



Milt Ottey's

# **OT Fitness** Educational Services Inc.



*Milt Ottey*  
Canadian Track And Field  
Hall of Fame

## SPONSORSHIP OPPORTUNITIES

# OT Fitness Educational Services Inc. – Sponsorship Opportunity

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# OT Fitness Educational Services Inc. – Sponsorship Opportunity

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## 1. EXECUTIVE SUMMARY

### 1.1 The Concept

Title Sponsorship: sponsoring a youth oriented physical fitness program that promotes health and wellness, sportsmanship, competition, leadership and introduces children of all ages to the joy and value of athletics and track and field.

### 1.2 Opportunity

OT Fitness Educational Services Inc. is the ideal vehicle if, as a sponsor, the objective is to reach school age children, their families and friends. Under most situations it is very difficult for commercial ventures to secure access to schools and their students. However, we have established valuable working relationships with the people who run the educational system in Ontario. OT Fitness has achieved a position of trust when it comes to bringing non-curricular programs and activities into the schools. Our ground breaking work has established a valuable working reality with educators; they know that OT Fitness's programs enrich the lives of their students. Our access to schools and students is unique and provides opportunities for corporations interested in sponsoring opportunities. We have already delivered our programs to over 425,000 Ontario school age children, working in over 600 elementary, secondary schools and community centres in the GTA, east to Ottawa, west to Windsor and north to Sioux Lookout and some fly-in communities.

### 1.3 The OT Fitness Solution

OT Fitness Educational Services Inc. delivers a variety of youth oriented physical activities and programs. These programs can be offered individually or bundled as a group, providing a sponsor with exposure to the participants and observers. The sponsor's name, logo and message can be exposed to these people in signage, in print, through celebrity speaker appearances and via news releases to the media.

#### **Programs include:**

- Elementary School Ontario Team Competition Championship Series (Grade 4-8);
- Secondary Team Competition Series (Grade 9-10);
- World Marathon Challenge Relay;
- Professional Learning Community (PLC/TPLC/DPA) Creative Student Supervision while teachers are engaged in teacher education workshops;
- Indoor – Agility Challenge – Grade 2-10 (3, 5 or 10 stations) + “Fun in Athletics” Relay Challenge;
- Kinder Agility & Sports-day (4-12 stations) JK-Grade 1;
- Soccer Skills Program;

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- Outdoor Sports-day September to October and May to June (10-14 stations);
- OT Fitness Track Challenge (1- 6 schools –Community Centres). Intra-school or Inter-school;
- After School Program / Family Fun Fairs / Family Fitness Nights – Motivational Speaking;
- Customize Programing based on input from schools, community centres and organizations;

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## 2. THE ELEMENTARY AND SECONDARY PHYSICAL FITNESS LANDSCAPE

### 2.1 Trends

We have all seen the news and heard the statistics: each year Ontario's school age children get a failing grade regarding their physical fitness and their fight against Obesity. Simply stated, "Ontario's kids are not getting enough daily physical activities".

Physical activity is essential for healthy growth and development. Regular physical activity in childhood develops cardiovascular fitness, strength and bone density. Physical activity also plays an important role in the health, well-being and quality of life of Canadians and helps to prevent chronic diseases like cancer, Type 2 diabetes and heart disease. OT Fitness believes that establishing positive habits early in childhood and adolescence can last a lifetime.

- Only 7% of youth 6-19 & 15% of adults active enough to get health gains - STATSCAN
- For children and youth, 8.6 hours a day, or 62 per cent of their waking hours were inactive - HEART AND STROKE FOUNDATION
- Almost 60% of adults ages 18 and over, or 14.1 million Canadians, are overweight or obese - HEART AND STROKE FOUNDATION
- In 1978/79, 3% of Canadian children and youth were obese. By 2004, 8% or an estimated 500,000 were obese - HEART AND STROKE FOUNDATION
- Overall, 26% of Canadian children ages 2 to 17 years are overweight or obese, with the percent increasing with age from 21% among those 2 to 5 years to 29% among those 12 to 17 years - CBC
- In 2005, obesity-related chronic conditions accounted for \$4.3 billion in direct (\$1.8 billion) and indirect (\$2.5 billion) costs, a figure that may be an underestimation of the total costs of excess weight in Canada - CBC

Our goal is simple – to provide enjoyable programs that promote fitness and the benefits of an active healthy lifestyle to children and teens. Our activities are safe, fun, educational, challenging yet non-threatening and give every child the opportunity to participate to the best of their own ability.

