



# SPONSOR INFORMATION

# **WHAT IS 2ND RECESS?**



**2nd Recess inspires young athletes and their families to lead active and healthy lives by introducing them to fun and fitness through running.**

**Our program promotes fitness, teamwork, and health education by utilizing our 3 Ps of success – Patience, Perseverance, and Positivity. Our dedicated staff of local competitive and professional athletes instill their passion and enthusiasm for the sport into the next generation of superstars!**

# 2ND RECESS PRACTICES



Our 1-hour practices are designed to teach the power of exercise, teamwork, and healthy living. During practices, participants learn about:

**Warming up & cooling down**

**Drills, stretching, and “striders”**

**Fun workouts**

**Cross Country and Track & Field**

**Nutrition**

**Goal setting, Patience, Perseverance, and Positivity**

We have athletes of all ages, from as young as four years old all the way up to 13 years old. Practices are tailored to fit each athlete’s age and ability, and are always centered on having fun while challenging yourself.

# **NON-PROFIT DETAILS**



**2nd Recess is a 501(c)3 non-profit organization. All donations to our 501(c)3 non-profit organization are tax deductible.**

**We offer scholarships for families who may not be able to afford the program but would like their children exposed to running and healthy living. No child will be turned away from 2nd Recess due to financial hardship.**

**EIN 45-5049918**



# OUR MISSION

# TACKLING CHILDHOOD OBESITY



As rates of childhood obesity continue to rise, 2nd Recess has committed itself to teaching the importance of regular exercise and healthy dietary habits to children and families within San Diego. 2nd Recess aims to inspire youth to lead active and healthy lives through activities that promote fitness, while educating kids and their families about smart, healthy choices.

# 34%

*of children in San Diego County were declared as overweight and/or obese in 2015 according to the Childhood Obesity Initiative.*

**Metabolic Syndrome**  
Asthma  
Sleep Apnea  
Heart Disease  
**Diabetes**  
**Orthopedic Complications**  
Type 2 Diabetes  
**Liver Disease**  
Fatty Liver Disease  
**Cardiovascular Disease**

Long-term health effects of childhood obesity include Type 2 Diabetes, Cardiovascular Disease, increased risk of cancers, and more.



# MEDIA COVERAGE



The background of the entire graphic is a photograph of children running on a grassy field. In the upper portion, a girl in a grey long-sleeved shirt is running towards the left, with her right hand raised. Behind her, another child in a bright yellow-green shirt is visible. The lower portion of the image shows the legs and feet of several other children running, wearing colorful leggings and sneakers. The overall scene is bright and active.

**THE  
SAN DIEGO**

L I V E S T R O N G <sup>SM</sup> . C O M

**The San Diego Union-Tribune**

**WOMEN'S  
Running<sup>TM</sup>**

**RUNNER'S<sup>®</sup>  
WORLD**





# DONATION IMPACT

# DONATIONS

Donations help the 2nd Recess program grow. With the help of donations from corporate sponsors and individuals, more children can participate in 2nd Recess and learn fun ways to stay healthy for a lifetime.

**\$60**



Provides 1 child with a season scholarship

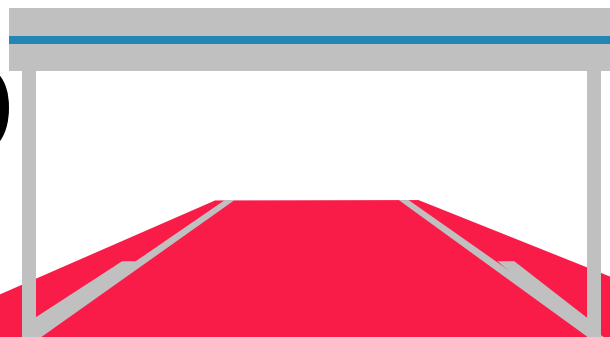


**\$600**

Provides 10 children with season scholarships

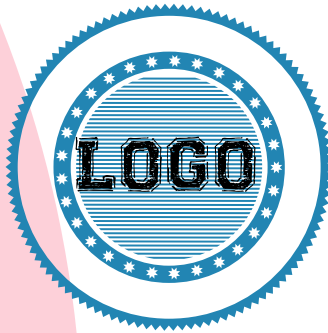
Allows a 2nd Recess site permit to be acquired as a safe practice space for program participants.

**\$1000**



# SPONSOR BENEFITS

**Your donation is 100% tax-deductible. Clickable corporate sponsor logos are featured on the 2nd Recess website. In addition, sponsors are include in press, media, and program collateral materials.**



**Company logo featured on 2nd Recess website**

**Donors featured in 2nd Recess collateral materials**



**Donors included in weekly email newsletter distribution**

**I  
M  
P  
A  
C  
T**



# FOR SPONSORSHIP INQUIRIES

Contact our 2nd Recess  
team at  
[info@2ndrecess.org](mailto:info@2ndrecess.org)