



“the UK’s leading
healthy lifestyle
activities provider”



Sponsorship Pack

Fit for Sport, the UK'S leading healthy lifestyle activities provider have over 20 years of experience in delivering children and family activities. We are committed to delivering our promise of 'keeping the future fit' while educating our children and their families to live a healthy lifestyle.

Fit for Sport delivers national school services, accredited training and activities for children, families and professionals.

Fit for Sport OFFERS your organisation the opportunity to get involved in educating children and families throughout the UK on how to live a healthier lifestyle through our Fitter Schools UK Challenge and Fitter Families FREE UK initiatives:

- Perfect CSR Platform
- Integrated Marketing Communication
- Fantastic ROI Potential



SPONSORSHIP OPTION 1



FREE initiative open to every school in the UK

- Provides schools with specialist healthy activity lifestyle educators, working with over 5,000 schools across the UK each year
- Over 2.5 million school children engaged in initiative each year

Ambassador: Olympic Medallist Roger Black MBE.
Target Audience: 4-16 years old, ABC1 Parents

SPONSORSHIP OPTION 2



FREE initiative delivered directly into UK communities

1. National Family Fun Day Road Shows: Annual attendees 100,000+, 1 million+ TV audiences
2. Nationwide published Family Health & Lifestyle Book: 100,000 print run sold in UK book stores and retailers
3. iPod Application Year 1 Target Sign Ups: 100,000 families

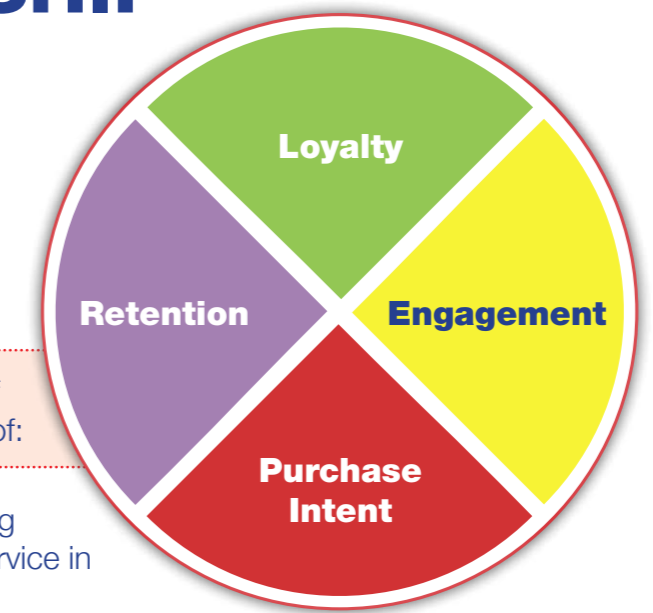
Ambassador: Football Legend Ian Wright
Target Audience: 4-16 years old, ABC1 Parents

ACTIVE SPONSORSHIP

Annual Sponsorship Packages

Flexible/Tailored Sponsorship Levels

25% - 75% Brand Visibility



Our goal is to connect your brand to the passion of our participants and drive desired behaviours of:

Fit for Sport's unique application of integrated marketing communication has the ability to bring your product/service in contact with that point of passion.

Marketing Communication Tool	Fitter Schools	Fitter Families
Advertising	✓	✓
Sales Promotion	✓	✓
Personal Selling	N/A	✓
Public Relations	✓	✓
Direct Marketing	✓	✓

Allow us the time to assess your business or brand objectives and develop measurable ways to maximise the attainment of your goals through our unique sponsorship packages.

- **Celebrity supporters include: Ian Wright, Roger Black, Daley Thompson, Darren Gough & Thierry Henry.**

- **Media coverage includes national, regional broadcast and print.**

Our sponsorship vision extends well beyond the traditional view of media. There are so many benefits that we offer, all connecting the passion of our participants to your brand.