Childhood obesity is a growing epidemic. As Canadians, it is our responsibility to encourage kids to eat healthier foods and be more physically active.

With your help we will accomplish this goal!

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## 2.2 Why OT Fitness?

While different organizations populate the competitive landscape, OT Fitness has proven qualities that differentiate us from the rest. We provide a variety of programs targeted at young people, to give them valuable and memorable fitness experiences that are designed to demonstrate leadership, sportsmanship, competition while developing core skills and athletic abilities that will prove beneficial in many other sporting activities. Our partners include Athletics Canada, Athletics Ontario and the Run Jump Throw Program. We are led by one of Canada's most accomplished athletes, Milt Ottey. Milt is a three time Canadian Olympian, twice a Commonwealth Games gold medalist and a multiple winner (21 Times) of the Canadian High Jump championship and was ranked the #1 high jumper in the world in 1982. Milt understands that physical activity is at the core of a healthy lifestyle and he directs an array of projects and services from his position as President and CEO of OT Fitness Educational Services Inc. and its "Fun in Athletics" approach. Our promise and motto is **"IT'S ABOUT THE KIDS"**.

## 2.3 Target Markets

Our markets include organizations or groups that deal directly or indirectly with school age children (K1 through K12 and post secondary) involving physical activity programs. Currently we have delivered services to elementary, middle and secondary schools as well as community centres and day camps throughout the GTA and surrounding areas. Typically, we deal directly with executive directors, directors, principals, school councils, teachers, coaches, summer camps and day cares.

Reasons for acquiring our services are:

- To give children and staff fun and exciting physical fitness activities;
- To assess children on their core skill development while participating in our Agility Challenge programs;
- To promote the benefits of physical activity and living a healthier lifestyle;
- To introduce track and field type activities through mass participation;
- To provide quality student supervision for teachers and school staff while they are engaged in teacher education workshops.

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## 3. PRODUCTS AND SERVICES

### 3.1. Elementary and Secondary Schools Team Competition & Ontario Championship Series

The Elementary Team Competitions involves at least six to eight teams of 15 boys and 15 girls (Grades 4- 6 / 6-8). All results are combined for the team to come out ahead. No single individual wins or loses (**It's a team effort**). The event stresses the benefits of leadership and team work. These elementary school children are brought together at a local high school gymnasium where the equipment for each discipline are laid out. If you plan to attend the event, be sure to bring ear plugs as the excitement level reaches a fever pitch! OT Fitness has been successfully running the Ontario Team Competition series for the past 10 years and is one of our most eagerly anticipated annual events. The Grade 4-6 Team Competition does not lead to a Championship. This is provided as an option on a case-by-case basis.

With sponsorship assistance, we can improve upon the current format in order to attract more schools and community centres. Our goal is to create a legacy of fun and fitness that will give all children a fantastic experience with physical activity, teamwork and provide them with memories that will last a lifetime. We will do this by expanding from our current 8 competition format (comprised of 8 regional competitions, 1 Ontario Finals and 1 high school competition) to a 20-24 regional competition format. This would include new areas and new schools. This new format will help decides a **true Ontario champion** and ultimately lead to a **Canadian championship event**.

The possibilities are limitless: Using the 8 Regional Competitions and 1 Ontario Finals we would have the following numbers:

#### **8 Regional Competitions Breakdown**

Grade 4-6 (AM) 180 students/ Grade 6-8 (PM) 180 students

Number of students per school: 64 students per schools = **512 students per competition**

Number of participants: 8 x 512 students = **4096 students participating**

With 256 grade 6-7-8 students from 8 schools moving on to the Ontario Championship.

