

FITNESS MANAGEMENT PROMOTIONAL CAMPAIGNS

To assist our clients in encouraging their eligible population to take advantage of available programs and facility amenities, we continually focus on the development of several marketing campaigns that promote membership and encourage regular participation. The underlying message of these campaigns links varied elements of fun to participation. We focus on positive member experiences through the delivery of a very talented staff, offering a variety of amazing programs and services.

"Admit One" — Marketing Campaign

Going for a workout can be just as much fun as getting a "ticket" to a popular movie, concert, amusement park or sporting event. Our newly developed marketing campaign entitled "Admit One" plays on the idea that a fitness program and center membership is like having an all-access pass to participate in some of the most enjoyable, health-promoting activities around with all sorts of people who are there to enjoy the whole experience — right along with you!

Messaging uses event-and entertainment-related language and visuals to engage prospective members and transform attitudes about exercise from boring to exciting.



"Motivational Words" — Marketing Campaign

They say a picture is worth a thousand words but sometimes, a few well-crafted words can be worth a thousand pictures. Add to that some colorful graphics and you have the stopping power of our newly developed marketing campaign entitled "*Motivational Words*".

This headline-driven campaign uses words that are motivational, thought-provoking, inspirational and at times even humorous. All designed to catch the eye of each and every prospective member, and spur them to participate.



"Transform Yourself" — Marketing Campaign

It's long been understood that you can't seriously commit to making a lifestyle change until you're *ready* to make a change. When you feel empowered, you're self-motivated to take charge of your own life, and truly do something good for "yourself".

Our newly developed marketing campaign entitled "*Transform Yourself*" uses key words and action-oriented visuals that both encourage and challenge members by speaking to them on a personal level. Your reasons for participation may be one or many, but one thing is for certain, you're doing it for you.



“Little Things. Big Difference.” (Photo)

Take a little step towards health. Reap big results.

LITTLE THINGS. BIG DIFFERENCE.

ABC company logo

(INSERT COMPANY NAME/PROGRAM NAME) is now open, ready to help you start doing the little things that make a difference in your health.

Our new fitness center features:

- Exercise equipment
- Personal training
- Strength training equipment
- Group classes
- Massage

Start making little changes that will make a big impact on your health today! Visit (COMPANY NAME) fitness center for membership information today!

ABC company logo

Take a little step towards health. Reap big results.

LITTLE THINGS. BIG DIFFERENCE.

ABC company logo

Take a little step towards health. Reap big results.

LITTLE THINGS. BIG DIFFERENCE.

ABC company logo

Grand Opening Poster, Flyer and Email

Break a little sweat... See big results.

LITTLE THINGS. BIG DIFFERENCE.

ABC company logo

Little time. Big workout.
Little cost. Big returns.
Little changes. Big impact.

Start doing small things that make a big difference with your health.

(INSERT COMPANY PROGRAM NAME) is committed to help you improve health—and we're opening an on-site fitness center on (INSERT DATE) to make it a little easier to adopt healthy choices.

Watch for details in the coming weeks.

ABC company logo

Break a little sweat... See big results.

LITTLE THINGS. BIG DIFFERENCE.

ABC company logo

Break a little sweat... See big results.

LITTLE THINGS. BIG DIFFERENCE.

ABC company logo

Pre-Launch Poster, Flyer and Email

LITTLE THINGS. BIG DIFFERENCE.

ABC company logo

[FitnessWellness Center Name]

You're on your way toward better health.

LITTLE THINGS TO MAKE A BIG DIFFERENCE.

The (Company name) Fitness Center team congratulates you on taking a big step toward a healthier lifestyle. Our primary goal is to provide you with knowledge and tools to help make physical activity part of your daily routine. By joining the (Company name) Fitness Center, you're giving yourself easy access to programs and services to improve your health community right on the workplace.

Advantages of membership
Cardiac, depth health and fitness evaluation, and personal fitness. These professionals will provide a personalized exercise program, periodically monitor your fitness progress, and provide direction for your individual exercise needs.

Group classes. Regularly scheduled classes include: Pilates, Yoga, Kickboxing and Step. Please see fitness center staff for a detailed class schedule.

State-of-the-art cardiovascular and resistance equipment. State-of-the-art equipment for a complete fitness center.

Specialty services. Massage therapy is a great way to relax stress. This service is available at an additional fee.

