


**International '10**  
**Fitness Day**   
**October 16, 2010**

**SPONSORSHIP PROSPECTUS**

## Dear Health, Fitness or Wellness Leader!

International Fitness Day '10 is scheduled for October 16, 2010. It is *the* day dedicated to celebrate health and fitness around the world; and to raise money for organizations focused on fighting the obesity epidemic.

As a recognized leader in the health and fitness industries, I would like to invite you to be a sponsor of this special world-wide event.

The event will be unlike any other global event. Sponsors will have the opportunity to get global awareness and outreach through multiple media channels: traditional direct marketing (web, email, print), online virtual tradeshow, social networking, press, television, radio and more. Promote a new product, get new customers; share your knowledge! Check out the event highlights below.

### Event Highlights for Sponsors:

- A **world-wide celebration** of health & fitness. Health and fitness fanatics, and people focused on becoming fitter and healthier will be participating by hosting their own events, socially networking, and by attending the virtual and live events listed below.
- A week-long (**October 12-15, 2010**) **Virtual Health & Fitness Expo** featuring speaking opportunities, product announcements & promotions, case study or brochure downloads etc. This event is FREE to all attendees.
- A **Live Health & Fitness Expo** to be held on **Saturday, October 16**, in Loudoun County's John W. Tolbert, Jr. Elementary School in Leesburg, VA (20 minutes from Washington Dulles Airport). Sponsors will receive exhibitor space along with many other promotional benefits. This event is FREE to all attendees. Attendees will be able to shop; participate in a fun family-friendly physical activities, celebrity meet & greets, receive door prizes and more!
- **Get recognized for being a leader in supporting the fight against obesity. 50% of any proceeds** from the event will be **donated to a charity helping end obesity.**

If you (or your company) are passionate about health, fitness and helping others achieve a lifetime of health you won't want to miss out on this unique opportunity to reach an audience hungry for information and help!

If after reviewing this Sponsorship Prospectus, you are interested in becoming a sponsor, I invite you to call me at +1 703-338-2549 or email me at [dina@fitforkidssake.com](mailto:dina@fitforkidssake.com). If you have additional sponsorship ideas to bring to the table, my ears are open!

To health & fitness!!

Dina

Dina Skulte

Founder, Fit for Kids' Sake! LLC

[dina@fitforkidssake.com](mailto:dina@fitforkidssake.com)

703-338-2549

## About Fit for Kids' Sake!

Fit for Kids' Sake! is an organization founded by Dina Skulte who is dedicated to helping motivate and inspire parents to get fit for their kids' sake and to help end obesity around the world. Fit for Kids' Sake! offers fun fitness and nutrition services as well as access to information and networking opportunities for parents who want to make a difference and be part of a healthier world.



### The mission of Fit for Kids' Sake! is to:

- **Motivate and inspire parents to get fit - for the sake of themselves and today's children and help end childhood obesity by sharing success stories, tips, and networking opportunities.**
- **Educate parents and children about proper nutrition and fitness and how it helps lead to a healthier and happier life.**
- **Provide nutrition & fitness services, tools and information to help end obesity.**
- **Raise money for non-profit organizations fighting obesity.**

## About Dina Skulte



Dina is a 37 year-old mother of two daughters; wife of 14 years; daughter and sister. She is a Certified IBNFC Nutrition Coach with a Bachelor of Arts degree in Psychology from York University in Toronto. She is currently studying to achieve her certification as an ACE (American Council of Exercise) Personal Trainer and currently offers Fitness & Nutrition Services in the Washington, DC area. Living in Northern Virginia, she is passionate about living life to its fullest; learning from each life experience and others; and sharing any nuggets of wisdom learned along the way to hopefully enrich other's lives.

Dina started Fit for Kids' Sake! after being in the corporate world for 13 years running corporate events of 3,000+ attendees and world-wide marketing campaigns for companies like Baan, Sun Microsystems, Sprint Nextel, Costar, Deltek and Global 360. She decided she needed to change her own lifestyle after peaking at 207 lbs and becoming depressed. Since July 1, 2009, Dina has seen slow and steady results and will have reached her goal of 18-19% body fat (or to lose 70 lbs) by July 1, 2010!

## Why International Fitness Day?

When Dina envisioned Fit for Kids' Sake!, she also envisioned creating a day recognized by the world as *the day* dedicated to health and fitness – a day when families and friends join together to have fun being physically active and making healthy choices throughout the day. So many world-wide recognized holidays involve eating sweets, buying flowers, and buying gifts. The purpose of International Fitness Day is to celebrate our health and love for being healthy and fit and not focusing on unhealthy temptations! Many of you may believe that everyday should be celebrated in this honor. And you are definitely right. However, because much of the world is suffering from obesity and being overweight, International Fitness Day is an ideal way to help those people who need help to kick-start a healthy lifestyle and to become educated about how they can become healthier, as well as help those fitness fanatics gain cutting edge fitness information from experts in their industry. International Fitness Day should also be

recognized as the day for charitable giving toward organizations dedicated to helping end obesity around the world. So, if you're on board, let's get busy and celebrate International Fitness Day together this year!

