

Hollywood Fitness & Lifestyle Expo



■ PARTICIPATE ■
MOTIVATE ■ EDUCATE

Hollywood Beach / Marriott Hotel

On Beach from Carolina St. to Wilson St.

November 3-4, 2007

**SPONSORSHIP OPPORTUNITIES
PACKAGE**



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Hollywood Fitness & Lifestyle Expo

EXECUTIVE COMMITTEE

Event Director

Ali Witherspoon, CFT, NASM, ACSM, Hollywood

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Event Coordinator Consultant

Judy Marini, Hollywood

~

Public Relations Consultant

DKMC, a full service public relations company

Dana Klein, Hollywood

~

Legal Council

Fred Chikosky, Esq.

Hollywood

~

Advisory Board

DM McDermott & Associates, Inc.

for your grant writing, organizational development and management needs

Dina McDermott, Hallandale

HODSONKane | Virtual Assistants
Event Collateral Materials Production

Tel-Air Productions, Hollywood
Grant Gravittz Jr.

OVERVIEW

Hollywood Fitness & Lifestyles Expo offers a unique celebration of the healthy active lifestyle here in the paradise of South Florida.

Wellness seminars, spirited competitions, family fun, casual participant events, plenty of activities and something for everyone -- from kids to seniors.

Objectives of the Event

- To raise public awareness of various fitness and health issues through seminars and interactive demonstrations.
- To provide the community with health and fitness appraisals, nutritional consultations, and well-being services.
- To showcase local vendors and professionals who offer quality fitness and health products and services including personal trainers, physiotherapists, nutritionists, massage therapists, chiropractors, etc.
- To contribute monies to several distinctive charitable organizations that enable strong productive citizens for our community.

With your help, the Fitness Expo will raise funds for several different local charities that make our community and its citizens strong. In addition to supporting healthy and active lifestyle participation, motivation, and education, the Hollywood Fitness & Lifestyles Team has embraced the mission to always help those less fortunate.

Background of Host Organization

Mission: Fitness and Lifestyles Insured Inc. (FLI) is a health-oriented organization dedicated to enhancing the quality of life for a culturally diverse population. FLI is on the front lines in combating lack of physical activity and poor nutrition by offering comprehensive practical exercise and nutritional education, information and community programs. FLI also provides a spectrum of unique benefits, special products, and services for our members.

FLI **also** has embraced the mission to always help those less fortunate and make our community strong. Monies from this and other events are contributed to local charities.

Vision: FLI will enable people to have fun with fitness, learn to challenge themselves and change behaviors to lead to healthy and fit lifestyles.

SCHEDULE OF EVENTS

Saturday, November 3rd, 2007

MORNING

Yoga/Pilates on the Beach various stations along shore
3k Senior Fun Walk
10th Anniversary A.L.I. Bootcamp Class on Beach
Hollywood Beach Lifeguards perform rescue demonstrations
Expo is open (All booths, interactive events, Kids Zone)
Exercise Classes/Demos on beach

AFTERNOON/EVENING

Martial Arts Demonstrations
Push Up Competition featuring Hollywood Police vs. Fire Department
Exercise Classes/Demos scheduled on beach
Dance Party under the tent on beach

Sunday November 4th, 2007

MORNING

Hollywood Idol Contest begins
Yoga/Pilates on the Beach various stations along shore
5k Run/Walk on Hollywood Broadwalk
Spinning Marathon begins
15 mile Fun Bike Ride
Exercise Classes/Demos scheduled on beach
Expo is open (All booths, interactive events, Kids Zone)

AFTERNOON/EVENING

Spinning Marathon continues
Push Up Competition Open to Everyone
Exercise Classes/Demos scheduled on beach
Hollywood Idol Contest - Finals
Seminars scheduled throughout day



WHY BECOME A SPONSOR?

Unique Opportunity for Market Exposure and Branding:

Expo professional Emcees broadcast customized messages promoting your company, becoming interactive sales representative of your company, brand or service throughout the two day event.

The Right Venue:

The **Hollywood Fitness & Lifestyle Expo** is the ideal vehicle for all businesses and professionals related to health and fitness, medical, beauty, cosmetic surgery, anti-aging, nutrition, wellness, and product manufacturers and retailers.

