



SEVENTH ANNUAL CONFERENCE
Sept. 16-18, 2021 • VIRTUAL & IN PERSON

OFFICIAL
SPONSOR KIT



FITPOSIUM 2021



FITposium is a multi-day conference where fitness entrepreneurs and talents learn everything they need to know to establish get published and grow their businesses as a result.

We bring together the industry's leading experts in marketing, publishing and business development to give attendees in-depth training and inspiration to turn their passion into a profitable profession.

Now in it's seventh year **FITposium** is a whirlwind event featuring key speakers, interactive workshops as well as exclusive casting opportunities for magazine and media features!

There is no other event you can attend for this unparalleled experience!

AUDIENCE PROFILE

**OUR
ATTENDEES
ARE YOUR
CONSUMERS**

FITposium attendees are passionate, action-taking fitness professionals.

To them, health and fitness is not just a lifestyle; it is a priority and a committed career path.

The conference was built to engage a loyal community and catapult them towards success.

FITposium attendee professions include personal trainers, nutritionists, influencers, gym owners, clothing designers, supplement company founders, franchise owners, entrepreneurs, online content creators, life coaches, best selling authors, photographers, public speakers, magazine editors, makeup artists, competition prep and posing coaches, sponsored athletes, brand ambassadors and more!

**CREATE
BRAND AFFINITY
WITH THE
RIGHT
AUDIENCE**

2021 PROJECTIONS

1500+ Alumni of FITposium

Over 800% Growth Since 2015

Attendees from US, Canada, Australia, South Africa, DR & UK

Sold Out Conference Ever Year

Millions of Online Impressions

Replay content available indefinitely for attendees

**THERE HAS NEVER
BEEN A BETTER
TIME TO GET
INVOLVED!**

STRATEGY FOR REACH

FITPOSIUM

PROVEN TRACK RECORD
COST EFFECTIVE PACKAGES
HYPER TARGETED AUDIENCE
HIGHLY ENGAGED COMMUNITY
STRONG MEDIA COVERAGE
AFFLUENT & DRIVEN ATTENDEES
MULTIMEDIA ONLINE NETWORK
EXPONENTIAL GROWTH

OTHERS

NO TRACK RECORD
LOW ENGAGEMENT
OVERPRICED
TOO BROAD

HOW DO WE PROMOTE YOUR BRAND?



ORGANIC

Social media, e-mail newsletters, organic SEO, public relations, video features, event calendars and more!



MEDIA & PR

Magazine, podcast, TV features and print media editorials all spreading the word about the conference and our partners!



PAID ADS

Placements on social media channels such as Instagram and Facebook plus print ads in various industry publications!



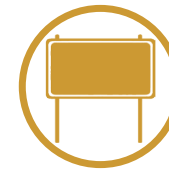
SOCIAL

Presenters have an average of 100K followers added with attendees' followers for a collective reach that to millions!



AFFILIATES

FITposium teams with affiliates allowing them to promote the event, which increases social reach as well as ticket sales!



VIRTUAL BOOTH

For enhanced visibility and exposure, sponsors are giving a virtual booth on our conference page to promote their brand!

ANALYTICS AND REACH

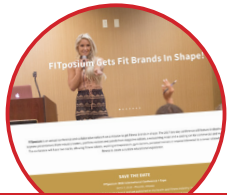
FITposium has an exponentially growing audience that includes all conference attendees, speakers, sponsors, ambassadors, special guests and their respective networks forming one large connected community of fitness professionals.

We also have a growing online education network, further strengthening our connection through a successful weekly podcast and online articles and video features. We are connected with our tribe beyond the conference as their brands grow and thrive!

5 TOUCHPOINTS FOR MAX EXPOSURE



ANNUAL CONFERENCE



FITPOSIUM WEBSITE



E-NEWSLETTER



TOP CHARTING PODCAST



SOCIAL MEDIA

WHY PARTNER WITH FITPOSIUM 2020?

