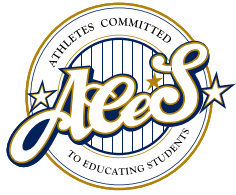




# EXERCISE 4 EDUCATION CHALLENGE FUNDRAISER





**DAILY ENDORPHIN**  
FITNESS CHALLENGES



## ABOUT ACES

Your support helps ACES continue to engage its supporters and provide opportunities for more at-risk students to develop and achieve their full potential.

Currently in its eighteen year, the mission of ACES is to close the academic achievement gap of at-risk inner-city students in grades four through eight. ACES provides after-school tutor and mentor programs for fourth through eighth graders in lower-income St. Paul and Minneapolis schools. ACES unique approach of family involvement, contributions from community volunteers and organizations, and academic focus help ACES students achieve year-to-year academic and personal growth.



### What we accomplished during the 2010-2011 school year:

- ACES served more than 400 at-risk students.
- ACES provided more than 25,000 hours of in-class tutoring/mentoring to at-risk youth.
- ACES facilitated more than 50 E-Mentor relationships for middle school students.
- ACES middle school students participated in service learning community projects with more than one dozen Twin Cities organizations, which added up to almost 1,000 hours of service.
- More than 150 adults volunteered for ACES.
- ACES leveraged two AmeriCorps Promise Fellows to launch two new school sites.
- Ninety-eight percent of ACES students are minority; 90 percent of ACES students are free/reduced lunch, an indicator of poverty; 49 percent of ACES students are female.
- ACES Partners in Education include St. Paul Public School Foundation, Students Today Leaders Forever, Minneapolis Public Schools, St. Paul Public Schools, Page Foundation, the St. Paul Saints, and Minnesota Twins, Vikings, Timberwolves, Lynx, Wild, Swarm, Target and United Way.





## ABOUT DAILY ENDORPHIN

Improving morale is just one benefit of using Daily Endorphin. Our fitness challenges have been proven to significantly increase the overall health of participants. Countless studies have shown that healthier employees are more productive and miss fewer days of work. Plus, participants in a Daily Endorphin fitness challenge often find that they not only build stronger muscles, they also build stronger relationships and stronger teams within their organization. Additionally, healthy employees mean lower health care costs.

We've found that our fitness challenges are so enjoyable, often greater than 80% of the people in an organization participate. Our challenges are designed to accommodate everyone's fitness level. Those who are out of shape can still compete with those who are more fit because one of our main challenge options tracks minutes exercised rather than traditional metrics like the number of pounds lost or the number of miles run. Someone who walks for 15 minutes can log the same amount of exercise as someone who runs for 15 minutes. This promotion of greater consistent physical activity encourages everyone to participate.

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## EVENT PROFILE

### Mission

An online exercise challenge to raise funds for ACES and promote physical health and wellness.

### Demographics

Gender: female/male participants

Age: 18 plus

Locale: Majority of participants in the Minneapolis/St. Paul metro area

Interests: Primarily an altruistic group that supports ACES and values businesses that support their nonprofit of choice, while having a general interest in education and sports.

### 2010 Challenge Facts

Total Teams: 12

Total Individuals: 49

Team Average Dollars Raised: \$632

Team Average Minutes: 3,611

Team Average Calories Burned: 31,370

Individual Average Dollars Raised: \$154

Individual Average Minutes: 884

Individual Average Calories Burned: 7,682

**Total Raised: \$7,584**



## EVENT PROFILE (continued)

### Past Sponsors & Donors

Brave New Workshop

Chartis

Class-A Valet

Crave

Daily Endorphin

Fox Hollow Golf Course

Gander Mountain

Glitz

Guthrie Theater

Keys Café, Roseville

Lifetime Fitness

Medica

Minnesota Timberwolves

Minnesota Twins

Paul Martin

Old Log Theater

Ordway Center for the

Performing Arts

Quietdrive

Rush Creek Golf Course

Saint Paul Grill

Schuller Shoes

Steppingstone Theater

Stonebrooke Golf Club

Spirit Mountain

Subway

Summit Brewery

The Running Room

The Wilds

### 2010 Sponsorship Impressions

Save the Date Emails: 4,800 total impressions

ACES Website Exercise 4 Education Event Page: 504 total impressions

DailyEndorphin.com: 1,000 total impressions

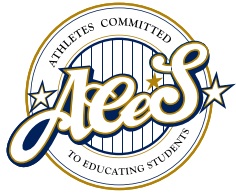
Event Signage: 200 total impressions

Event Mentions: 200 total impressions

ACES Facebook Page: 3,000 total impressions

ACES Twitter Page: 900 total impressions

**Total Impressions: 10,604 total impressions**



## SPONSORSHIP

### ACES Commissioner Host Sponsor

\$2,000

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#### Sponsor Benefits:

- Exclusivity of Host Sponsor
- Includes twenty (20) entries
- Top-line billing in all event marketing materials including print collateral, website, e-mail marketing campaign, and signage
- Host Sponsor recognition on ACES Facebook and Twitter pages
- Customized Social Media Marketing Campaign
- Invitation to kick-off party
- Special recognition at kick-off party

### ACES Manager Premiere Sponsor

\$1,000

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#### Sponsor Benefits:

- One (1) of four (4) Premiere Sponsors
- Includes ten (10) entries
- Second Tier positioning in all event marketing materials including print collateral, website, e-mail marketing campaign, and signage
- Second Tier recognition on ACES Facebook and Twitter pages
- Invitation to kick-off party

### ACES Coach Supporting Sponsor

\$500

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#### Sponsor Benefits:

- Includes five (5) entries
- Recognition as an event Supporting Sponsor in all event marketing materials including print collateral, website, e-mail marketing campaign, and signage
- Invitation to kick-off party

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## CONTACT

### For additional information

Please contact Anna Seifert at Telephone: (612) 382-5654 or Email: [annaseifert@aces4kids.org](mailto:annaseifert@aces4kids.org)