## About the Event

The event is designed for everyone around the world with all levels of interest in health and fitness – from the novice to expert – to learn, network and celebrate. It is designed for the individual as well as groups, communities, teams, companies and more to participate locally and online.

To encourage local participation... gym owners, personal trainers, nutritionists, dieticians, hospitals, pediatricians are invited to host their own fun, family-friendly event to celebrate the day. It is a great way to generate new business, new members or even brand awareness.

To offer the event a truly global feeling, a week-long **Virtual Health & Fitness Expo** will be held on **October 12-15<sup>th</sup>** and is FREE to anyone who registers online. Registrants will receive password access to a full agenda of online webinars and sponsor information as well as fun giveaways and door-prizes. Webinars will be organized into 3 tracks of Fitness, Nutrition and Wellness. Sessions will be offered for all levels - novices through expert.

The **Live Health & Fitness Expo** will be held on **Saturday, October 16<sup>th</sup>** at John W. Tolbert Jr. Elementary School in Leesburg, VA. Leesburg, VA is located in **Loudoun County** which has recently been dubbed by *Forbes Magazine* as the "Richest County in America". Loudoun County has a population of nearly 290,000. This particular elementary school has 900 students enrolled. Couple that with the 900 middle school students from next door Harper Park Middle School, the event is sure to be a huge draw and success with the help of local volunteers and event sponsors.

## SPONSORSHIP PACKAGES

International Fitness Day offers a variety of sponsorship levels and benefits to accommodate a variety of needs and budgets. Top level sponsors receive the highest levels of exposure through speaking sessions, and significant pre-event, onsite and post-event promotional exposure. Six levels are available – Diamond, Platinum, Gold, Silver, Host, and Contributor. A la carte sponsorship options are also available. See the summaries below to determine the best option to suit your needs. You can also review the Sponsorship Grid (downloadable from the website) to see a one-page comparative summary of each package. If you have additional sponsorship package ideas that might better fit your needs, please contact Dina Skulte directly at [dina@fitforkidssake.com](mailto:dina@fitforkidssake.com).

## **Diamond Package -\$5,000 - SOLD**

### **This is an EXCLUSIVE Sponsorship!**

This Sponsorship Package offers the most visibility and marketing benefits and is being offered to only one company. It is ideal for any global organization focused on offering health and fitness programs with a special focus on benefiting children.

#### **With this package, the exclusive sponsor will receive the following benefits:**

- Top billing on all event marketing and promotion including:
  - 2 Press Releases distributed world-wide
  - 2 Videos/Commercials (15-30 long provided by sponsor) streamed on homepage of event website homepage.
  - Banner ads, company logo and link on event site
  - Logo imprinted on all printed promotional materials (excluding t-shirt)
  - 4 complimentary event t-shirts
  - 2 Pre- and 1 Post-Event Email Blasts to Registrants
- Virtual Health & Fitness Expo benefits include:
  - Exposure to health conscious, fitness fanatics and families world-wide
  - 60-minute Webinar Speaking Opportunity with Live Q&A (recording for sponsor's future use)
  - Streaming Video or Presentation archived and available for viewing by registrants
  - Document or Coupon Downloads for attendee "handouts"
  - Logo, company description, speaker picture and bio, and 1 full-page ad in Virtual Health & Fitness Expo Program PDF
  - Webinar Attendance Reports
  - Opportunity for attendee giveaways or promotions
- Live Health & Fitness Expo Benefits include:
  - Exposure to over 2,000 people in Loudoun County
  - **Exclusive** use of the school stage and gymnasium to lead fun, family-friendly physical activities all day long (8 hours)
  - Company logo on event banner on exterior of venue and all event signage
  - 60-minute Demo Theater Presentation to promote a new offering or program
  - 8' x 10' Exhibit space with table and 2 chairs
  - 8 hours of exhibition time
  - Attendee Bag Insert or Door Prize Giveaway

## **Platinum Package - \$2,000**

The Platinum Package offers nearly everything the diamond sponsorship does with the exception of some additional pre- and post-event marketing and the use of the gymnasium to run activities. Visibility and reach is high with this option and is ideal for any global organization or expert focused on offering healthy food or supplements, as well as health and wellness services or fitness programs.

