

National Sponsorship Benefits

The Nation's Largest Older Adult Health Promotion Event!

Celebrated by 100,000+ Older Adults at More Than 1,000 Locations Across the Country

1,000+

Expected number of event sites across the country

100,000+

Expected number of older adults attending these health and fitness events

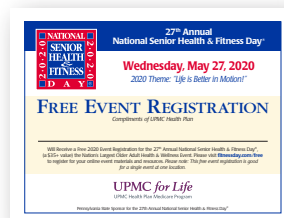
- 2024 event **market exclusivity** for your product/service, and the right of first refusal to renew your sponsorship for the 2024 program.
- Access to 1,000+ registered sites to reach older adults at these events for your marketing, sales and/or educational purposes. Your activities can include, but are not limited to, product/service demonstrations, sampling/couponing, distribution of your product/service materials; contests/drawings, health screenings, and more.



- One-time use of the 2024 *National Senior Health & Fitness Day*® event site list with all contact information. Your product/service name/logo/ phone and website include in the following event materials: the official online program Event Manual; select official event incentive items; the event registration brochure; event posters, all national event media materials (news releases, etc.), and more.



- Links to your product/service website(s) on the official *National Senior Health & Fitness Day* website: fitnessday.com.
- Up to 50 free online event registrations (a total value of up to \$1,500) that you can share with key local senior organizations of your choice.



31st Annual Event! Wednesday, May 29, 2024

*The Last
Wednesday in May*

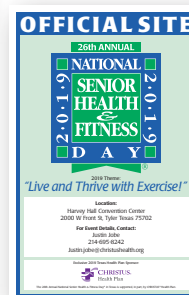
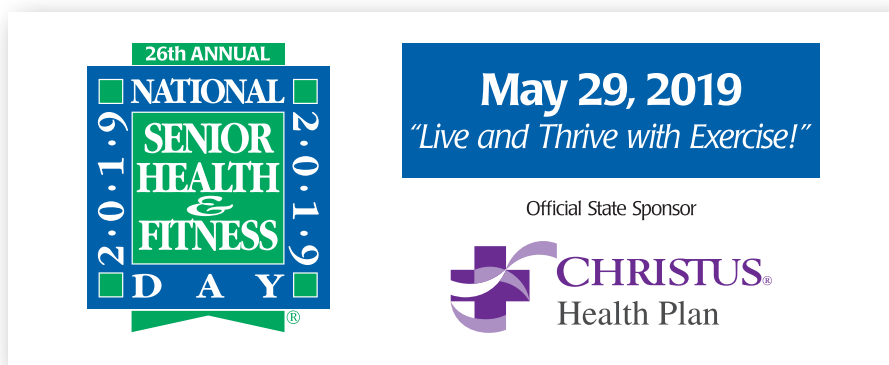
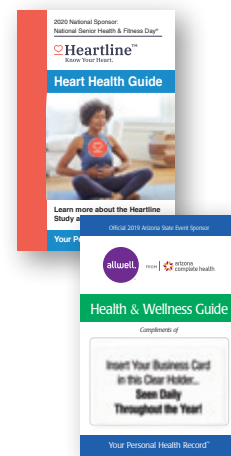
fitnessday.com



A Public/Private Good Health Partnership Organized by the Mature Market Resource CenterSM

328 West Lincoln Avenue, Suite 10 • Libertyville, Illinois 60048-2725 • 1-800-828-8225 • E-mail: info@fitnessday.com • Web: fitnessday.com

- **Key placement for your product/service ads in 2024 issues of *FitnessDay News***, the official “e-newsletter” of National Senior Health & Fitness Day, if there are no competing national sponsors in your category.
- **Exclusive sponsorship of the Mature Fitness Awards USA®**, the nation’s first fitness recognition program for older adults (fitnessday.com/mfa)
- **Sponsorship — and key sponsorship recognition — for the 2025 National Senior Health & Fitness Day Theme Contest.** This annual contest reaches hundreds of thousands of older adults, and seeks entries — online and in print — to select a winning health and fitness theme for the 2025 Senior Health & Fitness Day.
- **Free co-branded National Senior Health & Fitness Day senior wellness guide booklets.** These unique, color-coded reference booklets contain space to record personal health information together with valuable senior health reference pages. Give these to your staff to distribute at events you attend.
- **Free co-branded event banners and posters.** Large 2' x 5' full-color event banners and 11" x 17" posters featuring your logo and the National Senior Health & Fitness Day logo. Distribute these banners and posters to local groups hosting events in your market.



For details on additional benefits, and a proposal including program costs and markets/product categories still available, please contact Gary Ford, 1-800-828-8225 (weekdays 9-5 Central time) or e-mail: gford@fitnessday.com.