



# FITNESS FESTIVAL

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Event Information & Details

**Event Time 7am – 5pm**

**The Fitness festival and 5k was created to inspire people of all ages. The Fitness Festival exists to both celebrate and inspire active and healthy lifestyles.**

**This event will grow from year to year, and will eventually be the largest in the state of Florida. We work in partnership with local and national organizations, teams, charities, businesses and individuals to deliver a truly unique event. Excited for The Fitness Festival? We are also. We have lots of great products and wellness vendors, as well as fun and challenging fitness classes. Come get some new workout gear, take a class and get a fitness assessment or massage, and most importantly become part of an ever-growing and forming community of fitness and health enthusiasts in Orlando.**

**A portion of proceeds will benefit a local charity**



## **Engagement**

### **Digital Campaign**

- Aggressive social media, web, email, mailing list, and digital press campaign

### **Print Campaign**

- Detailed posters, print press, street signs, banners, advertisement vehicle, and table tents.

### **Branding & Print**

- Event shirts, hats, stickers, banners, and vehicle wrap

### **Media Outlet partnerships**

- Multiple industry partnerships with various business, music, magazine, radio, and email.

### **Public Media**

- Proactive and personal campaigns with local tv, radio, and radio personalities.



# ALL Sponsors Receive

- Logo inclusion on the posters, selected ads, and t-shirts (placement determined by level of sponsorship)
  - Inclusion in Goody Bag Tables
  - Logo on Website recognition with link
- Name appearing on the Asset Sign of your choice on event day

## Presenting Sponsor \$10,000

- Facebook and Instagram Recognition ~ 10 times
- Overhead Start / Finish Banners and sponsor thank you signs
- 10' x 20' tent in festival area (event to provide tent/tables)
- Listed as Presenting sponsor for Fitness Festival; prominent logo inclusion
- Speaking opportunity
- Additional signage placed along the 5K route (provided by the sponsor)
- 25 complimentary race registrations
- Exclusivity within Category

## Platinum Sponsor : \$5,000

- Facebook and Instagram Recognition ~ 6 times
- Overhead Start / Finish Banners and sponsor thank you signs
- 10' x 10' tent in festival area (event to provide tent/tables)
- Verbal recognition at the beginning and end of the event
- 15 complimentary race registrations
- Listed as Platinum sponsor for the Fitness Festival
- TOP TIER Logo inclusion



## **Gold Sponsor: \$2,500**

- Facebook and Instagram Recognition ~ 4 times
- Sponsor thank you signs and banners
- 10' x 10' tent in festival area (event to provide tent/tables)
- Verbal recognition at the end of the event
- 10 complimentary race registrations

## **Silver Sponsor: \$1,000**

- Facebook and Instagram Recognition ~ 2 times
- Sponsor thank you signs and banners
- 10' x 10' tent in festival area (tent/tables provided by sponsor)
- 6 complimentary race registrations

## **Bronze Sponsor: \$500**

- Facebook Recognition ~ 1 time
  - Sponsor thank you signs
- 10' x 10' booth in festival area (tent/tables provided by sponsor)
- 4 complimentary race registrations



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