



NATIONAL FITNESS CAMPAIGN

2022 Blue Cross and Blue Shield of Texas Statewide Campaign Briefing



BlueCross BlueShield
of Texas



NATIONAL FITNESS CAMPAIGN
BROUGHT TO YOU BY



WHO WE ARE

National Fitness Campaign is a San Francisco based wellness consulting firm.



WHAT WE DO

NFC develops partnerships with cities, schools and sponsors to build healthy communities.



CAMPAIGN STORY

1979
FITNESS COURT®
INVENTED

1980-2000
CAMPAIGN
EXPANDS

2012
NEW CAMPAIGN &
WORLD CLASS TEAM

2018 - PRESENT
**WELCOMING OUR
500TH HEALTHY
COMMUNITY**

2030
NFC REACHES 10,000
COMMUNITIES

1979

1980

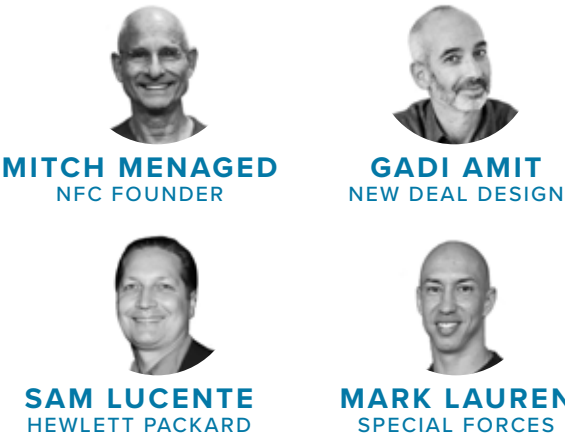
2012

2018

2030



DESIGN TEAM



CAMPAIGN MISSION



OUR MISSION

BUILD HEALTHY COMMUNITIES BY BRINGING PEOPLE OUTSIDE TO MOVE EVERY DAY.


WE MAKE WORLD CLASS FITNESS FREE!