NATURAL FIT For:

- Health clubs
- Spas
- Personal trainers
- Massage therapists
- Studios-any genre

Advertised by 25,000 full color postcards, flyers, posters or banner signs

Aggressive Local Advertising Campaign:

- Radio, internet and TV advertising
- 25,000 full color postcards, flyers, posters or banner signs distributed in tri-County area
- Targeted to health and fitness consumers and retail trade markets

Maximize your marketing dollar's impact:

- **Hollywood Fitness & Lifestyles Expo** will co-promote your company by distributing postcards to your mailing list inviting potential customers to visit your booth within the Expo.
- Logo Placement, all printed marketing materials
- We build the brand connection online through the Fitness Expo website, cross-links with our sponsorship and media partners and benefit charities.
- Your company ad/coupon included in the Expo program

Hollywood Fitness & Lifestyles Expo

Thousands of health conscious people will converge in one location.

-- Don't miss your chance! --

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SPONSORSHIP OPPORTUNITIES

• **Host an Event:**

Reach your customers in a more intimate setting by hosting a seminar of your business during the Expo. Take advantage of this face-to-face opportunity at the Expo to forge strong professional relationships with as many potential customers as possible.

People love to do business with someone they have met.

• **Sponsor an Event:**

Each individual event within the Expo will have a charitable recipient; rise above the crowd by being a sponsor of one of the unique events or services.

The Hollywood Fitness & Lifestyle Expo is truly unique in that a number of our events will benefit several local charities. Support the work that the charities do in our community to benefit those in need, life saving medical research, receiving a second chance in life, guidance for young men and women to ensure productive adults in our community and the educating the youth on the importance of maintaining a healthy lifestyle throughout their entire life.

DIAMOND SPONSORSHIP – TITLE SPONSOR (\$15,000)

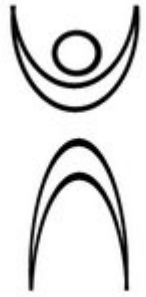


The Boys and Girls Club of Hollywood is the Title Charity and will receive a portion of the proceeds of the Expo.

As our Diamond Sponsor, you will be entitled to custom tailored specifics regarding number of Expo booths, frequency/timing of professional Emcee customized broadcasts, etc. Title Sponsor will be recognized and acknowledged in all events. Company representatives attending the event will be brought on the Main Stage and introduced.

- Company name and logo on all Expo promotional material
- Company name mentioned in all Radio or T.V. spots promoting the event
- Company logo and name recognized on Expo web sites
- Company banner prominently displayed on the exterior fencing along perimeter of Expo and on Main Stage on the beach
- Company logo on all posters, postcards, flyers, and t-shirts distributed to fitness competition participants and expo attendees
- Announcement Sponsorship; Customized broadcasts throughout the two day event by professional Emcees
- Back Cover and Full page ad in Expo program (camera ready artwork due Sept. 15, 2007)
- One (1) 20 X 10 booth or Two (2) 10X10 booths w/ tables and chairs
- 150 tickets to Expo to distribute \$1,500 Value
- 35 VIP all access passes to all events \$1,400 Value

**SAPPHIRE SPONSORSHIP – 5K RUN/WALK
(\$10,000)**



The Leukemia & Lymphoma Society will receive the proceeds from the 5k Fun Run/Walk on Hollywood Beach

Sapphire Sponsorship will be entitled to custom tailored specifics regarding the number of Expo booths and frequency/timing of professional Emcee customized broadcasts.

- Company name and logo on all Expo promotional material
- Company name mentioned in all Radio or T.V. spots promoting the event
- Company logo and name recognized on Expo web sites
- Company banner prominently displayed on exterior fencing along perimeter of Expo and on Main Stage on the beach
- Company logo on all posters, postcards, flyers, and t-shirts distributed to fitness competition participants
- Customized broadcasts throughout the two day event by professional Emcees
- Full page ad in Expo program (camera ready artwork due Sept. 15, 2007)
- One (1) 20 X 10 booth or Two (2) 10X10 booths
- 100 tickets to Expo to distribute \$1,000 Value
- 25 VIP all access passes to all events \$1,000 Value

**PLATINUM SPONSORSHIP – SPINATHON
(\$7,500)**



Breast Cancer Center at Memorial will receive the proceeds of the “Spinathon”

