



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 30, 2018 • Web: fitnessday.com

State Sponsor Benefits

Please contact us for estimated number of events and participants in your state(s) of interest. State sponsorship fees are based on the 65+ population in each state.

- 2018 *National Senior Health & Fitness Day*[®] event market exclusivity for your product/service, and the right of first refusal to renew your sponsorship for the 2019 program, if there are no competing 2019 national sponsors.
- Access to the registered event sites in your state to reach older adults at these events for your marketing/sales/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 2018 event site list in your state with all contact information.
- Your product/service name/logo/phone and website included in the following *National Senior Health & Fitness Day* event materials sent to event sites in your state: the official online program Event Manual, the event registration brochure, 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.
- Key placement for your product/service ads in 2018 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.
- Up to 30 free online *National Senior Health & Fitness Day* Event Registrations (a total value of over \$1,000.00) that you can share with key local senior organizations of your choice that would like to hold an event.

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.