2022 CAMPAIGN OVERVIEW



BlueCross BlueShield
of Texas



NATIONAL FITNESS
CAMPAIGN
FITNESS COURT

A COMPREHENSIVE
COMMUNITY WELLNESS
PROGRAM

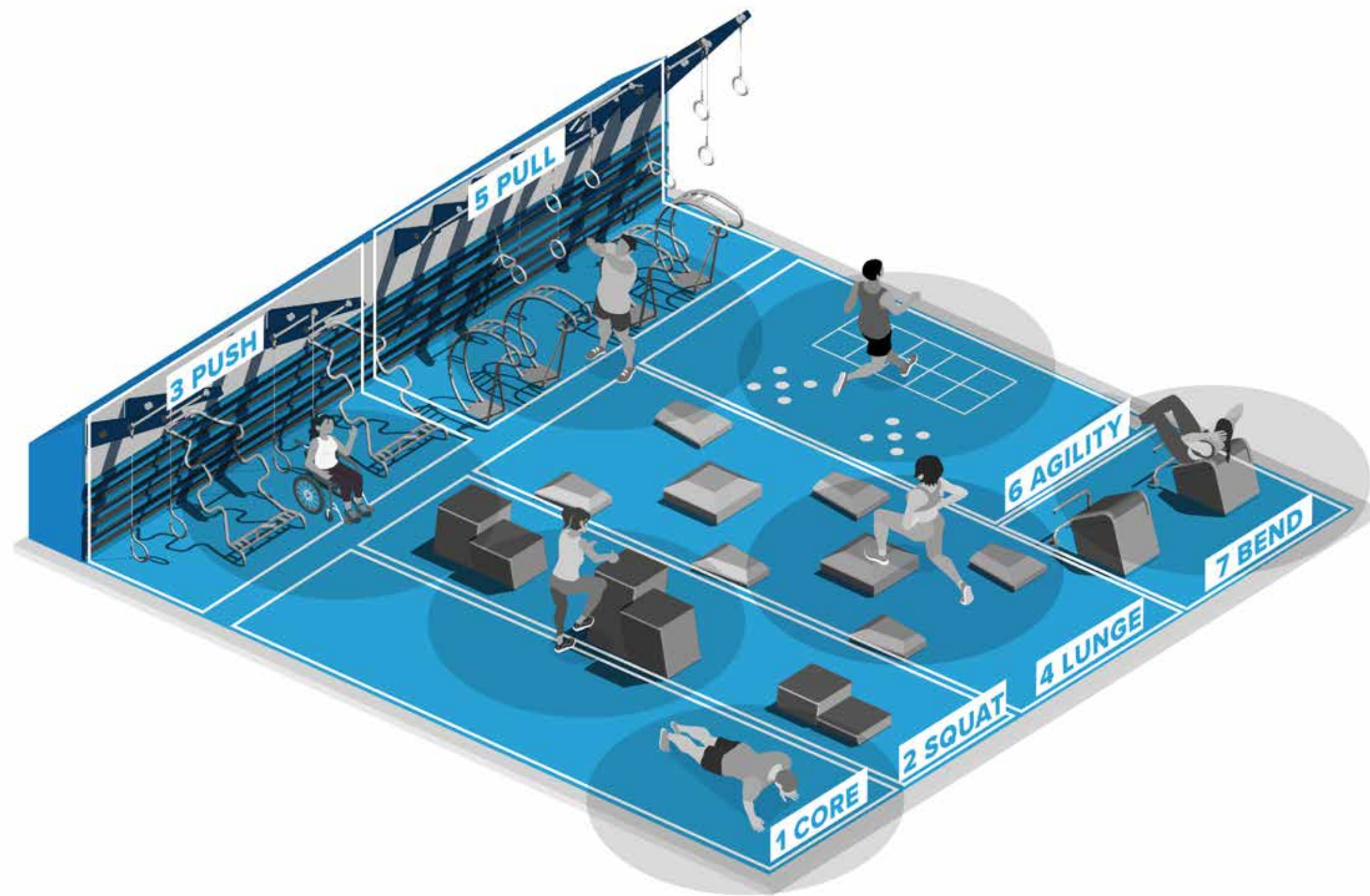




FITNESS COURT®



FITNESS COURT®
WORLDS BEST OUTDOOR GYM



FUNCTIONAL TRAINING SYSTEM
THOUSANDS OF EXERCISES

SCIENTIFICALLY DESIGNED

7 MOVEMENT FULL BODY WORKOUTS



CORE



SQUAT



PUSH



LUNGE



PULL



AGILITY



BEND



ADULTS OF ALL AGES AND ABILITY



I am glad to see movements to improve balance.

- Carol Claybaker, Senior Resident of Janesville, WI



FITNESS COURT® APP
CAMPAIGN SERVICES

NATIONAL FITNESS CAMPAIGN

CAMPAIGN SERVICES



**PRE LAUNCH
SUPPORT**



**AMBASSADOR
TRAINING**



MEDIA & PRESS



LAUNCH!



**FREE WORKOUTS
& GROUP CLASSES**



DATA & IMPACT

A wellness culture to engage people in healthy communities!

Blue Cross Blue Shield
of Texas

Fitness Courts®



STANDARD DESIGN
FOR BLUE CROSS BLUE SHIELD OF TEXAS CAMPAIGN IN TEXAS
No Additional Funding Required

Each Fitness Court® is a one-of-a-kind work of art.