ENGAGE NEW CUSTOMERS

SHOWCASE YOUR BRAND

MULTI-FACETED REACH

ACTION-TAKING AUDIENCE

DRIVE NEW REVENUE

CREATE INFLUENCE IN THE INDUSTRY

POSITIVE BRAND ASSOCIATION

FORM NEW PARTNERSHIPS

SAVE ON SHIPPING, LODGING & STAFF

HELP CREATE THE NEW FITNESS INDUSTRY!

STATISTICS

EMAIL LISTS: 10K+ Subscribers

AVG OPEN RATE: 23.6%

HIGHEST OPEN RATE: 93.3%

AVG CLICK RATE: 11.8%

HIGHEST CLICK RATE: 66.7%

IG FOLLOWERS: 11K & 54K

FB COMMUNITY: 3000+ Members

PODCAST REVIEWS: 5/5 (275+ Reviews)

PODCAST EPISODES: 275+ Episodes

PODCAST DOWNLOADS: 50K+

PUBLISHED COVERS: 36+ Covers

INTERIOR FEATURES: 100s Published

FITPOSIUM FEEDBACK



“
If you have a goal or a dream, events and mentors are some of the most important things you can do and have. It's vital to learn from the people who have had success in the areas you are looking to have success in. I swear by events like FITposium!

- Lori Harder



“
FITposium is an amazing platform for fitness entrepreneurs. The amount of knowledge and insight that the speakers provide is like no other conference I have attended. You walk away with such a better understanding of the business and how to operate within in!

- Felicia Romero



“
The growth my business has made has been astonishing! If you are looking to create a business, brand yourself and explore various options to earn a lucrative income in the fitness industry, then FITposium is for you!

- Karey Northington



“
It does not matter what business you are in - there are two things that are very important to help you succeed; the right information and the people you know. You get both at FITposium!

- Callie Bundy

PAST SPEAKERS WHO HAVE PRESENTED ON THE FITPOSIUM STAGE



JAMIE EASON
Fitness Entrepreneur



JILL COLEMAN
Business Coach



CHRIS & HEIDI POWELL
Fitness Entrepreneurs



DANNY J
Business Coach



BILLY POLSON
Business Coach



CHRIS HARDER
Entrepreneur



BRENDAN KANE
Best Selling Author



LISA SIMONE RICHARDS
Visibility Strategist



KIRSTYN BROWN
Editor, STRONG Fitness

TITLE SPONSOR



TITLE SPONSOR
BENEFITS



PROMOTIONS
ON PODCAST



LOGO/LINK ON
FITPOSIMUM.COM



MAX VISIBILITY
& EXPOSURE



5-MIN EVENT
PRESENTATION



ATTENDEE BOOK
ADVERTISEMENT



SOCIAL MEDIA
PROMOTION

- 2 In Person Passes to the FITposium 2021
- Live introduction and closing verbal acknowledgment during the conference
- Recorded 5-minute presentation on conference page
- Virtual booth on the conference page
- 15 second video bumpers
- Logo on conference marketing materials leading up to the event
- Logo/website link shown prominently on the FITposium.com home page & sponsor page
- Logo and website link on newsletters leading up to the conference
- Custom e-blast sent out to FITposium master email list
- Ongoing social media posts promoting partnership with FITposium leading up to event
- Opportunity to create specific social media engagement posts
- Weekly plugs on the Beyond the Image podcast
- Contributions to attendee and speaker digital swag bags and raffle prizes for attendees
- and more!

\$2500.00 USD

LIMIT 4

EXPERIENCE SPONSOR



NAMING RIGHT
BENEFITS



PROMOTIONS
ON PODCAST



LOGO/LINK ON
FITPOSIUM.COM



HIGHLY TARGETED
VISIBILITY



5-MIN EXPERIENCE
PRESENTATION



ATTENDEE BOOK
ADVERTISEMENT



SOCIAL MEDIA
PROMOTION

- In Person Pass to the FITposium 2021
- Naming rights options: Media Mixer or Workshops
- Live introduction and closing verbal acknowledgment during the conference
- Recorded 5-minute presentation on conference page
- Virtual booth on the conference page
- 15 second video bumpers
- Logo on conference marketing materials leading up to the event
- Logo and website link on the FITposium.com sponsor page
- Logo and website link on newsletters leading up to the conference
- Ongoing social media posts promoting partnership with FITposium leading up to event
- Opportunity to create specific social media engagement posts
- Weekly plugs on the Beyond the Image podcast
- Contributions to attendee and speaker digital swag bags and raffle prizes for attendees
- and more!

