

NATIONAL FITNESS CAMPAIGN

2019
200 CITIES



ecore



NATIONAL FITNESS CAMPAIGN is building the worlds best outdoor gym network across America. Our mission is to make best in class fitness programs free and accessible to communities everywhere, as partner communities add Fitness Courts to healthy pedestrian infrastructure in cities across the country.

In 2018, the Campaign is building Digital Fitness Courts in 100 cities, bringing its program to public spaces in 35 states. Mayors and civic leaders have joined as partners and raised more than \$15,000,000 in the new Campaign's first year. This movement is building onto NFC's original 1980's campaign with Wells Fargo Bank which reached over 4,000 cities across 3 countries.

Digital training content flows through audio and video guides on the Fitness Court App, empowering NFC Ambassadors to bring fitness programing to millions.

NFC's goal is bringing the campaign to thousands of cities, disrupting fitness networks and making world class fitness free for all.



QUALIFIED CITIES WILL RECEIVE \$30,000 DOLLARS IN GRANT FUNDING

SUPPORTING SPONSORS





NATIONAL FITNESS CAMPAIGN : BUILDING PARTNERS IN FITNESS

National Fitness Campaign excels in supporting cities in the proper design, funding and activation of healthy infrastructure. Our team assists qualified cities in joining an evolving campaign offering free programming, classes and challenges to encourage adults of all ages to live well as they enjoy outdoor fit activities.

Our goal is to neutralize back-end health care by investing in front-end wellness. Our partner network is building across America to include cities and sponsors everywhere, making fitness fun, accessible and free for everyone!