JEAN-MICHEL BASQUIAT



2022 FEATURED ARTIST *Additional Funding Required*




DAMIN LUJAN - SANTA ANA, CA




LOCAL ARTIST *Additional Funding Required*

2022 CAMPAIGN OVERVIEW



BlueCross BlueShield
of Texas

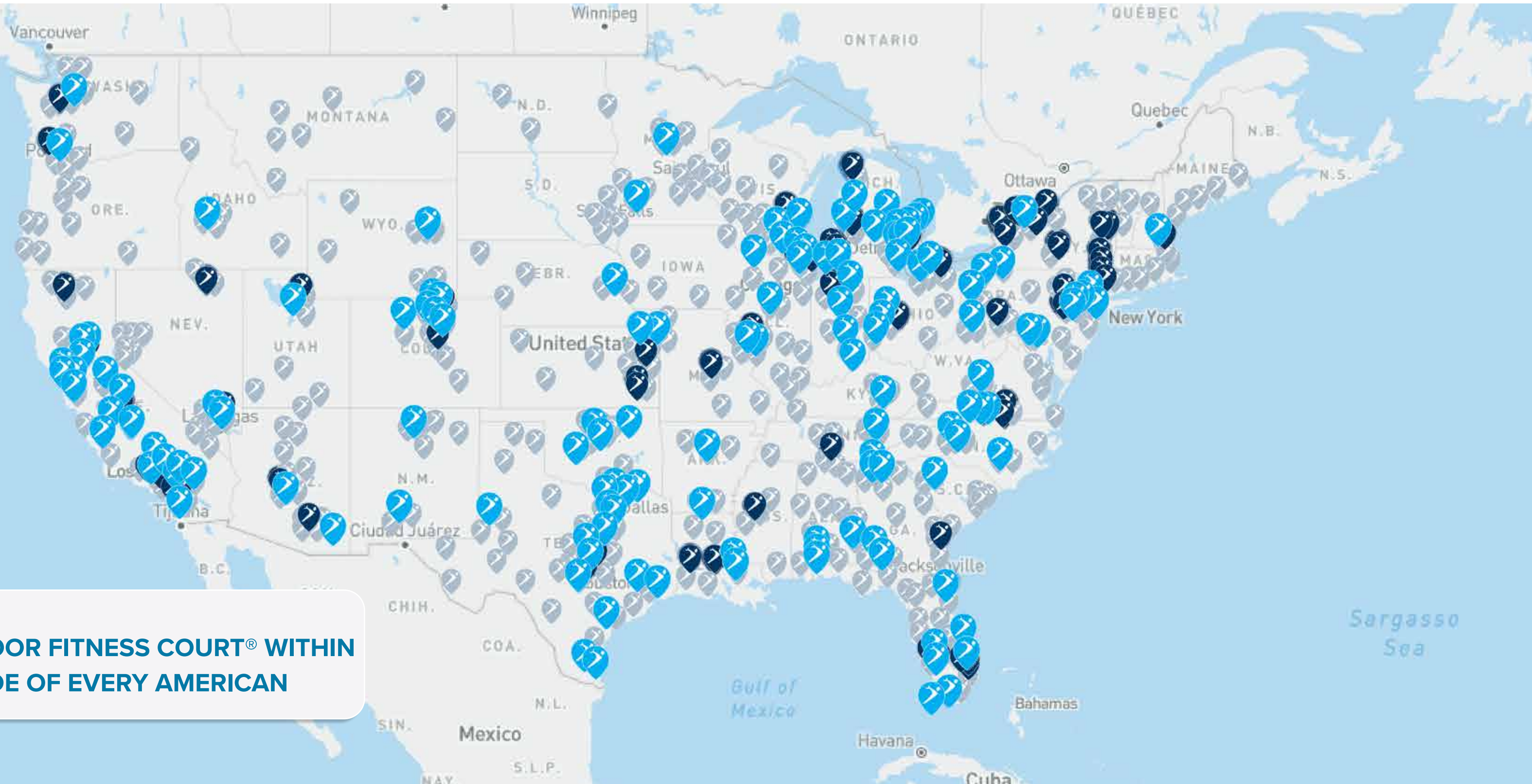


NATIONAL FITNESS
CAMPAIGN
FITNESS COURT

A COMPREHENSIVE
COMMUNITY WELLNESS
PROGRAM



10,000+ Fitness Courts® coming to America by 2030



**BUILD A FREE OUTDOOR FITNESS COURT® WITHIN
A 10 MINUTE BIKE RIDE OF EVERY AMERICAN**

2022 TEXAS STATEWIDE CAMPAIGN



PRESENTED BY BLUE CROSS AND BLUE SHIELD OF TEXAS

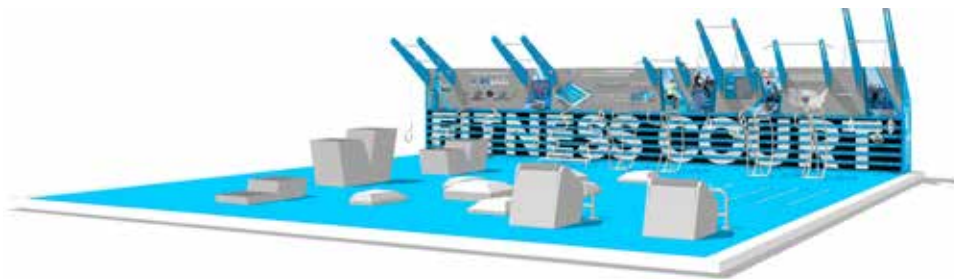
LIMITED FUNDING FOR UP TO 20 COMMUNITIES IN 2022



