



What is Jump Up?

Kindergartners in Seattle are about to add a spring – or should we say a jump - in their step! That's because for the 3rd year, Treeswing is kicking-off **Jump Up**, an initiative to give jump ropes to all kindergarten students in Seattle. This initiative serves to promote the importance of exercise and developing youth awareness about the importance of physical activity.

Why Jumpropes?

- More than 9 million children are overweight and 23 percent get no exercise.
- A number of studies have demonstrated that increased physical activity is linked to better school performance.
- American children ages 2-17 spend an average of almost 25 hours per week watching television --that's more than any other activity except sleeping.
- Some experts predict that for the first time in history, because of inactivity and obesity-related illnesses, children's life spans will be shorter than their parents'.
- **Rope skipping will directly contribute to maintaining or improving both health related and skill related fitness components. It is often called the most perfect fitness activity available**

Health related fitness benefits to jumping rope include: Cardio-respiratory endurance, muscle strength, muscular endurance, body composition (lean body mass), flexibility, as a weight bearing activity, builds strong, dense bones (osteoporosis prevention).

Skill related fitness benefits include: coordination, timing and rhythm, speed, power, balance, agility.

Other benefits include: easy to learn, inexpensive activity, creative, fun, enhanced self image, social skills.

Who is Treeswing? Treeswing is a Seattle-based non profit with a mission to help children develop lifelong healthy habits through innovative programs and partnerships. Our vision is to fight childhood obesity for healthy kids and healthy futures. Through physical activity and better nutrition, Treeswing believes we can improve the overall health of children in the Puget Sound area, particularly low-income or at-risk youth who are most susceptible to obesity.

Why Co-Sponsor Jump Up?

We believe that Seattle can become a model for making physical activity and health/nutrition education an integral part of a student's school experience. With your help, we can continue our efforts to prevent childhood obesity. We believe that together, we can teach children how physical fitness and good nutrition will help them grow into healthy adults.

Sponsoring Jump Up is a great way to support healthy students and healthy schools!

Our 2011 goal is to raise \$15,000 to support the 2011 Jump Up Initiative. We use most of the sponsorship funds to pay jumpropes and promotions. There is no better way to put your institution in the spotlight than by affiliating with Jump Up and Treeswing.



Please look over the variety of sponsorship levels. We would like to confirm our sponsors by December 1, 2011 (or ASAP) in order to include your organization on our website, promotional materials, media and in event reminder emails that will start going out in early November.

Sponsorship levels:

Gold Sponsors-\$5,000

Your organization will receive:

- ❖ Your organization's logo displayed prominently on website, in the program, and on the sponsor banner at the kickoff event
- ❖ Verbal recognition during Kickoff's opening remarks.
- ❖ Your organization's link on Treeswing Website
- ❖ Your organization mentioned in all PR materials
- ❖ Your organization's promotional material included with every jump rope given (approximately 5000 jumpropes).

Silver Sponsors- \$2,500

Your organization will receive:

- ❖ Your organization's logo displayed prominently on website, in the program, and on the sponsor banner at the kickoff event
- ❖ Verbal recognition during Kickoff's opening remarks.
- ❖ Your organization's link on Treeswing Website
- ❖ Mention in all PR materials

Bronze Partner- \$1000

Your organization will receive:

- ❖ Your organization's name displayed prominently on website, in the program, and on the sponsor banner at the kickoff event
- ❖ Verbal recognition at kick off event
- ❖ Your organization's link on Treeswing Website

Please call or email **Carly** to add your organization as a sponsor and to address any questions: carly@treeswing.org or 206-660-7924.