



The Nation's Largest Older Adult Health Promotion Event!

Always Held the Last Wednesday in May, and Celebrated by 100,000+ Older Adults at More Than 1,200 Locations Across the Country on the Same Day!

Wednesday, May 29, 2019 • Web: fitnessday.com

National Sponsorship Benefits

- 2019 event market exclusivity for your product/service, and the right of first refusal to renew your sponsorship for the 2020 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/coupons, distribution of your product/service materials; contests/drawings, health screenings, and more.
- One-time use of the 2019 *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.
- Key placement for your product/service ads in 2019 issues of *FitnessDay News*, the official "e-newsletter" of *National Senior Health & Fitness Day* (and of our other "Fitness Day" event — *National Women's Health & Fitness Day*), if there are no competing national sponsors in your category.
- Representation of your product/service at select 2019 national aging conferences, including the *Aging in America* conference, April 15-18, in New Orleans, LA. (agingconference.org).
- 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 *2020 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 2020 Senior Health & Fitness Day.

Expected number of event sites across the country

1,000+

Expected number of older adults attending these health and fitness events on Wednesday, May 29th

100,000+

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.