**With this package, sponsors receive the following benefits:**

- Recognition on all event marketing and promotion including:
  - 1 Press Releases distributed world-wide
  - 1 Videos/Commercials (15-30 long provided by sponsor) streamed on homepage of event website homepage.
  - Banner ads, company logo and link on event site
  - Logo imprinted on all printed promotional materials (excluding t-shirt)
  - 3 complimentary event t-shirts
  - 1 Pre- and 1 Post-Event Email Blasts to Registrants
- Virtual Health & Fitness Expo benefits include:
  - 60-minute Webinar Speaking Opportunity with Live Q&A (recording for sponsor's future use)
  - Streaming Video or Presentation archived and available for viewing by registrants
  - Document or Coupon Downloads for attendee "handouts"
  - Logo, company description, speaker picture and bio, and ½-page ad in Virtual Health & Fitness Expo Program PDF
  - Webinar Attendance Reports
  - Opportunity for attendee giveaways or promotions
- Live Health & Fitness Expo Benefits include:
  - 60-minute Demo Theater Presentation to promote a new offering or program
  - 8' x 10' Exhibit space with table and 2 chairs
  - 8 hours of exhibition time
  - Company logo on interior event signage
  - Attendee Bag Insert or Door Prize Giveaway

**Gold Package - \$1,000**

The Gold Package offers a great marketing and visibility opportunity for a national organization who wants a global reach. Visibility is high and is ideal for any national organization or expert focused on offering healthy food or supplements, as well as health and wellness services or fitness programs.

**With this package, sponsors receive the following benefits:**

- Recognition on all event marketing and promotion including:
  - Banner ads, company logo and link on event site
  - Logo imprinted on all printed promotional materials
  - 2 complimentary event t-shirts
- Virtual Health & Fitness Expo benefits include:
  - Recorded video or presentation available for registrant download and download reports.
  - Document or Coupon Downloads for attendee "handouts"
  - Logo, company description, and ¼-page ad in Virtual Health & Fitness Expo Program PDF
  - Opportunity for attendee giveaways or promotions in recorded presentation.
- Live Health & Fitness Expo Benefits include:
  - 8' x 10' Exhibit space with table and 2 chairs

- 8 hours of exhibition time
- Company logo on interior event signage
- Attendee Bag Insert or Door Prize Giveaway
- Opportunity to purchase 60-minute Demo Theater Presentation to promote a new offering or program (\$250 each)

### **Silver Package - \$500**

The Silver Package is a fantastic marketing and visibility vehicle for any Loudoun County or local organization who wants to increase visibility, customer-base and increase local presence. Local visibility is high and is ideal for any organization or expert focused on offering healthy food or supplements, as well as health and wellness services or fitness programs in the area.

#### **With this package, sponsors receive the following benefits:**

- Recognition on the following event marketing and promotional items:
  - Company logo and link on event site
  - Logo imprinted on all printed promotional materials (excluding t-shirt)
  - 1 complimentary event t-shirts
- Live Health & Fitness Expo Benefits include:
  - 8' x 10' Exhibit space with table and 2 chairs
  - 8 hours of exhibition time
  - Company logo on interior event signage
  - Attendee Bag Insert or Door Prize Giveaway
  - Opportunity to purchase 60-minute Demo Theater Presentation to promote a new offering or program (\$250 each)

### **Local Host Kit \$500**

This package is ideal for companies with local wellness programs; sports clubs, teams, gyms, personal trainers, fitness experts, or anyone who wants to host their own local International Fitness Day event. **Local hosts are not required to purchase this kit.**

#### **Local Hosts will receive the following benefits:**

- Logo and web link on event website
- A Host Planning Kit which includes:
  - 25 event t-shirts
  - 1,000 custom printed postcards
  - 2 event posters
  - 50 imprinted balloons
  - An event planning schedule and task list
  - Email templates and event logo usage
  - Custom ticket-type on the event registration site for attendees to register with
- Local Host's attendee registration reports from registration system

## Contributing Sponsor - Door-prize contribution

This is ideal for a company with limited marketing funds who would like to receive some global or local recognition for supporting International Fitness Day by contributing a door-prize for participants of the Virtual AND/OR Live Health & Fitness Expos. Contributing Sponsors will receive recognition on the website with the company name and web link as well as the recognition during prize offerings.

## A la Carte Opportunities

These a la carte marketing opportunities are available to increase the value of your sponsorship or for any organization would like to participate in International Fitness Day as a sponsor.

**Pedometer Sponsor** **2,500 pedometers OR \$5,000**  
**Local Host Kit** (See Local Host Sponsor for details.) **\$500 each**

### Refreshment Station

*Donate & distribute healthy beverage options to attendees – like Water, Protein Shakes, Fruit Smoothies etc.. Vendor supplies and setup costs are at sponsor expense.*

### Health Snack Station

**\$250 plus**

*Donate & distribute healthy snack options to attendees – like Protein Bars, Healthy Granola Bars, Yogurts, Fresh fruit and vegetables etc. Vendor supplies and setup costs are at sponsor expense.*

**Targeted Pre-Event or Post-Event Email Blast** **\$250 each**

*All fees listed above are in US dollars.*

## Become an Official Sponsor of International Fitness Day '10!

### Eligibility

All sponsoring companies must have a focus on health, fitness and wellness to participate. Fit for Kids' Sake! reserves the right to deny any sponsor application. To become an official sponsor, please go to [www.internationalfitnessday.com](http://www.internationalfitnessday.com) and click on Online Sponsorship Form.

### For more information about the event or sponsorship packages, please contact:

Dina Skulte

Fit for Kids' Sake!

Phone: 703-338-2549

Email: [Dina@fitforkdissake.com](mailto:Dina@fitforkdissake.com)