PARTICIPATING COMMUNITIES

Over 100 partners nationwide in the 2018 Campaign



2019 PROGRAM OVERVIEW



FITNESS COURT THE BEST OUTDOOR GYM IN THE WORLD

World class bodyweight circuit training system _____

Adults of all ages and abilities _____

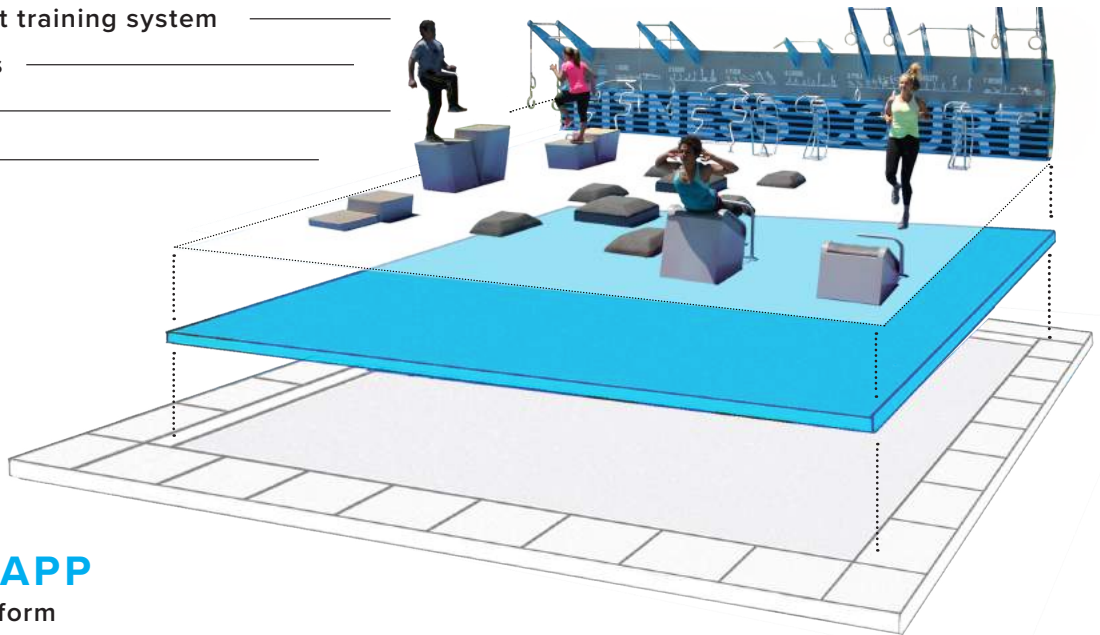
Made in the U.S.A. _____

Sports flooring _____



FITNESS COURT APP

Digital community fitness platform



NEW FOR 2019 PARTNERS

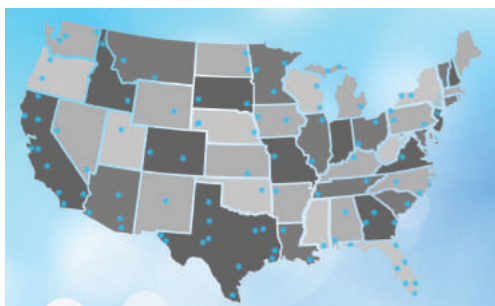
Advanced activation toolkit and community support system



DIGITAL TRAINING LAUNCHES ON THE APPLE WATCH



FITNESS COURT CLASSES



REGIONAL TRAINING CAMPS



CHALLENGE SERIES

PARTNERSHIP IN THE CAMPAIGN



This year, NFC is inviting 200 cities to join the 2019 Campaign, bringing our partnership network to over 300 cities nationwide. This year, Qualifying cities will receive \$30,000 in National Grant Funding toward the program.



NFC partners with qualified cities who demonstrate alignment with the Campaign’s values and requirements, shown below.

- 01 HEALTHY LIVING IS A PRIORITY
- 02 SELECT AN ACTIVE, VISIBLE, ICONIC COMMUNITY SITE
- 03 DEVELOP FUNDING SUPPORT TO BUILD THE PARTNERSHIP
- 04 ADOPT THE PROJECT AND CONFIRM STEPS AND TIMING



APPLY FOR PARTNERSHIP AND FUNDING

Cities who align with the Campaign will qualify by submitting a grant application for \$30,000 aided by NFC Staff. This application will illustrate smart pedestrian infrastructure design and planning, matching funding, city leadership support and council adoption for consideration.

PROGRAM FUNDING

Once awarded the Partnership, NFC works with you to develop the remaining funding for the program. A minimum matching contribution from the city of \$45,000 is recommended by NFC.

TOTAL FUNDING REQUIRED: \$120,000 + INSTALLATION

CITY	COMMUNITY (varies)	NATIONAL SPONSORS	+	INSTALLATION
\$90,000		\$30,000		(VARIES)

FITNESS SEASON® IS HERE

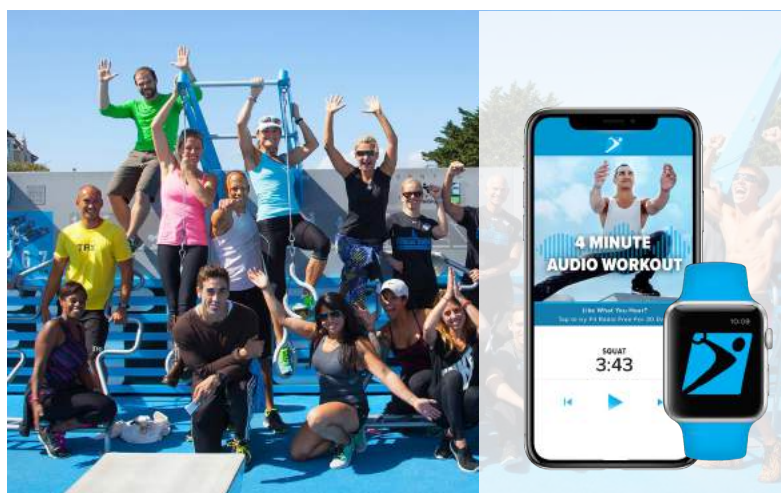
NFC Partnership and Activation Toolkit and Support System



PHASE 1: LAUNCH

Partnership in the Campaign includes full support on marketing, promoting and activating the Fitness Court in your community. National and statewide feature media, press releases, custom storytelling, social media support and opening day kits - it's all included!

