



The Nation's Largest Older Adult Health Promotion Event!

Always Held the Last Wednesday in May – Wednesday, May 27, 2009 – and Celebrated by 100,000+ Older Adults at More Than 1,000 Locations Across the Country on the Same Day!

16th Annual Senior Health & Fitness Day® National Marketing Opportunities

Here are three ways to reach older adults at Senior Day events across the country.

1 Premier Sponsorship

Premier Sponsor Benefits Include:

- 2009 Senior Day market exclusivity for your product/service, and the right of first refusal to renew your sponsorship for the 2010 event.
- Access to 1,000+ registered event sites — reaching 100,000+ seniors — for marketing purposes including sampling, material distribution, product/service demonstrations, health screenings and more. (Actual distribution costs additional.)
- A list of Senior Day event sites with contact information and number of expected participants for a one time use for your market initiatives. This mailing list may be used during or after the 2009 Senior Day event.
- Your name/logo/phone/website included in the following Senior Day materials: the program Event Manual, select event incentive items, registration brochure, and posters. Your website is also linked to the official www.fitnessday.com event site.
- Your name/logo/website included in the National Senior Health & Fitness Day media campaign.
- Representation of your product/service — including distribution of materials — at the Senior Day exhibit at two major 2009 senior market conferences:
 1. *The National Council on Aging/American Society on Aging (NCOA/ASA)* joint national conference in Las Vegas, NV — March 16-19, 2009. An estimated 3,000+ senior program professionals who work with millions of older adults in local programs are expected to attend.
 2. *The National Association of Area Agencies on Aging (N4A)* national conference in Minneapolis, MN in July of 2009. An estimated 600+ Area Agencies on Aging that provide funding for programs for millions of seniors at the local level will be represented.
- Free sponsorship of the *Mature Fitness Awards* — the nation's only fitness recognition program for older adults.

2 Associate Sponsorship

Associate Sponsorship Benefits Include:

- Senior Day event market exclusivity for 2009 for your product/service.
- Access to approximately 1,000+ registered event sites for marketing purposes including sampling, distribution of materials, and more. All materials are sent to our warehouse for distribution to local event sites. (Distribution services provided by us are additional and billed at our actual costs.)
- Your name/logo/phone/website included in the following Senior Day materials: the program Event Manual, select event incentive items, registration brochure, and posters. Your website is also linked to the official www.fitnessday.com event site.
- Your name/logo/website included in the National Senior Health & Fitness Day media campaign.

3 Sampling/Distribution at Events

- Access to registered event sites for marketing purposes including sampling, distribution of materials, and more. All materials are sent to our warehouse for distribution to local event sites. (Distribution services provided by us are additional and billed at our actual costs.) *Minimum quantity: 50,000 items.*
- Your name/logo/phone/website listed on the www.fitnessday.com official event web site.

Please note that with this option, product/service market exclusivity is not guaranteed.

Hurry: limited sponsorships and sampling opportunities available!

For Your 2009 Proposal, Details on Multiple Brand Discounts, and State/Regional

Sponsorship Opportunities, Please Contact Janet H. Bowman,

National Sponsorship Manager, Mature Market Resource Center: **800-828-8225.**

E-mail: jbowman@fitnessday.com. Website: www.fitnessday.com

Recent sponsors include:

AARP®, Aleve®, Arthritis Foundation®, Bayer®, CVS/pharmacy®,
Flexall®, GlaxoSmithKline, Humana®, National Recreation and Park Association,
One A Day®, Zimmer, WebMD®, Medicare Advantage and Blue Cross® Blue Shield® plans