Two complimentary copies of *Fit by the Forkful: Delicious and Nutritious Recipes for Kids*

In-Kind Sponsor

- Opportunity for a company or organization to provide a service or donate an item in return for promotional and other marketing benefits associated with the exchange. Please contact us at the information below to discuss the potential to partner as an In-Kind Sponsor.

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