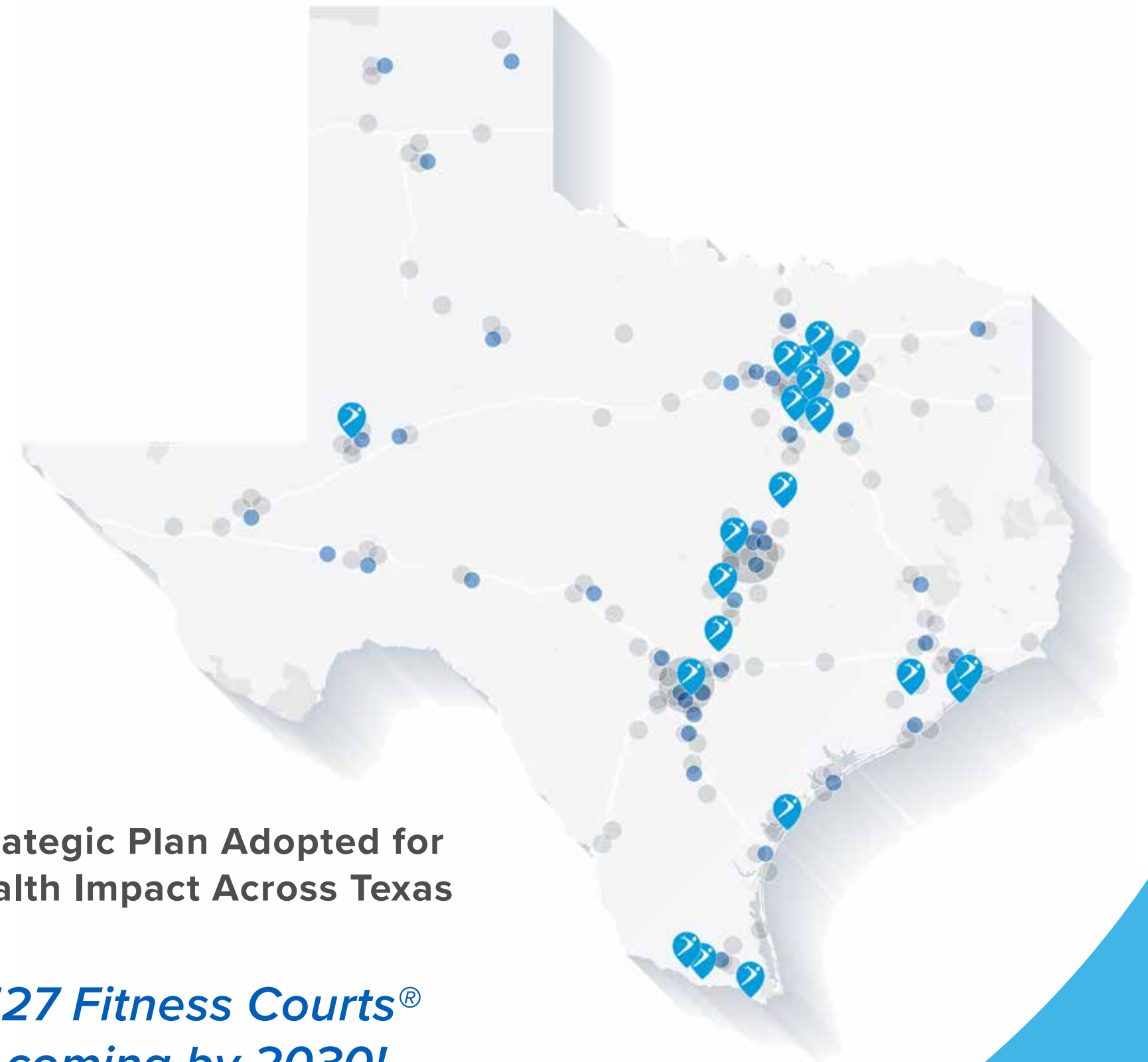
**BlueCross BlueShield
of Texas**



**BlueCross BlueShield
of Texas**



**\$1,000,000 in Funding
Now Available for
Qualified Site Partners**

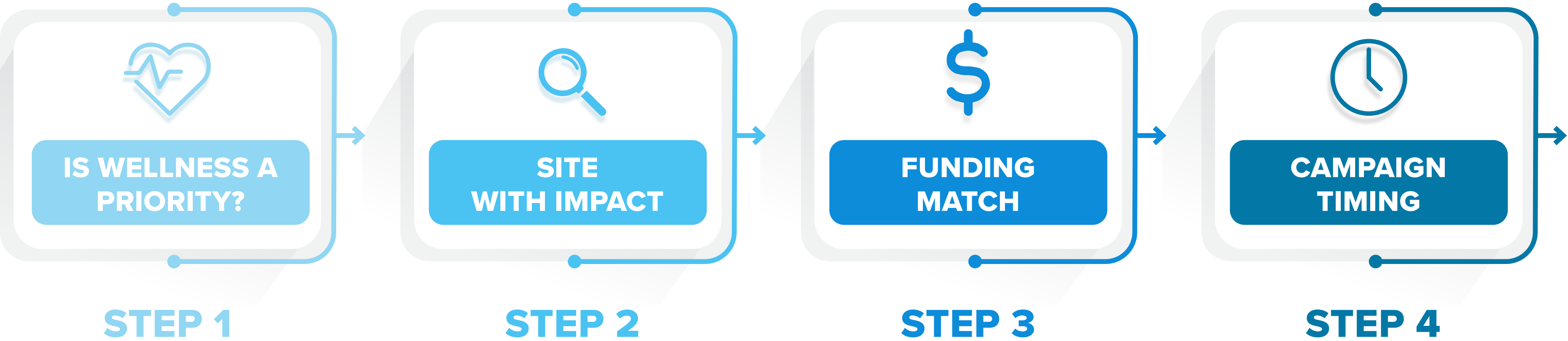


**Strategic Plan Adopted for
Health Impact Across Texas**

***527 Fitness Courts®
coming by 2030!***



NFC GRANT PROGRAM



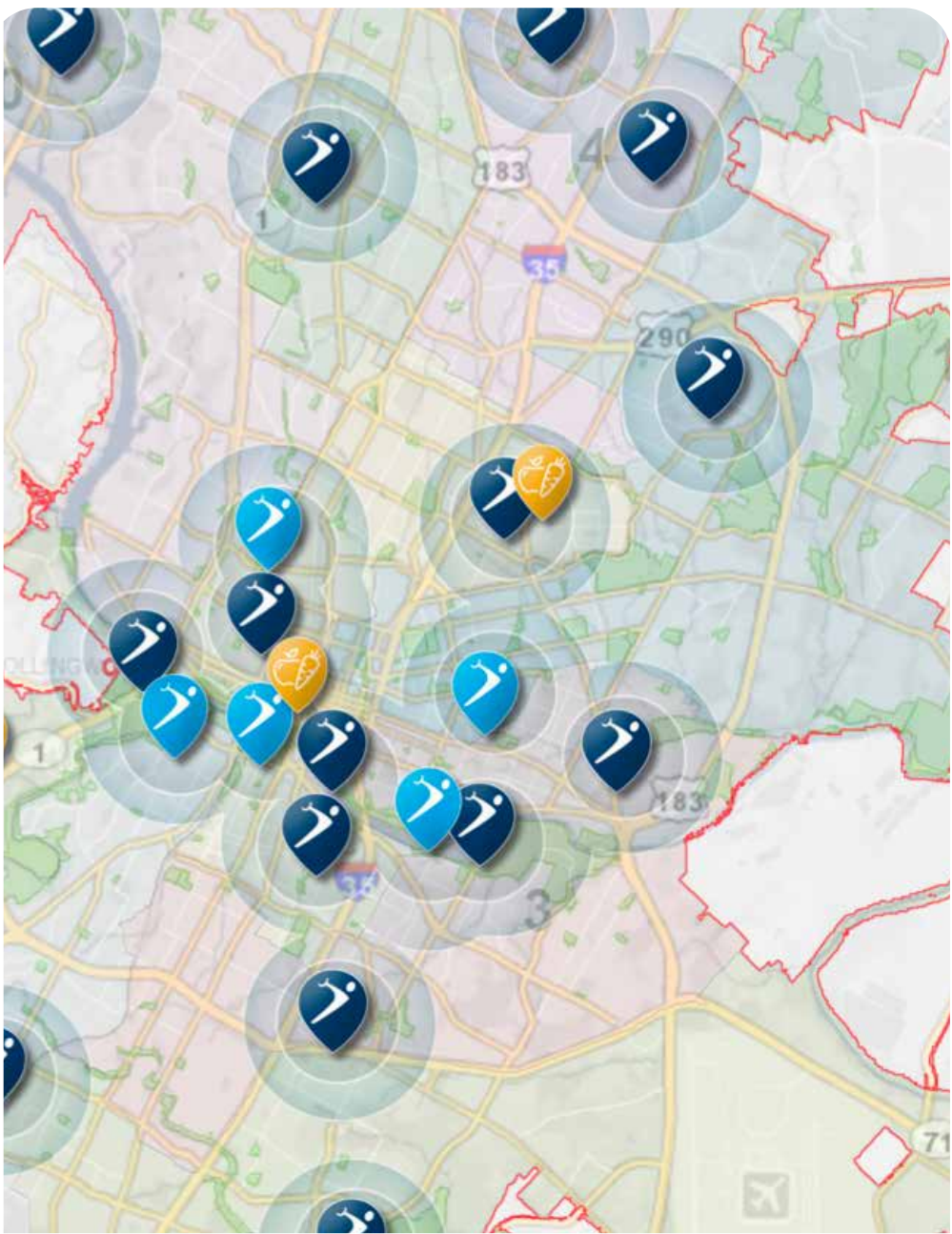
WELLNESS AS A PRIORITY

STEP 1

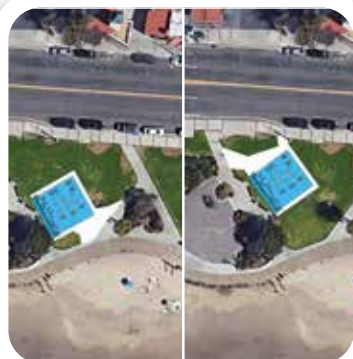


Design & Planning Consulting