Full-service amenities. Locker rooms, towel service and showers with shampoo and hair cream are available to make the transition from fitness center to workplace as smooth as possible.

Membership
Fitness center membership is open to all (Company name) employees. (Include address, contact, and address applicable).

Step 1: Program registration
Complete a Member Registration form in addition to Member Consent, Release of liability and a P.A.C.G. If you have indicated "yes" to any of the questions on the P.A.C.G. you must complete blood pressure measurements above 140/90, a Medical Consultation form must be completed by your personal physician and returned to the fitness center.

Step 2: Fitness assessment
The (Company name) Fitness Center staff will contact you to schedule your fitness evaluation. This (Company name) Fitness Center Check-Up or Full Fitness Assessment.

Quick fit check: The appointment provides quick entry into the (Company name) Fitness Center. The fit check provides a quick assessment of your current fitness level and measures your resting heart rate and blood pressure, height, weight, and hip-to-waist ratio.

Full fitness assessment: This is a comprehensive assessment of your current fitness level. Our fitness center staff will assess your heart rate, resting heart rate, body composition, flexibility, cardiovascular conditioning, and muscular strength and endurance. This information will allow our professional staff to develop a personalized fitness program. (Include a facility and equipment orientation, and other the policies and procedures of the fitness center.)

Step 3: Program initiation
The (Company name) Fitness Center staff will contact you to schedule a second appointment to begin your individualized exercise program. (Include a facility and equipment orientation, and other the policies and procedures of the fitness center.)

Take a little step toward getting in shape.
Go to (insert website) for more information, or contact (person's name) at (insert phone or e-mail address).

Fitness center hours: Monday through Friday: (06:00 a.m. – 09:00 a.m.)
Closed weekends and company recognized holidays. (Include weekend hours if applicable).

Quick fit check:
• Resting heart rate
• Resting blood pressure
• Resting heart rate
• Resting blood pressure
• Height
• Weight
• Hip-to-waist ratio

Fitness center equipment
(Cardiovascular)
• Stationary bike (only Yes, Star Trek, Power, Cyber Air, Velocity)
• Cross Trainer (LifeFitness)
• Treadmill (LifeFitness, Star Trek, True)
• Weight and resistance (Yes, Olympic, Star Trek, Cybex Plus)
• Dumbbell (metal, neoprene)
• Free weights (Yes, Cybex Plus)
(Strength Training)
• Design training machine (LifeFitness, Paramount, TrueFit)
• Stationary bike (only Yes, Star Trek, Power, Cyber Air, Velocity)
• Cross Trainer (LifeFitness)
• Treadmill (LifeFitness, Star Trek, True)
• Weight and resistance (Yes, Olympic, Star Trek, Cybex Plus)
• Dumbbell (metal, neoprene)
• Free weights (Yes, Cybex Plus)
(Personal Training)
• Personal training (Yes, Star Trek, Power, Cyber Air, Velocity)
• Stationary bike (only Yes, Star Trek, Power, Cyber Air, Velocity)
• Cross Trainer (LifeFitness)
• Treadmill (LifeFitness, Star Trek, True)
• Weight and resistance (Yes, Olympic, Star Trek, Cybex Plus)
• Dumbbell (metal, neoprene)
• Free weights (Yes, Cybex Plus)

For more information
(Include address)
(Include phone) (Include e-mail address)
Visit our website: (include address)

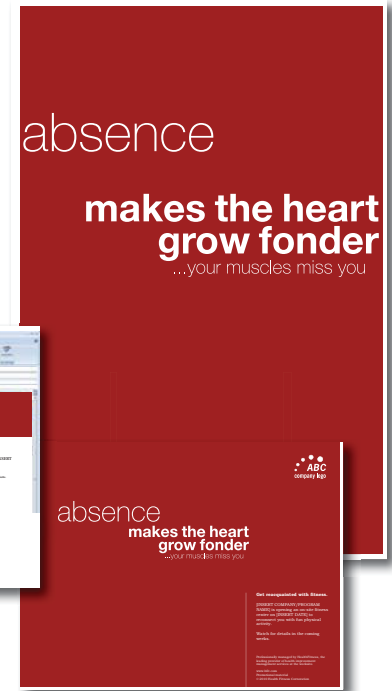
ABC company logo

Enrollment Brochure

"Idioms"



Grand Opening Poster, Flyer and Email



Pre-Launch Poster, Flyer and Email



Enrollment Brochure

