



Always Held the Last Wednesday in September and Celebrated by Thousands of Women at More Than 1,400 Locations Across the Country on the Same Day!

Wednesday, September 29, 2010

9th Annual Women's Health & Fitness Day® National Marketing Opportunities

Visit www.fitnessday.com/whfd for complete 2010 Event Details!

Gold National Sponsorship

Gold Sponsor benefits include:

- 2010 National Women's Health & Fitness Day market exclusivity for your product/service, with the right of first refusal to renew your category-exclusive sponsorship for the 2011 event.
- Access to the approximately 1,400 registered event sites — and 100,000+ participants — for marketing purposes, including materials distribution, product/service demonstrations, sampling, targeted health screenings and more.
- One free ad/coupon in the 2011 Women's Health Planner™, a unique year-round health education pocket planner calendar — 25,000 copies will be distributed in late fall to event sites across the country. Visit www.fitnessday.com/planner for complete details. (A \$5,500 value!)
- A list of National Women's Health & Fitness Day event sites with contact information for one-time use. This mailing list may be used before, during or after the 2010 event.
- Your name/logo/phone/website included in the following National Women's Health & Fitness Day materials: The program Event Manual, select incentive items, registration brochure and posters. Your website is also linked to the official event site — www.fitnessday.com.
- Representation of your product/service, including distribution of your materials, at the official "Fitness Day" exhibit at the following a major national conference:
 - *The Aging in America Conference* — the annual conference of the National Council on Aging and the American Society on Aging. This major national aging conference will host more than 3,000 professionals who manage programs for millions of older adults across the country. Visit www.ncoa.org and www.asaging.org for details.
- Sponsorship of the 2011 Women's Health & Fitness Day Theme Contest.

Silver National Sponsorship

All of the benefits listed for Gold Sponsors, with the following exceptions:

- Product exclusivity for the 2010 National Women's Health & Fitness Day, but not the right of first refusal for the 2011 event.
- No free ad/coupon for the 2011 Women's Health Planner, but the option to purchase this at a special discount.
- Your product/service representation would not be available at the two major national conferences listed for Gold Sponsors.
- You would not be a sponsor of our annual theme contest.

Important Note:

Interested in state/regional event sponsorships, or co-sponsorship with our 2010 National Senior Health & Fitness Day on Wednesday, May 26, 2010?

Please contact us for details:

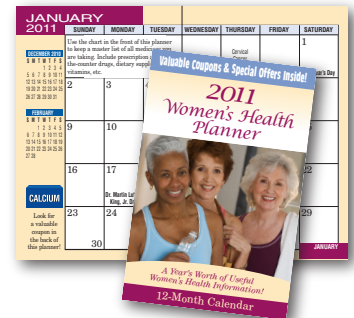
E-mail: gford@fitnessday.com • Phone: 800-828-8225

Non-Sponsorship Participation Option – \$5,500

Your Ad/Coupon in the 2011 Women's Health Planner

This option includes:

- Your ad/coupon featured in 25,000 copies of the *2011 Women's Health Planner*[™] that will be distributed to 1,000 of the nation's largest senior centers in early November. Your product/service will reach active older women with a unique health education calendar that they will use each day, every month, all year!
- Product/service category-exclusivity available if there are no conflicting national event sponsors in your market.
- Complete details on the planner program can be found at www.fitnessday.com/planner.



For your 2010 sponsorship proposal and details on multiple-brand sponsorship discounts, please contact Gary Ford or Carrie Farella, Mature Market Resource Center, 1-800-828-8225.

E-mail: info@fitnessday.com • Web: www.fitnessday.com/whfd