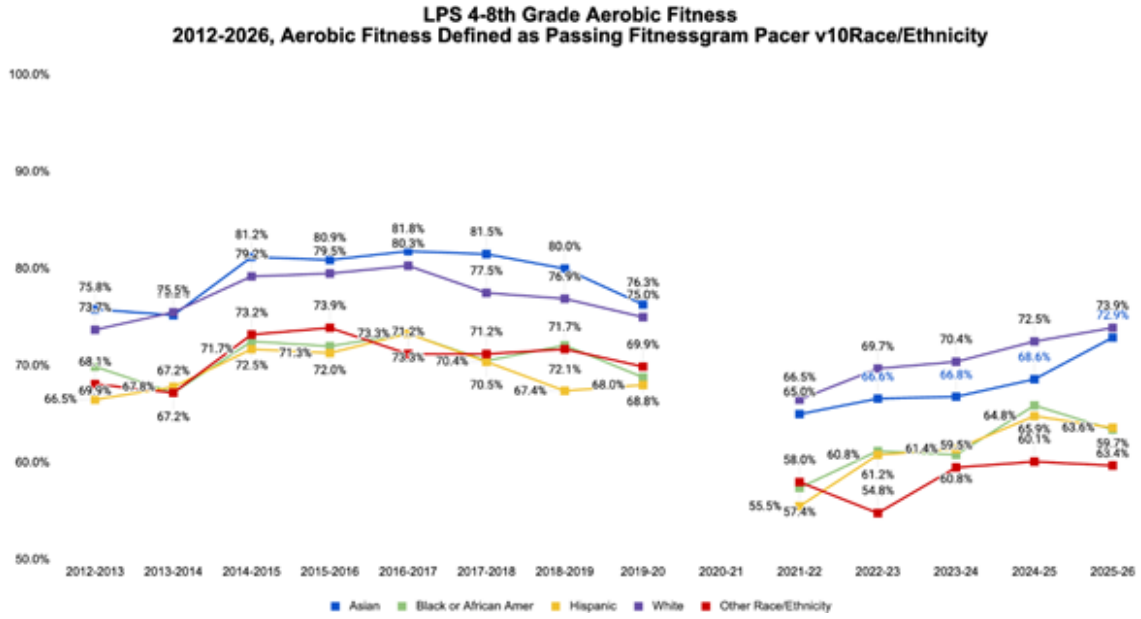
LINCOLN YOUTH FITNESS INITIATIVE

LINCOLN YOUTH FITNESS INITIATIVE OVERVIEW

The Youth Fitness Task Force was established with the mission of equipping young people with lifelong, sustainable skills that promote health and physical fitness. From 2010 to 2017, Lincoln Public Schools students saw significant improvements in student fitness, including steady gains in Fitnessgram PACER scores. However, levels began dropping in 2018 and then a substantial drop during the COVID-19 pandemic, with the greatest impacts seen among young girls, Black and Hispanic students.



In response, the **Lincoln Youth Fitness Initiative**, coordinated by initiative partners, **Partnership for a Healthy Lincoln**, **YMCA, and the Nebraska Sports Council,** is working to increase access to physical activity opportunities and sports participation in Lincoln school children with the collaborative support of Lincoln businesses and community organizations.

For the first project, the Lincoln Youth Fitness Initiative is raising funds for **All Kids Bike Strider Bike Kits** in elementary schools across Lincoln Public Schools, as well as Lutheran and Catholic schools, with the goal of ensuring every child learns to ride a bike by the end of second grade. One of the best ways for kids to get and stay physically active is riding a bicycle, and the earlier they start, the greater the benefit.

Each Strider Kit includes 25 bikes, helmets, and a progressive learning system that begins with balance bikes before introducing pedals, helping students build confidence and learn more quickly. Each kit will serve 2 schools and approximately 900 students. Dr. Matt Avey is also helping integrate a bike education curriculum into elementary physical education classes. **Beyond learning to ride**, the initiative will include bike safety education, bike rodeos, and Bike Kitchen programming to reinforce riding skills, safety, and lifelong active transportation habits.

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COMMUNITY PARTNER SPONSORSHIP OPPORTUNITIES

With your financial support of Lincoln Youth Fitness projects, you have the opportunity to make a real and lasting impact on the health of Lincoln youth, and our community as a whole. **Based on your sponsorship level**, your business or organization will be recognized in a variety of ways for your contribution, with the amount and type of recognition increasing with each level of commitment, which can include:

- News releases and resulting media coverage
- Campaign ad outreach recognition
- Logo/link on the Lincoln Youth Fitness website
- Multi-platform social media posts and shares
- Mention in school announcements
- Initiative partners' print and on-line newsletters
- Opportunity to present kits to funded school
- Presentation video

ALL KIDS BIKE SPONSORSHIP LEVELS

- **$50,000** Visionary Sponsor
- **$25,000** Community Champion Sponsor
- **$10,000** Trailblazer Sponsor
- **$5,000** School Friend Sponsor
- **$2,500** Cycling Advocate Sponsor
- **$1,000** First Pedal Sponsor
- **$10 - $500** Donor



Bicycle education provides students with meaningful opportunities to develop physical literacy, confidence, and healthy behaviors that extend beyond the classroom. Riding a bike helps kids maintain a healthy weight, improves cardiovascular fitness, and reduces stress, depression, and anxiety.