Secondary School Team Competition Series are designed for Grade 9-10 students. Each team consisting of 8 - 10 boys and 8 - 10 girls are brought together to compete in an event that closely resembles the Elementary Team competition. This event has been adapted to suit the older secondary school students.

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## Regional Competition Breakdown Grade 9-10 (64 students per competition)

Number of students per school: 10 students per schools = **80 students per competition**  
Number of participants: 8 x 80 students = **640 students participating**  
With 80 students from 8 schools moving on to the Ontario Championship

The Ontario Championship Series format can be extended to include regional events in other Southern Ontario Schools in: Windsor, London, Kitchener, Guelph, St. Catharines, Niagara Falls, Kingston and Ottawa.

The Lead sponsor of the Elementary School Team Competition and/or the Secondary School Team Competition will also have branding complementary at all OT Fitness events and programs (Agility & Kinder Challenge- Soccer skills – Outdoor Sport-Day – PLC). With these added events, over 40,000 to 50,000 participants will have had direct exposure to sponsors' branding.

Our goal is to create a sustainable program in each area of the GTA, and surrounding areas: Brampton and Mississauga, Toronto, Durham, Hamilton. By creating a Delivery Team of 1 leader with 2-4 assistants to oversee the booking and running of all the OT Fitness Programs. With this in mind OT Fitness can create a turnkey system with a delivery team in each major city in Ontario. With the assistance of other sporting organizations such as Athletics Ontario, we have access to Olympic and national athletes that OT Fitness can employ as part of our delivery team. This makes it easier to branch out from Ontario to other provinces. By working with each provincial track and field body (i.e. Athletics Alberta, BC Athletics, Athletics Nova Scotia) we can duplicate the OT Fitness model. Through this network, we will be able to deliver this program nationally.

### 3.2 World Marathon Challenge

The 2013 date for this event is scheduled for October 23<sup>rd</sup>. We are expecting 2 or more teams of 18 Boys and 18 Girls under the age of 13 from Toronto and Hamilton to participate at York University Track to compete against other teams from around the world. The World Marathon Challenge is a relay event for teams of between 26 and 36 children who race other teams at different venues around the world over a full marathon distance (42.195km), while attempting to beat the world marathon record time of 2h3m38s, held by Kenya's Patrick Makau.

In 2012 under the Save the Children banner we had 50 countries fielding over 450 teams in an effort to beat the present men's and women's World Record. Each student will be given a number from 1 to 32. Each student will run a total of 6 x 200m in a relay format until the marathon distance is completed.



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This event as is with all the OT Fitness events promote teamwork, fun fitness activities and give students an insight of what it take 32 of them to do that 1 individual has done.

The Marathon Challenge can be modified from its original format to suit many different needs for schools and community centers, from remote competitions tracked via the internet, to distance tracking where students can set a distance goal.

The Marathon Challenge is a perfect inclusion into a school Terry Fox Run.

### **3.3 Professional Learning Community (PLC/TPLC) Creative Student Supervision**

This is a fantastic solution for student supervision while the school staff has professional development. OT Fitness has coordinate a fitness workshops in school comprised of: Physical Fitness, Agility challenge, FIA Relays, Traditional Sporting Activities, Dance & Zumba, Boot-Camp, Motivational Speakers and other creative activities that keep students engaged and allow staff the freedom to attend their professional development meetings.

With the increasing cost to school and school boards to keep their teachers up-to-date on educational tools and skills development, OT Fitness have saved schools \$500 - \$3000 in Student Supervision. A sponsor could assist the school board by having our team provide coverage for 1 or more professional development days.