The Fitness Court Training Camp - a unique community launch event - kicks off your program.



PHASE 2: ENGAGEMENT

Once launched, the Campaign builds a healthy community. The Fitness Court App delivers programs and training to users, while group classes, ambassador training sessions and more activate the program.

For 2019, the Campaign invites ambassadors from each city to 18 regional training camps to get certified, learn tools, share programs, build community awareness, and use.



PHASE 3: CHALLENGES

The season culminates with local, regional and National challenges, engaging residents and celebrating the healthy lifestyles built over the year.

There is something for everyone, from competitive challenges which allow qualification for national events, to celebrations, games and more.





Fitness Court

Download on the
App Store

GET IT ON
Google Play

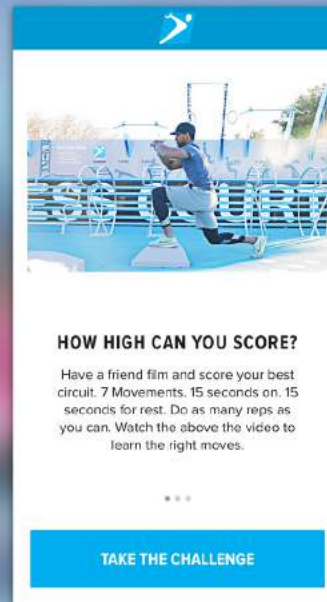
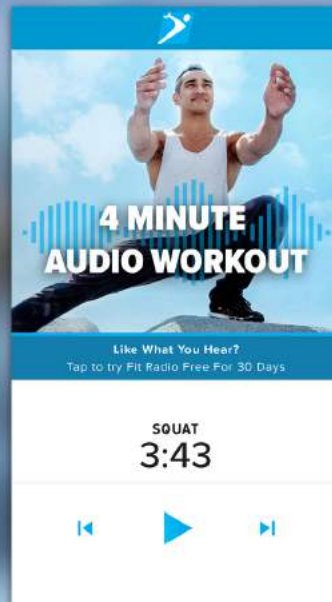
Get the App

Watch Fitness Videos

Workout and Rock Out

Take Scored, Timed Challenges

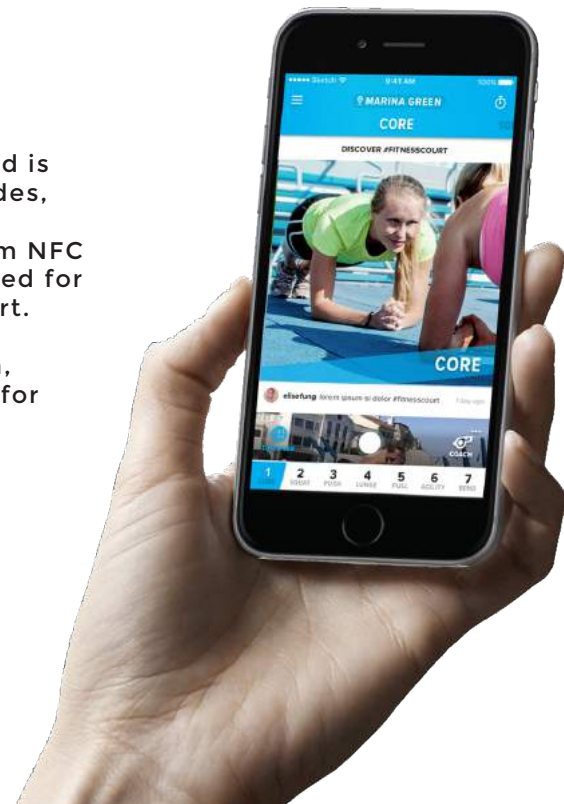
Make Every Rep Count



FITNESS COURT APP: THE DIGITAL COMMUNITY FITNESS SYSTEM FOR THE 21ST CENTURY

The all-new Fitness Court App for IOS and Android is a free coach in your pocket. Delivering audio guides, video guides and programs, the app is constantly updated with the latest and greatest content from NFC Headquarters in San Francisco. Content is delivered for both individual and group use on the Fitness Court.

