

State Sponsorship Benefits



Spring Event
Wednesday,
May 26, 2021
The Last Wednesday
in May

Fall Event
Wednesday,
October 27, 2021
The Last Wednesday
in October
fitnessday.com



The Nation's Largest Older Adult Health Promotion Event!

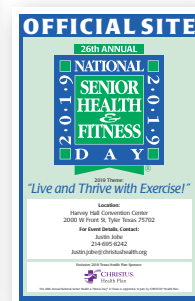
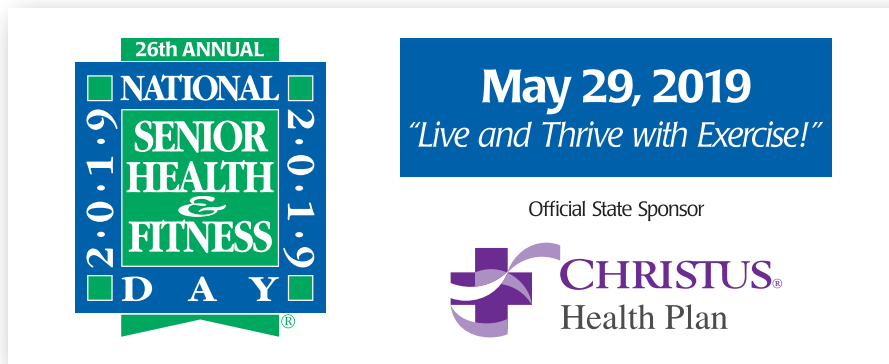
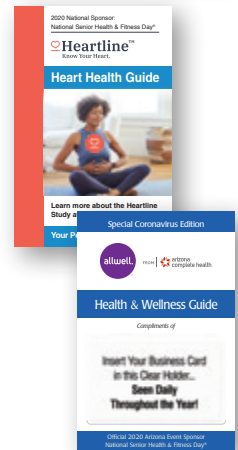
Spring and Fall Events for 2021 – Celebrated by 100,000+ Older Adults at More Than 1,000 Locations Across the Country

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.

- 2021 National Senior Health & Fitness Day® event market exclusivity for your product/service, and the right of first refusal to renew your sponsorship for the 2022 program, if there are no competing 2022 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 2021 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 2021 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.