### **3.4. Indoor – Agility Challenge + Fun in Athletics Relay - Grade 2-10**

This exciting project could reach as many as 35,000- 40,000 children in Ontario Schools from Junior Kindergarten up to Grade 10 in an academic year. It is conducted in as many as ten different disciplines emphasizing balancing, running, jumping and throwing, the basic movement tha are found in all sports. The OT Fitness Team will bring the Agility Challenge as well as some of the exciting relays from the Fun in Athletics program. The Agility Challenge is a Core Skills development program that was designed based on the way children play in order to teach or improve the basic necessary skills required for active living and a health lifestyle.

### **3.5. Kinder Agility (JK-Grade 1)**

This is a response to the growing demand for fun activities for the early years. Fun and educational activities that work on improving basic motor skills development are delivered in a fun and safe enjoyable environment. To develop this new program we have worked with leading sports consultants, educational specialists and most

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importantly the children themselves to find out what makes the activities enjoyable and educational.

The result is a set of 12 events grouped into 3 sets. Our field tests have shown this system is easy to use, enjoyable for the participants and will leave guardians and teachers assured in the knowledge their children are learning core skills and most importantly having fun doing it.

### 3.6. Outdoor Sports- Day September – October / May - June (JK - Grade 8)

This fun day is a combination of events from our different programs, team relays, track and field, soccer skills and some unique and fun sports from around the world. The emphasis on the day is fun, teamwork and student interaction. The OT Fitness staff will design and create activities that will be fun and exciting for both staff and student alike. In years past we have found that schools like to do these events as either a Welcome Back to school or an excellent end to the year.

### 3.7. Soccer Skills Program

This is a fun introduction to the basic skills required to play soccer.

**Basic 6** - Introductory level for all children to acquire the basic skills to play soccer in a fun and safe environment.

**Upper 7** - Advanced skills particularly suited to those children who wish to make the school team and a useful tool for fair team selection.

### 3.8. OT Fitness Track Challenge (2 or more schools / Community Centres)

OT Fitness will manage your track day, giving a non-competitive and mass participation introduction to the joy of track and field. Our team will organize and set up all events such as 50m -150m / 50m -100m hurdles / triple jump, long jump, javelin (the safety type), shot put, discus and other track related events. Additional instructions will be given to students and staff ensuring they learn the correct techniques, but most importantly all to have fun. In 2012 OT Fitness was contracted by Athletics Ontario to host the Track challenge in conjunction with the Finals of the National Track League (NTL) On July 11, at Varsity Stadium in Toronto. OT Fitness invites 6 Community Centres summer Camps involving over 350 campers to participate in the Track challenge

### 3.9. Summer Day Camp Program

OT Fitness offers all of the above services to summer and day camp for a half day or full day of fun fitness workshop.

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## 4. THE OT FITNESS ADVANTAGE

Since 2003, we have delivered our programs to over 425,000 students in all area of Ontario, from London to Ottawa, including the GTA, to North Bay, Sault St. Marie, Thunder Bay and as far north as Sioux Lookout. Reasons for Title Sponsorship include:

Association with an organization that is promoting healthy living and fun in athletics  
Association with an organization that is currently working in schools all over Ontario

Unique banner opportunities as we use colourful, specialized equipment at our events

150 school and 40,000 plus students participate in the programs annually

Program is run by Milt Ottey (Canadian track and field hall of famer)

Recognition as a company that is participating in getting kids healthier

Recognition as a company that inspires future Canadian athletes

## 5. MANAGEMENT TEAM AND ADVISORY BOARD

Milt Ottey: OT Fitness President and CEO

Three times Canadian Olympian 1980, 84, 88.

Commonwealth Games gold medal winner 1982 & 86.

Ranked #1 High Jumper in the World 1982.

NCAA Champion and recorder 1982.

Pan American Games Bronze medal winner 1989.

University of Texas El Paso Track and Field Hall of Fame Inductee 1989

Athletics Ontario Hall of Fame Inductee 2011

Athletics Canada Hall of Fame Inductee 2012

FOR A COMPLET LIST OF COSTING OF EACH PROGRAM  
PLEASE CONTACT OUR OFFICE