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December 2012

Re: Sponsorship for *Get it Back - Give it Back 2012*

Global Fitness will once again be organizing the annual *Get it Back - Give it Back* Program. *Get it Back - Give it Back* is a community program helping to assist people in our community to focus on getting their health & wellness back through a 3 month fitness challenge. A large part of this program offers all participants to give back to our community by volunteering each month for our Charity Events.

Monthly Charity Events:

January – Spin event with all proceeds going towards NOW Canada

February – Heart Month - Large Fitness Class with all proceeds towards Heart & Stoke

March – Hike Knox – Supporting Kelowna Food Bank & Canadian Mental health Ass.- Kelowna Branch

Each year we accept applications from our community, our selection committee chooses 30 - 36 final participants. Over the three months each participant receives a complimentary fitness membership, weekly personal training sessions, weekly challenges, nutritional advice, fitness tips, educational seminars, progress & educational newsletters and anything else our team feels will help the selected individuals achieve their goals.

How *Get it Back - Give it Back 2012* is structured:

- Anyone needing to lose 20 pounds or more that is a resident of Kelowna can apply for *Get it Back - Give it Back 2012*.
- In early January Global Fitness will host a meeting with all applicants and sponsors to explain the details and requirements of *Get it Back - Give it Back 2012*.
- The selection committee then selects the final participants.
- The program is similar to the Biggest Loser program. Applicants are divided into teams, for three months and we record Team Results as well as individual results.
- We have weekly and monthly challenges for participants.
- Our Graphic designer will prepare marketing materials that will be distributed to all sponsors as well as other locations throughout the community.

In order to make this program a success each year we ask local businesses for their support by joining us and becoming a sponsor. We ensure that each sponsor is unique and offers towards the variety of support for *Get it Back - Give it Back*.

Testimonials from former participants.

"The *Get it Back, Give it Back* Program has assisted in alleviating the fear of what used to be an overwhelming lifestyle transformation."

"What a wonderful gift you have given me. I've struggled with my weight for almost a decade now and I'm finally feeling stronger and more confident just seven weeks into the program."

"I am extremely grateful for the opportunity to change my life in a most welcoming environment while being a part of a program which clearly requires extensive amounts of energy, time and effort to facilitate."

Our Sponsor Packages for our 2012 *Get it Back - Give it Back*.

Gold Level: Maximum 5 Sponsors - \$750 or \$1,500 in services, prizes or marketing.

- Each team is named after sponsor's Company. This will give your Company exposure throughout the three-month program, on participants T-shirts, Facebook, twitter, LinkedIn, and any other media throughout the program.
- One of your employees or alternate can be a representative on the team.
- Opportunity to host a Participant Night at your location.
- Opportunity to Team Sponsor one of the monthly Charity Events.
- Logo on our in house Get it Back – Give it Back Banner.
- Logo on all marketing material.
- Logo on our website, with links to your website.

Silver Level: \$500 or \$1,000 in services, prizes or marketing.

- Logo on our in house Get it Back – Give it Back Banner.
- Logo on all marketing material.
- Logo on our website, with links to your website.

Bronze Level: \$250 or \$500 in services, prizes or marketing.

- Logo on all marketing material.
- Logo on our website, with links to your website.

Thank you for your consideration as a sponsor in this year's *Get it Back- Give it Back* Program. Please call or email me, if you would like to be a sponsor this year.

Regards,



Darcia Fenton
General Manager
Global Fitness & Racquet Centre