



Dear Potential Sponsor,

I am reaching out today with an exciting partnership opportunity for our local community.

I am pleased to share that the Town of Selma has just been selected as one of a few statewide partners to participate in the National Fitness Campaign. This partnership aims to improve the overall quality of life in the Town of Selma's community by providing free outdoor fitness opportunities in a dynamic new way.

Today, we find ourselves in the midst of an important and unprecedented challenge brought on by the COVID-19 Pandemic. Despite the unknown road ahead, the crisis has made it clear that parks, public spaces and wellness practices are as important now as they have ever been in our history. Getting outdoors in the sunshine for exercise and building cities for people are two emerging trends that are central to this partnership opportunity. As we work to collectively regain our strength and keep our immune systems strong, we know that the National Fitness Campaign can play a vital role in anchoring community wellness practices and positive initiatives for our community.

Here's a short 2-minute video that will give you a brief overview of what the project is all about:

<https://nationalfitnesscampaign.com/watch>

After being awarded grant funding from NFC, the Town of Selma formally adopted the initiative and budgeted partial funds to make it a reality. Our goal is to launch the program within the 2023 Campaign Year. To achieve this goal, we are inviting corporate leaders in our community to join the campaign.

Given your presence in the community and greater region, we are reaching out to you in advance of contacting other potential partners, to offer the top rank title sponsorship opportunity. Our community would be privileged to work with your organization as a partner in this program, and we'd like to share the details of the opportunity and benefits of the campaign partnership.

Please respond at your earliest convenience to let us know if you are interested in joining us for a formal 20-minute meeting (on call or in person), where we can share further details about this opportunity with you.

I am available via phone at 919-965-9841 ext. 8001 for any questions.

Thank you very much for your time and consideration, we look forward to discussing this opportunity with you and your team.

Best Regards,

Alyssa Fox, Parks & Recreation Director

Sponsorship Levels:

Title Sponsor: \$40,000 to \$75,000

- 38'x9' Full Wrap Anti-Graffiti Laminate Decal
- Front Wall Co-Recognition with Sponsors
- Title Sponsor Branding in Collaboration with City
- Fitness Court® App Recognition
- NFC & Local Media Press & Promotions
- Full Participation in Local Campaign

Featured Sponsor: \$10,000 to \$25,000

- Anti-Graffiti Laminate Decal 45 sq. ft. Monotone Color
- Front Wall Full-Color Co-Recognition with Sponsors
- Featured Branding in Collaboration Sponsors
- NFC, Local Media Press & Promotions
- Full Participation in Local Campaign

Presenting Sponsor: \$100 to \$5,000

- Anti-Graffiti Laminate Decal on Fitness Court®
- Front Wall Full-Color Co-Recognition with Sponsors
- NFC, Local Media Press & Promotions
- Full Participation in Local Campaign

Yes, we want to sponsor the National Fitness Campaign Outdoor Fitness Court located at the Harrison Gym Campus (601 W. Noble Street Selma, NC 27576).

SPONSORSHIP LEVEL: _____

AMOUNT OF SPONSORSHIP: \$ _____

BUSINESS NAME: _____

MAILING ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

PRIMARY CONTACT NAME: _____

EMAIL: _____ **PHONE:** _____

Please submit this form and payment to receive full sponsorship benefits.

Also, we ask that you **email a high-resolution copy of your logo to afox@selma-nc.com**. Payment can be remitted by check to **Town of Selma, 114 N. Raiford Street Selma, NC 27576**, or by **credit card over the phone (requires an additional 2% processing fee)**.

Thank you for your support!

For additional information, contact Alyssa Fox, Selma Parks and Recreation Director at afox@selma-nc.com, or by phone at 919-965-9841, ext: 8001.