



2009 Mature Market Sponsorship Programs

*State/Regional Sponsorship Fees for National Senior Health & Fitness Day[®]
and Mature Fitness Awards USASM*

States Ranked by Senior Population

LARGE	MEDIUM	SMALL
National Senior Health & Fitness Day <i>Fee per state: please call</i>	National Senior Health & Fitness Day <i>Fee per state: please call</i>	National Senior Health & Fitness Day <i>Fee per state: please call</i>
Mature Fitness Awards USA <i>Fee per state: please call</i>	Mature Fitness Awards USA <i>Fee per state: please call</i>	Mature Fitness Awards USA <i>Fee per state: please call</i>
California 3,931,514	Georgia 912,874	Arkansas 390,421
Florida 3,037,704	Virginia 887,768	Mississippi 362,172
New York 2,522,686	Massachusetts 855,962	Kansas 357,709
Texas 2,334,459	Arizona 790,286	West Virginia 278,692
Pennsylvania 1,885,323	Indiana 784,219	Nevada 276,943
Illinois 1,534,476	Missouri 778,891	New Mexico 242,600
Ohio 1,531,994	Tennessee 769,222	Nebraska 234,655
Michigan 1,260,864	Washington 738,369	Utah 225,539
New Jersey 1,127,742	Wisconsin 724,034	Maine 192,639
North Carolina 1,076,951	Maryland 650,568	Hawaii 179,370
	Minnesota 627,394	Idaho 169,173
	Alabama 615,597	New Hampshire 162,629
	South Carolina 553,396	Rhode Island 147,966
	Kentucky 537,294	Montana 130,592
	Louisiana 523,346	Delaware 114,574
	Oregon 478,180	South Dakota 111,183
	Colorado 477,186	North Dakota 92,874
	Oklahoma 473,545	Vermont 82,966
	Connecticut 470,443	District of Columbia 71,331
	Iowa 435,657	Wyoming 62,750
		Alaska 45,630

**Call Us for Details
on Multi-State Discounts**

State sponsorship fees are structured by state and the number of seniors (65+) in each state. The 65+ senior population is listed for each state.

(Data obtained from the U.S. Administration on Aging.)

(NOTE: As of 2005, total U.S. 65+ population is 37.2 million)

For further details on state/regional sponsorships, please contact:
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