Not only is it a world class digital training system, the Fitness Court App is the ultimate companion for building community around healthy living.

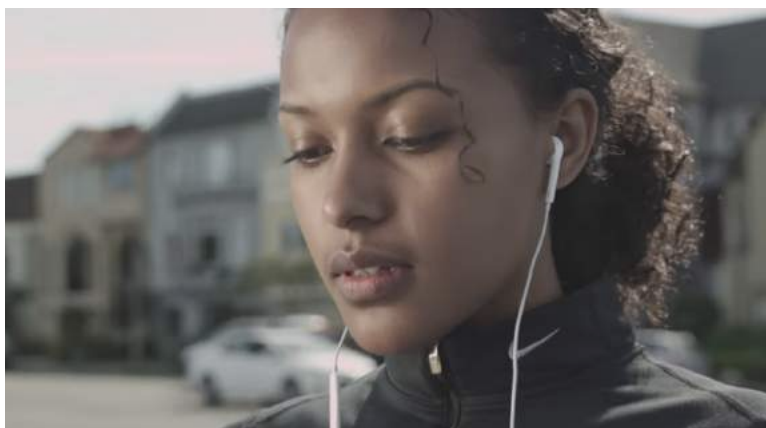




BUILD CONSENSUS. SHARE THE VIDEO!



THE 2019 CAMPAIGN VIDEO IS A 3 MINUTE SUMMARY OF THE CAMPAIGN. BE SURE TO WATCH AND SHARE!



3 MINUTES TO FREE FITNESS.

**WATCH HERE :
[FITNESSCOURT.COM/2019-campaign](https://fitnesscourt.com/2019-campaign)**



Fitness Court®

The Fitness Court® is a 32'x35' outdoor bodyweight circuit training system (see following page for full overview and details)

Fitness Court® Description:

- 32'x35' outdoor bodyweight circuit training system with the following components:
- Seven station circuit training system providing full-body workout modules
- Fitness Court body-weight training wall measuring 32'W x 2'D x 6' H with custom wall graphics
- Thirty pieces of body-weight training equipment (Fitness Elements) for simultaneous use by 28 users at one time. Fitness Elements are anchored and grouped within seven stations.
- Bolts, attachments and anchors required for installation

Specifications:

- All structural components are made from high-grade carbon steel
- Structural components receive high-grade powder coating
- All cladding (skins) made from high-grade aluminum and powder coated
- Lunge steps coated with polyurethane foam
- Plyometric boxes are capped with a color coded EPDM rubber surface
- Graphics and signage printed with anti-graffiti over-lamination material
- All deck anchors are mounted into an epoxy solution for seismic movement
- Bend stations are padded for comfort with memory foam and covered with mold and tear resistant fabric

2019 Fitness Campaign Ecosystem®

The Fitness Campaign Ecosystem is a collection of resources and services designed to activate, encourage and strengthen public participation in free outdoor fitness activities.

Campaign Program Includes:

Promotions and Marketing Package

- 2019 National promotions including city partners
- Customized 2019 Campaign Web story and press release featuring city partners
- 2019 Social Media activation and promotion campaign featuring city partners

Fitness Court Mobile App

IOS/ Android App teaching proper use, routines and challenges to the public - free for all users

- **Learn:** Video guides delivering workouts and teaching programs on the Fitness Court
- **Train:** Audio guides delivering a digitally aided coach in the pocket for users
- **Challenge:** Full Challenge tool allowing users to take and score the Fitness Court Challenge

Apple Watch App

- Fitness Court Audio Guides delivered through the Apple Watch to residents on the Fitness Court.

Localized Promotional Materials

- Opening Day Launch Kit: NFC swag items, prizes for challenges, custom promotional flyers, event guidance

2019 Fitness Season®

- Fitness Court Classes (video guides)
- 18 Regional Training Camps for Community Ambassadors
- Fitness Court Challenge Series