



Endorsement Application

Mayor's Fitness Council Endorsement Process

We welcome opportunities to endorse events or programs that meet our endorsement criteria. The process for obtaining endorsement is as follows:

1. Meet all MFC endorsement criteria detailed below
2. Complete an application for MFC endorsement
3. MFC committee reviews application
4. Present your proposal to MFC executive committee if requested
5. MFC executive committee approves or declines proposal

Mayor's Fitness Council Endorsement Benefits

- Notification of event or program to MFC listserv
- Invitation to present at MFC meeting, if deemed necessary by MFC executive committee
- Promotion on www.healthylubbockevents.org
- MFC logo of endorsement on materials
- Certificate of Endorsement
- Facebook and twitter mentions of event or program

Mayor's Fitness Council Expectations of Endorsed Programs or Events

- Provide an in-kind table or booth to the MFC
- Allow the MFC to post signage within your guidelines
- Include MFC's logo on advertising, shirts, etc.

Mayor's Fitness Council Endorsement Criteria

Please put an "X" next to each of the endorsement criteria that your program/event fulfills.

	Supports the mission of the MFC: to help build a healthier Lubbock, Texas, by providing access to active and nutritional events for the citizens
	Supports Mayor's Fitness Council goals: Reduce the proportions of adults with hypertension by 10% Reduce the proportion of adults who are obese by 10%
	Related to physical activity and/or nutrition
	Strongly recommend free or scholarships/discounts available for disadvantaged individuals. For example, kids and family members that participate in Kid's Café
	If the event is a fundraiser, strongly recommend proceeds go to a non-profit organization working to improve health of Lubbockites
	Open to the public
	Serving Lubbock County and surrounding area
	Broad community impact, not only benefitting specific organizations or geographic areas with which organizations and businesses may be affiliated
	Tracking component to measure scope and/or impact. At a minimum level, collect number of participants and anecdotal information. For example, provide the total number of attendees and survey data that is used to gain feedback.
	Any logo materials that are used as a result of MFC endorsement must adhere to MFC graphics standards.

Mayor's Fitness Council Endorsement Application

For consideration, please submit this application no fewer than ten weeks prior to your event.

Date: _____

Contact Information for Application

Name of Sponsoring Organization/Business: _____

Point of Contact: _____

Contact Email: _____

Contact Phone Number: _____

For-Profit Not-for-Profit Private sector Public sector

Program or Event Information

Is this an Event OR Program?

Name of Event/Program: _____

Date of Event/Program: _____ Anticipated # event/program attendees: _____

Location of Event: _____

Website Address: _____

Following information to learn more about your event/program and gather demographical information.

Is this event/program open to the public? Yes No

Is there a cost for participation in this event/program? Yes No

If yes, what is the cost for participation? _____

If there is a cost, will you provide scholarships/discounts? Yes No

If yes, please describe: _____

How many scholarships will you provide? _____

Will you be tracking event/program participation? Yes No

If yes, please describe: _____

Is this an annual or ongoing event/program? Yes No

Will you offer health screenings or refer people to resources? Yes No

If yes, please describe: _____

Will you provide physical activity opportunities? Yes No

If yes, please describe: _____

Will you provide food and beverages? Yes No

If yes, will it be available for Sale OR Free?

If yes, will you provide healthy food and beverage choices? Yes No

All applications must be received 60 days prior to the event.

- Please check that apply:
- | | |
|---|--|
| <input type="checkbox"/> Seasonal vegetables & fruits | <input type="checkbox"/> High fiber, low sugar cereals |
| <input type="checkbox"/> Whole grain options | <input type="checkbox"/> 100% fruit juice |
| <input type="checkbox"/> Vegetarian entrees | <input type="checkbox"/> Freely available drinking water |
| <input type="checkbox"/> Lean meat entrees | <input type="checkbox"/> Foods with less sodium |
| <input type="checkbox"/> Low-fat milk, yogurt, & cottage cheese | <input type="checkbox"/> Food free of synthetic trans fats |

Describe how your event/program supports Mayor's Fitness Council goals to help build a healthier Lubbock, Texas, by providing access to active and nutritional events for the citizens.

Describe your event/program in *100 words or less*. If endorsed, this will be posted on www.healthylubbockevents.org.

Please email questions and completed application to:

getfitlubbock@ttuhsc.edu