



## *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 1,200 Locations Across the Country on the Same Day!

Wednesday, May 30, 2018 • Web: [fitnessday.com](http://fitnessday.com)

## National Sponsorship Benefits

- 2018 event market exclusivity for your product/service, and the right of first refusal to renew your sponsorship for the 2019 program.
- Access to 1,200+ registered sites to reach older adults at these events for your marketing, sales and/or educational purposes. Your activities can include, but are not limited to, product/service demonstrations, sampling/coupons, distribution of your product/service materials; contests/drawings, health screenings, and more.
- One-time use of the 2018 Senior Day event site list with all contact information. Your product/service name/logo/phone and website include in the following event materials: the official online program Event Manual; select official event incentive items; the event registration brochure; event posters, 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](http://fitnessday.com).
- Up to 50 free online event registrations (a total value of up to \$1,500) that you can share with key local senior organizations of your choice.
- Key placement for your product/service ads in 2018 issues of *FitnessDay News*, the official "e-newsletter" of National Senior Health & Fitness Day (and of our other "Fitness Day" event — National Women's Health & Fitness Day), if there are no competing national sponsors in your category.
- Representation of your product/service at select 2018 national aging conferences, including the *Aging in America* conference, March 26-29, in San Francisco, CA. ([agingconference.org](http://agingconference.org)).
- Exclusive sponsorship of the Mature Fitness Awards USA<sup>®</sup>, the nation's first fitness recognition program for older adults ([fitnessday.com/mfa](http://fitnessday.com/mfa))
- Sponsorship — and key sponsorship recognition — for the 2019 National Senior Health & Fitness Day Theme Contest. This annual contest reaches hundreds of thousands of older adults, and seeks entries — online and in print — to select a winning health and fitness theme for the 2019 Senior Health & Fitness Day.

*Expected number of event sites across the country*

**1,200+**

*Expected number of older adults attending these health and fitness events on Wednesday, May 30th*

**120,000+**

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](mailto:gford@fitnessday.com).