\$1500.00 USD

LIMIT 3

MEDIA PARTNER



BOOK ATTENDEES
FOR PROJECTS



PROMOTIONS
ON PODCAST



LOGO/LINK ON
FITPOSIUM.COM



HIGHLY TARGETED
VISIBILITY



5-MIN EXPERIENCE
PRESENTATION



SOCIAL MEDIA
PROMOTION

- In Person Pass to the FITposium 2021
- Opportunity to cast FITposium attendees for your company's projects
- Virtual booth on the conference page
- Live introduction and closing verbal acknowledgment during the conference
- Logo on conference marketing materials leading up to the event
- Logo and website link on the FITposium.com sponsor page
- Logo and website link on monthly newsletters leading up to the conference
- Ongoing social media posts promoting partnership with FITposium leading up to event
- Opportunity to create specific social media engagement posts
- Weekly plugs on the Beyond the Image podcast
- Contributions to attendee and speaker swag bags and raffle prizes for attendees
- and more!

NO COST

PROUD PARTNERS



SPONSOR APPLICATION

THANK YOU FOR YOUR SPONSORSHIP! WE LOOK FORWARD TO PARTNERING WITH YOU!

APPLICATION

SPONSORSHIP LEVEL _____
COMPANY NAME _____
CONTACT NAME _____
PHONE NUMBER _____
EMAIL ADDRESS _____
WEB ADDRESS _____
MAILING ADDRESS _____
CITY, STATE, ZIP _____
INSTAGRAM _____
FACEBOOK _____
OTHER SOCIAL MEDIA _____

PAYMENT OPTIONS

CREDIT CARD:
HOLDER'S NAME _____
CREDIT CARD # _____
EXPIRATION DATE _____
SECURITY CODE _____
BILLING ZIP _____

CHECK: Make check out to "James Patrick Photography" and mail with completed form to 123 W. Chandler Heights Rd, Unit 11187, Chandler, AZ 85248

PAYPAL: booking@jamespatrick.com VENMO: @jamespatrickphoto

GENERAL TERMS & CONDITIONS

All Sponsorship Agreements are subject to James Patrick Photography LLC & FITposium's (herein referred to as the Promoter) approval and acceptance. Acceptance of the Sponsorship Agreement shall constitute an agreement to provide the services indicated above. The undersigned, by signing the Sponsorship Agreement, acknowledge that he/she has read and understood all the terms contained herein, including the current package rates. The sponsor is responsible for providing artwork to the Promoter by the materials deadline of August 9, 2021. Materials for attendee and speaker gift bags are due no later than August 9, 2021. Payment is due within 30 days of receipt of invoice. A service charge of 1.5% per month will be added to accounts past due, beginning 30 days delinquent and charged monthly thereafter. The sponsor agrees to indemnify and hold harmless Promoter for any and all loss, expense or other liability (including attorney's fees) arising from any claim of libel, violation of privacy, plagiarism, copyright, infringement, omission, incorrect information or placement and any other claim or suit that may arise out of the sponsorship materials printed or published. Accepted this _____ day of _____, 2021.

SPONSOR

Authorized Signature

Sponsor's Name (Please Print)

JPP LLC / FITPOSIUM

Representative Signature

Rep's Name (please print)

CONNECT WITH **FITPOSIUM**

EMAIL

FITPOSIUM@GMAIL.COM

WEBSITE

FITPOSIUM.COM

INSTAGRAM

[@FITPOSIUM](https://www.instagram.com/FITPOSIUM)