Site selection workshop



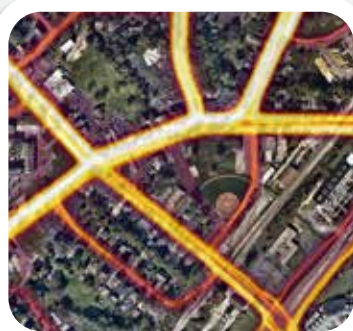
Phase Plan & Multi-Site Mapping



Circulation Planning



Site Plan Integration



Pedestrian Movement
Analysis

STEP 2

1

VISIBLE

Site locations must be recognizable with high visibility.



2

ACTIVE

Site locations must be heavily trafficked and centrally located.



3

CONNECTED

Site locations must be integrated with pedestrian infrastructure.



2022 CAMPAIGN FUNDING REQUIREMENT

NFC PROGRAM FUNDING

The Fitness Court® and National Campaign Services \$ 142,350

Art Options



State Sponsor Art Collection
Included



Local Artist Collection
\$25,000

OPTIONAL

NFC - BLUE CROSS BLUE SHIELD OF TEXAS 2022 GRANT AWARD \$50,000

NFC PROGRAM TOTAL WITH \$50,000 GRANT AWARD \$ 92,350

CONCRETE SLAB

Can be performed in-house or in-kind est.\$ 0-20,000

EIS INSTALLATION



Turn Key Fitness Court Assembly \$ 25,000
Art & Graphic Installation
Installation Partner (separate contract) With Prevailing Wage Rates: \$27,000