- Company name and logo on all Expo promotional material
- Company name mentioned in all Radio or T.V. spots promoting the event
- Company logo and name recognized on Expo web sites
- Company banner prominently displayed on exterior fencing along perimeter of Expo and on the Main Stage on the beach
- Company logo on all posters, postcards, flyers, and t-shirts distributed to fitness competition participants
- Announcements by professional Emcees, customized broadcasts throughout the two day event
- Half page ad in Expo program (camera ready artwork due Sept. 15, 2007)
- One (1) 20 X 10 booth or Two (2) 10X10 booths
- 75 tickets to Expo to distribute \$750 Value
- 15 VIP all access passes to all events \$600 Value

Thousands of health conscious people will converge in one location.

-- Don't miss your chance! --

**GOLD SPONSORSHIP – CHARITABLE EVENT OPPORTUNITIES
(\$5,000)**



HOLLYWOOD IDOL CONTEST

PUSH UP CONTEST

FLIPANY (Florida introduces physical activity and nutrition to youth, a charity organization) will receive the proceeds from the Push Up Contest.

10TH ANNIVERSARY A.L.I. BOOTCAMP CLASS

Safe Water Instruction Means Safety (S.W.I.M.S.) Foundation teaching water safety skills to at-risk youth will receive the proceeds from the Bootcamp Class.

OTHER EVENTS OPPORTUNITIES

- Company name and logo on all Expo promotional material
- Company name mentioned in all Radio or T.V. spots promoting the event
- Company name recognized on Expo websites
- Company banner displayed on exterior fencing along perimeter of Expo and on the Main Stage on the beach
- Company logo on all posters, postcards, flyers, and t-shirts distributed to fitness competition participants
- Announcements by professional Emcees, customized broadcasts throughout the two day event
- Quarter page ad in Expo program (camera ready artwork due Sept. 15, 2007)
- One (1) 10X10 booth
- 50 tickets to Expo to distribute \$ 750 Value
- 12 VIP passes to all events \$ 540 Value

NATURAL FIT For:

- Health clubs
- Spas
- Personal trainers
- Massage therapists
- Studios-any genre

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OFFICIAL HEALTH CLUB SPONSOR: \$3,500

- Company name and logo on all Expo promotional material
- Company name mentioned in all Radio or T.V. spots promoting the event
- Company name recognized on Expo web sites
- Company banner displayed on exterior fencing along perimeter of Expo and on the Main Stage on the beach
- Announcements by professional Emcees, customized broadcasts throughout the two day event
- Eighth page ad in Expo program (camera ready artwork due Sept. 15, 2007)
- (2) 10 X 10 booths or (1) 10 X 20 booth
- 35 tickets to Expo to distribute \$ 350 Value
- 8 VIP passes to all events \$ 320 Value



OFFICIAL SUPPLEMENT COMPANY SPONSOR: \$3,500

- Company name and logo on all Expo promotional material
- Company name mentioned in any and all Radio or T.V. spots promoting the event
- Company name recognized on Expo web sites
- Company banner displayed on exterior fencing along perimeter of Expo and on the Main Stage on the beach
- Company logo on all posters, flyers, postcards, and t-shirts distributed to fitness competition participants
- Announcements by professional Emcees, customized broadcasts throughout the two day event
- Eighth page ad in Expo program (camera ready artwork due Sept. 15, 2007)
- (2) 10 X 10 booths or (1) 10 X 20 booth
- 35 tickets to Expo to distribute \$ 350 Value
- 8 VIP passes to all events \$ 320 Value

SILVER SPONSORSHIP -- \$2,500

- Company name and logo on all Expo promotional material
- Company name recognized on Expo websites
- Company banner displayed on exterior fencing along perimeter of Expo
- Company logo on all posters, flyers, postcards, and t-shirts distributed to fitness competition participants
- General acknowledgements throughout the two day event thanking you for your generosity
- Sixteenth page ad in Expo program (camera ready artwork due Sept. 15, 2007)
- One (1) 10 x 10 booth
- 25 tickets to Expo to distribute \$ 250 Value
- 6 VIP passes to all events \$ 240 Value

