

August 6, 2011
TIME: 8AM - 5PM



"A DAY OF EXERCISE, HEALTH, AND FAMILY FUN!"
St. Philips School & Community Center
[Address: 1600 Pennsylvania Ave., Dallas, TX 75215]



Insured Or Uninsured, The Choice For Affordable Healthcare!

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Who Are We...

The Martin Luther King, Jr. Family Clinic is a private practice group which has provided comprehensive primary and preventive health care services to residents of the Dallas Ft. Worth Metroplex since 1986. All services are available in one location at **2922-B MLK Jr. Blvd.** We provide a wide range of services for the entire family. Our services include family practice, OB/GYN, pediatrics, internal medicine, behavioral



health, dentistry, lab, immunizations, pharmacy, health and nutrition education, a personalized fitness program, social services, translation, and transportation assistance. We are open Monday – Friday, and until 7:00 pm four nights per week.

Our Mission is to...

Improve the health status of individuals and families by providing accessible, affordable, primary and preventive medical and dental services to the underserved and other communities, regardless of one's ability to pay.

Our Vision is to...

Become The Health Center of Choice, by valuing **H.E.A.L.T.H.**

- Healthy lifestyles
- Employees / Economic Development
- All individuals
- Life
- Technology
- High quality services

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Did You Know By 2050 42% Of Americans Will Be Obese?

Do you know your Body Mass Index (BMI)? This is one question we should all know the answer to, as Americans' waistlines continue to grow. Obesity in America is at epidemic proportions and translates into real health issues for those affected. Public education is key to bringing awareness and answers to turning this crisis around. The Martin Luther King, Jr. Family Clinic has always been at the forefront of providing health education and outreach to families from across the DFW area. This includes offering nutrition classes and ongoing education on how diet and exercise can impact health. Our commitment to educate both our patients and associates about the benefits of healthy choices has resulted in our "Fit 4 The King" wellness program. The positive results we have seen from this program has prompted the clinic to bring this initiative to the community with the first annual "Fit 4 The King Day".

PROGRAM OVERVIEW:

Fit 4 The King Day is a one-day event focused on exercise, health, and family fun. The Martin Luther King, Jr. Family Clinic will host one of the largest aerobics classes with participants from around the DFW area. Participants will have the opportunity to receive free health screenings, play games, meet local celebrities, eat healthy snacks, and enjoy family oriented entertainment. Fit 4 The King Day will allow families and individuals to gather in one place and with one voice say, **"NO TO OBESITY AND YES TO HEALTHY LIVING"!**

EVENT GOALS:

- To create an annual event that highlights the benefits of a healthy lifestyle.
- To recognize the clinic as a professional healthcare entity and medical, dental, behavioral health home for the entire family.
- To raise funds to support The Martin Luther King's, Jr. Family Clinic's efforts to reduce and eliminate childhood and adult obesity.



Eat A Healthy Diet!

Get Active...MOVE!

Stay Informed With An Annual Check-Up!

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FIT 4 THE KING DAY - PROGRAM DAY ELEMENTS:

- Fit 4 The King Day will feature an aerobics class made up of teams from across the DFW area. Our goal is to have 500 people participating in the aerobics sessions. We will also have a children's area with an exercise or health program occurring at the same time as the adult classes. Total attendance during the day's event will be up to 1500.
- The MLK, Jr. Family Clinic's lead wellness instructor, Ms. Joetta, will conduct classes along with other special guests instructors.
- All participants who register will receive a gift bag with a T-shirt, healthy snack, water, and other items.
- The Fit 4 The King health guide will provide a resource of information to help families eat healthy and learn how to change their lifestyles. It will also have other health information, listing of non-profit and social organizations that could be a resource for families and individuals.
- Event opening ceremonies will include a message from CEO, Joyce Tapley, local dignitaries and celebrities. Other activities occurring throughout the day of the event include:
 - Police department sponsored Kid Safety ID program.
 - Free health screenings.
 - Vendor booths offering family friendly products, services, and healthy foods for sale.
 - Live entertainment.
 - Kids games (Potato sack races, Nintendo Wii, Jump rope, Hopscotch, Hula Hoop, and more).

WHY SUPPORT THIS EVENT?

- You will become a part of the solution to the obesity epidemic in Texas.
- You will support our First Lady, Mrs. Obama, and her obesity initiative on a local level.
- It is a great way to encourage employees to get active and learn about the health benefits. This could be a kick-off to your own wellness initiative at your church, work, school or civic organization.
- This is an easy way to help The Martin Luther King, Jr. Family Clinic continue its mission of affordable healthcare services for families and individuals in the DFW area.
- It promotes healthy families and heightens the awareness of how obesity is changing how we live, work and the economic impact it has on the communities.