TOTAL FUNDING REQUIREMENT



A Division of Health Care Service Corporation, a Mutual Legal Reserve Company,
an Independent Licensee of the Blue Cross and Blue Shield Association

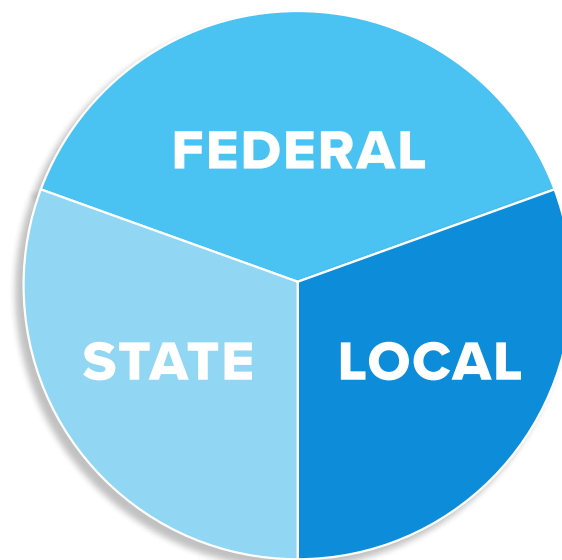


\$117,350-
\$137,350

Includes standard art collection

ALTERNATE FUNDING PATHWAYS

FEDERAL AND STATE FUNDING



Expert funding consulting
for eligible partners



LOCAL AND REGIONAL SPONSORS



2022 GRANT APPLICATION PERIOD NOW OPEN



Campaign seeking qualified applicants
able to meet the 2022 timeframe for
adoption and local funding match.

PARTNERSHIP QUALIFICATION PROCESS

PRE APPLICATION PHASE

- 1 Feasibility Review
- 2 Evaluation Call
- 3 Non-Binding Grant Application

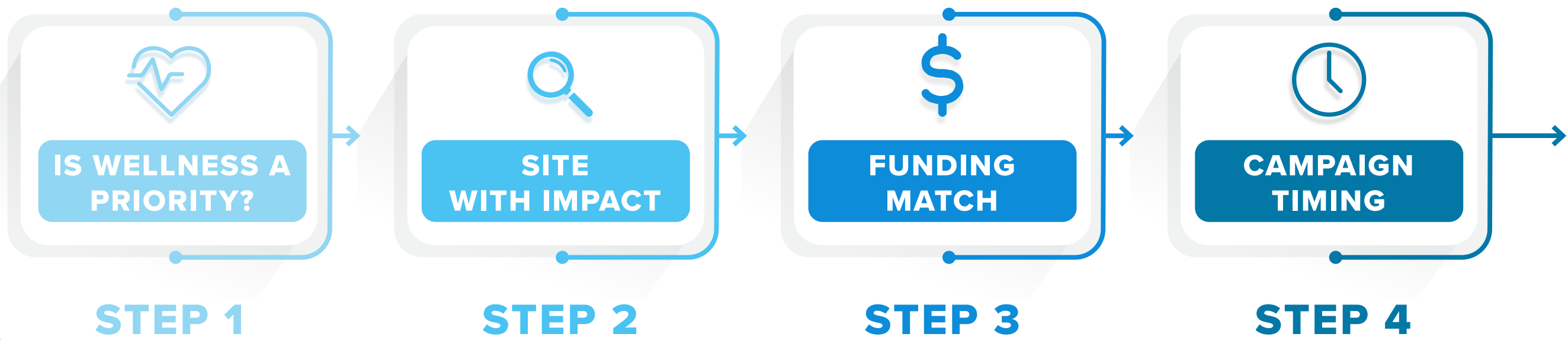
AWARD PHASE

- 4 Award of Grant Eligibility (First Come, First Served)
- 5 Local Adoption by Governing Body
- 6 Develop and Confirm Funding Match

LAUNCH PHASE

- 7 Shipment for Storage
- 8 Install Concrete Slab and Art Approval
- 9 Fitness Court Assembly
- 10 Press Launch Ceremony





**SCHEDULE
EVALUATION
CALL IF
APPROPRIATE**

NEXT STEP