BRONZE SPONSORSHIP -- \$1,500

- Company name and logo on all Expo promotional material
- Company name recognized on Expo websites
- Company banner displayed on exterior fencing along perimeter of Expo
- Company logo on all posters, flyers, postcards, and t-shirts distributed to fitness competition participants
- General acknowledgements throughout the two day event thanking you for your generosity
- Business card ad in Expo program (camera ready artwork due Sept. 15, 2007)
- One (1) 10 x 10 booth
- 15 tickets to Expo to distribute \$ 150 Value
- 3 VIP passes to all events \$ 120 Value

GIFT BAG SPONSORSHIP -- \$750

- Company promotional/marketing materials placed in the first 1,000 gift bags to be distributed
- Company name on Expo web sites
- Company banner displayed on exterior fencing along perimeter of Expo
- Company name on all posters, flyers, postcards, and t-shirts distributed to fitness competition participants
- Business card ad in Expo program (camera ready artwork due Sept. 15, 2007)
- One (1) 10 X 10 booth

PROMOTIONAL SPONSORSHIP -- \$500

- Company name on Expo web sites
- Company name on all posters, flyers, and t-shirts distributed to fitness competition participants
- Company name on all posters, flyers, postcards, and t-shirts distributed to fitness competition participants
- Listing in Expo program
- One (1) 10 X 10 booth

EXHIBITOR -- \$475

- Listing in Expo program
- One (1) 10 X 20 booth

EXHIBITOR -- \$250

- Listing in Expo program
- One (1) 10 X 10 booth

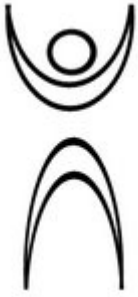
Host an Event:

Reach your customers in a more intimate setting by hosting a seminar of your business, such as:

- Spas
- Health clubs
- Personal trainers
- Massage therapists
- Chiropractors

SPONSORSHIP LEVEL

	DIAMOND	SAPPHIRE	PLATINUM	GOLD (Charity Events)	OFFICIAL SUPPLE- MENT	OFFICIAL HEALTH CLUB	SILVER	BRONZE	GIFT BAG	PROMO	EXHIBITOR
RECOGNITION	TITLE SPONSOR ONE ONLY										
Acknowledged at all events	Yes										
Company Reps intro'd on the Main Stage	Yes										
Daily customized broadcasts by professional Emcee	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes			
Company Name in all Radio or TV spots	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes			
Company Logo on all posters, postcards, flyers, t-shirts distributed to fitness	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Company Name/Logo on Expo web sites	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Company Banner: on Main Stage	Largest size	Prominent	Yes	Yes	Yes	Yes					
Company banner on perimeter fencing	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
Co. marketing materials in first 1000									Yes		
Program ad size	BACK COVER & FULL	FULL	HALF	QUARTER	EIGHTH	EIGHTH	SIXTEENTH	Bs. Card	Bs. Card	Listing	Listing
20X10 Booth space (1-20X10 or 2-10X10)	Yes	Yes	Yes	Yes	Yes	Yes					\$475
10X10 Booth space							Yes	Yes	Yes	Yes	\$250
VIP all access passes	35	25	15	12	8	8	6	3			
Value	\$1,400	\$1,000	\$600	\$540	\$320	\$320	\$240	\$120			
Tickets to Expo	150	100	75	50	35	35	25	15			
Value	\$1,500	\$1,000	\$750	\$500	\$350	\$350	\$250	\$150			



VENDOR/EXHIBIT INFO

Exhibitor Set Up

Friday, November 2: 4 pm-7pm

Saturday, November 3rd, 5 am-8am

Expo Hours of Operation:

*Saturday, November 3rd: *9:00 am – 6:00 pm*

*Sunday, November 4th: *9:00 am – 5:00pm*

Expo area opened to Exhibitors w/Security Badges starting at 6 am.

Exhibitor Dismantle

Sunday, November 4: 5:00 pm – 8:00 p.m.

****This is a preliminary schedule. Exhibitors will be notified of any change made to this schedule.**

Fitness Expo will provide:

Standard Booth size: 10 x 10 Tent
Side panels that can be kept up or rolled down

Large Booth size: 10 x 20
Side panels that can be kept up or rolled down

No Trucks allowed on beach.
Only Silent private generators allowed. No exceptions.

Electricity available for \$50 surcharge
Must have 100 ft. Extension Cords

We can tailor larger space packages for your budget.

For quotes:

Phone: 954/931.1112 or

Email: info@fitnessandlifestyleexpo.com