

# Unstoppable Together



PARTNERSHIP OPPORTUNITIES





# WHY US

## AND WHY NOW?

The Daily Mile USA is in the business of changing lives by keeping children active and healthy. For children, The Daily Mile is a fun, social break from the rigors of class instruction. For teachers and administrators, The Daily Mile helps students focus in class. It improves school morale by providing 15 minutes daily for teachers and students to connect and build relationships. For parents, The Daily Mile is a tested intervention that improves physical and mental health. The Daily Mile is free and all-inclusive.

Now, more than ever, we need a solution to childhood obesity and mental health issues. Our goal is to improve the physical and mental health of every elementary school child. A healthy, well-balanced next generation is critical for America's future. A partnership with The Daily Mile will provide multiple benefits and opportunities for your organization. Alone, The Daily Mile has a global presence. Together, we can be unstoppable.

**Contact Us**  
**Program Manager**  
**Bill Russell**  
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**All partnerships are supported by a letter of intent.**



**Goodness is  
the only  
investment  
that never  
fails.**



*- Henry David Thoreau -*





# WHY YOU?

Partnering with The Daily Mile USA has multiple benefits for your organization.

## Cause Alignment

Your organization can exhibit or strengthen its philanthropic commitment to a good cause and be part of a solution that encourages mental and physical wellbeing for all children. In addition, partnering with The Daily Mile provides a way for you to develop deeper relationships with your local community with relatively low investment.

## Brand Exposure

The Daily Mile is in over 79 countries. Over three million children participate in the program. By collaborating with The Daily Mile, your organization gains access to an international network and global reach. Amplify your social media reach, boost engagements, and increase your digital presence. The Daily Mile will highlight the skills of each partner where possible.

## Development Support

Leverage joint marketing initiatives, receive development and implementation support, and more. The Daily Mile is committed to fostering productive relationships where partners are supported with access to expertise, knowledge, and insights. Ask about the possibility to sponsor or co-sponsor research.

## Unique Opportunities

We welcome collaborations with organizations whose missions align with that of The Daily Mile. Sponsorships and partnership opportunities can be tailored to meet your organization's needs. Contact us today to develop your unique opportunity.



**The Sports Institute at UW Medicine is a partner of The Daily Mile Foundation because we believe this program is a great way to integrate physical activity into the school day for some of our youngest learners. Our communities need inclusive, low-cost, and fun initiatives like The Daily Mile to combat the epidemic of physical inactivity.**



*- Dr. Samuel Browd, Director -  
The Sports Institute at UW Medicine*

# PARTNERSHIP LEVELS



## Recognition

Recognition partners are organizations that help connect The Daily Mile with key target audience members. Recognition Partners have access to extensive communities of individuals and other organizations that are dedicated to keeping kids active and healthy. These communities may include teachers, principals, PTAs/PTOs, health and physical educators, medical organizations, and government officials. Partners help to amplify awareness of The Daily Mile among their contacts.



UW Medicine

## Implementation

Implementation partners usually work at the state or local level. These are institutions and organizations that work directly in schools and can help schools to implement the The Daily Mile.



## Support

The Daily Mile is always looking for partners to join forces in the fight to keep kids active and healthy. For organizations that would otherwise not classify as any partnership listed above, please contact us. The Daily Mile is interested in opportunities relating to: In-kind donations, media/news partnerships, research partnerships, and more.



A close-up photograph of two hands, palms up, holding a piece of light brown, textured cardboard. The word "support" is written in a dark grey, cursive-style font on the cardboard. The background is a soft, out-of-focus grey.

support

## LET'S GET STARTED

Contact The Daily Mile Program Manager Bill Russell  
at [williamrussell@thedailymile.us](mailto:williamrussell@thedailymile.us) or visit [www.thedailymile.us](http://www.thedailymile.us) today.

