



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 1,000 Locations Across the Country on the Same Day!

Wednesday, May 27, 2009

2009 National Senior Health & Fitness Day® State/Regional Sponsor Benefits

- State/regional market exclusivity for your product/service, and right of first refusal for 2010 sponsorship.
- Use of the 2009 Senior Day regional sponsor logo on all marketing materials throughout 2009.
- Brochure distribution/couponing/sampling opportunities and demonstrations/screenings at Senior Day event locations in your state/region. (Please note: the costs for these options are not included in the sponsorship fees, please call for special pricing.)
- Free sponsor “welcome letter” and one page reproducible master in regional copies of the Senior Day program manual — used for copying and distribution at Senior Day sites.
- Free product listing and service description on the Senior Day Web site — www.fitnessday.com.
- Regional sponsorship recognition in all press materials for regional Senior Day press campaign.
- List of Senior Day host sites in your sponsored state/region.

For further details on state/regional sponsorship, please contact Janet H. Bowman, Manager of Sponsorship Marketing, 1-800-828-8225. E-mail info@fitnessday.com.