

State Sponsorship Benefits

The Nation's Largest Older Adult Health & Wellness Event!

Celebrated by More Than 100,000 Seniors at 1,000+ Locations Across the U.S.

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.

- **2026 National Senior Health & Fitness Day®** event market exclusivity for your product/service, and the right of first refusal to renew your sponsorship for the 2027 program, if there are no competing 2027 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/couponing, distribution of your product/service materials; contests/drawings, health screenings, and more.
- **One-time use of the 2026 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.



Spring Event
Wednesday
May 27, 2026

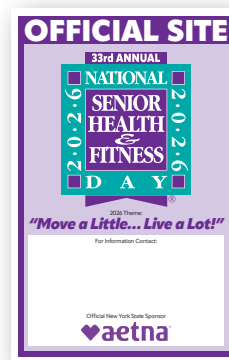
The Last Wednesday in May

Fall Event
Wednesday
October 28, 2026

The Last Wednesday in October

Website
fitnessday.com

- **Key placement for your product/service ads** in 2026 issues of *FitnessDay News*, the official “e-newsletter” of National Senior 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.
- **Free co-branded *National Senior Health & Fitness Day* senior wellness guide booklets.** These unique, color-coded reference booklets contain space to record personal health information together with valuable senior health reference pages. Give these to your staff to distribute at events you attend.
- **Free co-branded event banners and posters.** Large 2' x 5' full-color event banners and 11" x 17" posters featuring your logo and the *National Senior Health & Fitness Day* logo. Distribute these banners and posters to local groups hosting events in your market.



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.