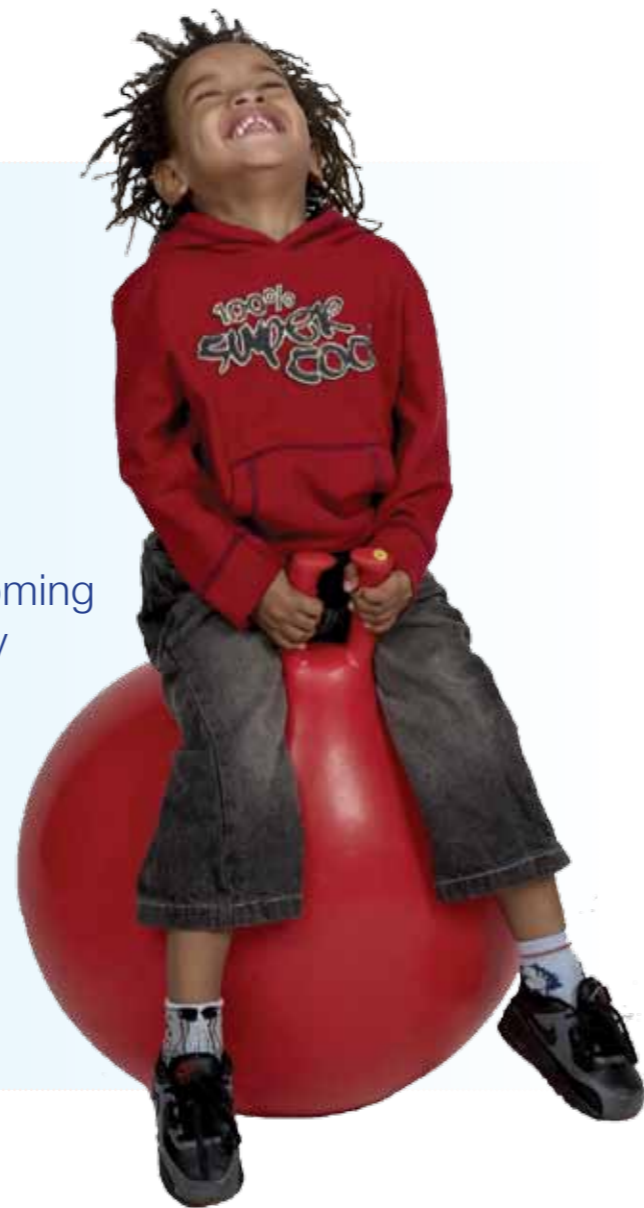


FITTER SCHOOLS UK CHALLENGE

FREE initiative open to every school in the UK:

- Provides schools with specialist healthy activity lifestyle educators, working with over 5,000 schools across the UK each year
- Over 2.5 million school children engaged in initiative each year
- Target Audience: 4 - 16 years old, School Staff, ABC1 Parents

Schools that sign up for the Challenge, will be committing their school to becoming more active and to increasing the awareness of living more healthily to not only their children, staff and parents but also to the whole school community.



THE CHALLENGE:

- Children carry out 2 sets of 3 simple assessment activities. Then repeat the exercise 12 weeks later
- The improvement between the scores for all pupils determines the school's overall Fitter Schools Challenge Score
- To determine the Fittest School Challenge winner the 2 sets of scores are added together to record a total school score
- The ethos of the challenge is that every child can take part, improve their score and by doing so make a difference to their overall school score
- Schools clusters, health organisations and local authorities use data to compare and measure improvement
- School winners receive a prize of £100,000 school equipment and coaching, plus additional prizes



"I particularly like the fact that, through this initiative, the whole school gets involved. This encourages a great team spirit and teaches children that by working together everyone achieves more. It also shows that keeping fit isn't just for the sporty, physically gifted kids, everyone can participate and benefit."