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OBESITY COST TEXAS BUSINESSES \$9.5 BILLION IN 2009.

The Martin Luther King, Jr. Family Clinic has seen first hand the real health issues facing overweight Texans. Yes, diabetes! Yes, high blood pressure, heart disease, and other serious health issues can all be a result of obesity. It is time we understand this is more than a statistic on paper. These issues affect men, women and children. Education and awareness are the catalyst to people taking ownership and recognizing the role healthy eating and a healthy lifestyle must play for success to happen. This also includes challenging companies who produce food products to understand their responsibility as we have this conversation about healthy eating. Here are a few facts you should know from a recent report put together by the State Comptroller’s Office called, **“Gaining Costs, Losing Time: The Obesity Crisis in Texas”**.

OBESITY IN THE STATE OF TEXAS

- Did you know that Texas ranked 13 in the 2010 CalorieLab analysis? Texas ranked 14 in 2009.
- Did you know in 2 decades, Texas adults obesity rate doubled from 12.3 percent in 1990 to 29.5 in 2009?
- In 2009, only 33.1 percent of adults were of normal weight. That means two thirds of Texas were either obese or overweight.
- Texas tied with Arkansas in 2007 for seventh place among states in its share of children who are obese.
- Obese kids have an 80 percent chance of staying obese their entire lives.

HEALTH COSTS OF OBESITY AND COSTS TO EMPLOYERS

- U.S. health care costs due to obesity doubled in less than a decade and account for 9.1 percent of annual health costs, or \$147 billion.
- Average health care spending for obese individuals was \$1,429 or 41.5 percent, which is higher than that of normal weight persons in 2006.
- Obesity accounts for 12.9 percent of private insurance costs.
- Obesity is now the leading cause of premature heart attacks.
- Individuals with a BMI greater than 35 represent 37 percent of the population, but account for 61 percent of the costs due to excess weight.
- Obesity cost Texas businesses \$9.5 billion in 2009.

According to Healthy Kinder, Inc., the average lifetime cost of obesity is high – over half a million dollars for an **obese child** who remain **obese throughout adulthood**:

Cost For an obese child who remains obese throughout adulthood:

Shorter lifespan	\$234,240	Arthritis	\$ 1,871
Cardiovascular disease	\$ 10,521	Cancer	\$ 1,794
Lower wages	\$291,214	Diabetes	\$ 3,482
Diet programs and gym memberships	6,603		

Grand Total For One Child Is \$532,057

(Source: www.healthykinderkids.org/Cost-of-Obesity.html)

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Sponsorship Opportunities For Fit 4 The King Day!

HealthDollars Gold Level:

- \$500.00 flat donation to underwrite obesity awareness initiative offered at the MLK, Jr. Family Clinic. Donor will have a table at the event, and be listed in the health guide, and be acknowledged at the event.

HealthDollars Silver Level:

- \$250.00 flat donation to underwrite obesity awareness initiative offered at The Martin Luther King, Jr. Family Clinic. Donor will be listed in the health guide and acknowledged at the event.

PRESENTING SPONSOR: \$5,000

- Listed as presenting sponsor in all printed materials, radio and on site event
- Signage on-site, two tables to promote organization, and will be a part of the opening ceremonies.
- Logo in all print materials
- Full page ad
- Recognized as a presenting sponsor in all PR opportunities

UNDERWRITING SPONSOR: \$2,500

- Listed as major sponsor in all printed materials, and on site event
- Table at event
- Half page ad in health guide
- Recognized as a major sponsor in press release

T-SHIRT SPONSOR: \$2,500

- Listing as T-shirt sponsor and logo in prominent position on t-shirts.
- Table onsite at event
- Recognized as a sponsor in press release

PRINT AD SPONSORSHIPS – (Guide Finish Size is 8.5 x 6)

- Full Page Black & White Ad - \$500.00
- Half Page Black & White Ad - \$300.00
- Inside Back or Front Black & White Ad - \$800.00
- Color Back Cover Ad - \$1200.00

Full Page - Full Bleed - 8.515 x 6.015

Full Page - No Bleed - 8.1 x 5.6

Half Page - 5.6x 4.036

What Format To Send Ad? (Note: Ads should be PC Format not Mac)

- Camera-ready ad
- Cd or zip format
- E-mailed – PDF format

Make check payable to: The Martin Luther King, Jr. Family Clinic
2922-B MLK. Blvd.
Dallas TX 75215

We Do Accept Visa And MasterCard For Payment!

Remember, Your Donations Are Tax Deductible!