Ambassador Olympic Medallist Roger Black MBE



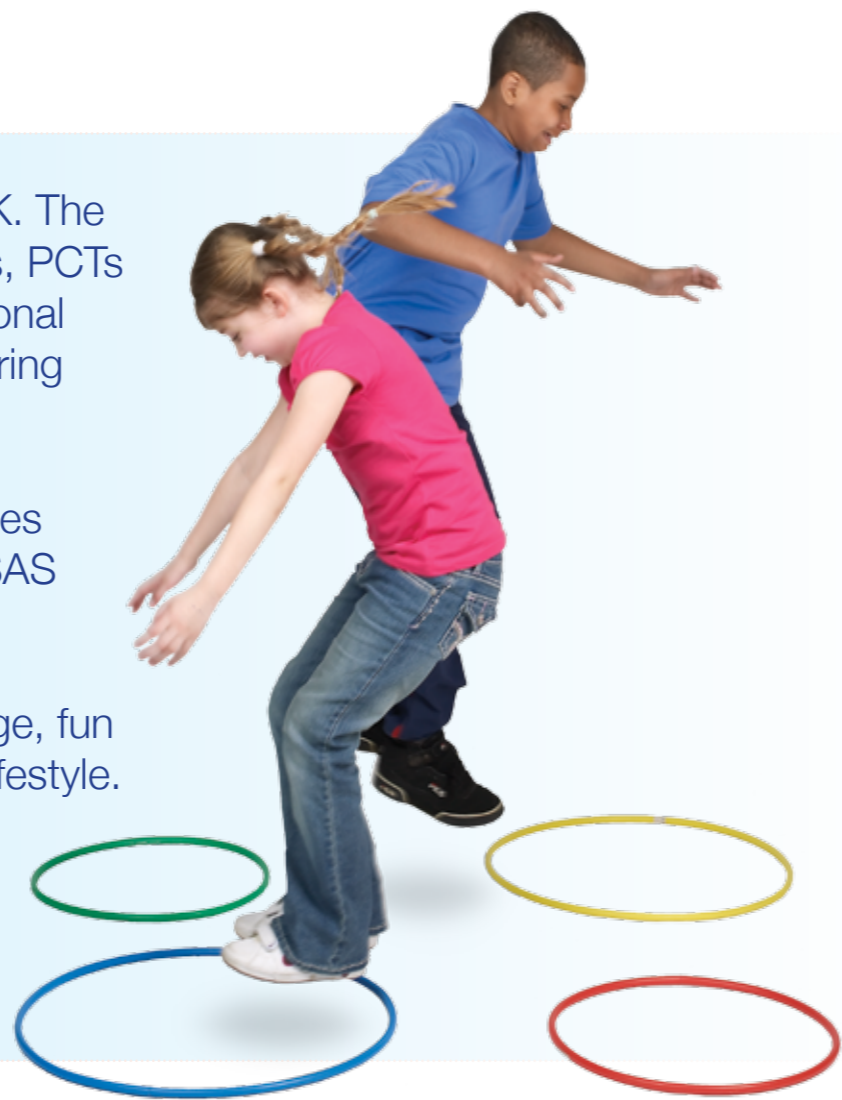
FITTER FAMILIES UK INITIATIVE

UK-wide initiative delivered directly into communities across the UK. The Fitter Families initiative works in direct communication with schools, PCTs and local authorities, delivering messages through a multi-dimensional platform for the purpose of raising awareness, educating and inspiring behaviour changes in UK families.

The Fitter Families initiative is the national voice for educating families on how to incorporate lifestyle habit changes through our unique SAS (Simple, Achievable & Sustainable) approach.

We achieve this by engaging **families** through knowledge exchange, fun activities and support to ensure they adopt and sustain a healthy lifestyle.

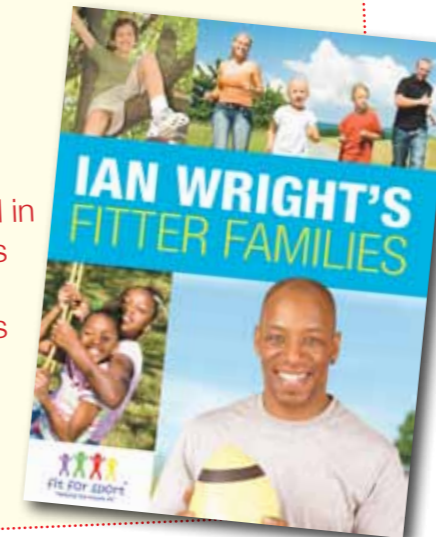
The Fitter Families initiative is aimed at engaging the whole family, not specifically in sport, losing weight or becoming super fit- **it's all about having fun!**



THE FITTER FAMILIES INITIATIVE INCLUDES 3 CONCEPTS

Fitter Families National Book

- Print Run 100,000 copies
- Previous Edition: 'Ian Wright's Fitter Families'
- Print run of 100,000 copies, books sold in National book stores and major retailers
- Popular with parents, children, teachers and health professionals



Fitter Families Road Shows

- An Interactive Family Fun Day
- Celebrity appearances, Sports, Health Care Check-ups, Games, Music, Demonstrations, Challenges, Activities and Prizes

2011-2012 Schedule

- 15 Road Shows in key regions
- 2,500 - 5,000 attendees per show
- 50,000+ attendees per year
- TV & national media presence

2009-2010 Shows

- 15+ Road Shows (including 9 at Screwfix Masters Football Cup, televised on Sky Sports TV)
- Road Show attendees 60,000+ per show
- TV Audience 4.2 million
- Campaign sign-up 5000 + Families



"We have to teach our kids why it's important to be fit and show them how. It's about being a role model, getting off the couch and getting fit together! Getting fit is all about making simple changes in your daily life, setting achievable goals and knowing that you will be able to sustain them. That's the SAS approach. Simple, Achievable, Sustainable. - Easy"

Ambassador Ian Wright

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FITTERFAMILIES

FITTERKIDS™

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SCHOOL SERVICES

TRAINING

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