

National Wellness Innovation Zone

TITLE SPONSOR

Sponsorship Includes

- Exclusive Naming Rights to City-wide Campaign
- Prominent Logo Placement
- Launch Day Speaking Role
- Mayor Proclamation and Meet & Greet
- VIP Networking at Launch Event
- Press & Media Features
- Data & Impact Measurements
- Decades long recognition on the Fitness Court®
- Company-wide Employee Wellness Campaign



Required Funding

\$500,000

per year for 3 years

(Availability: 1 Partner)

\$1.5M Invested - \$10M Infrastructure Delivered

\$22.5M in Healthcare Savings



Community Give Back • Marketing Visibility • Employee Wellness Benefit



Exclusive Sponsorship & Media Features

- Positioned as the leading community champion with naming rights and headline recognition at every touch point, including media & news features, speaking role at launch and more.



Civic Leader Access

- Meet Mayors, City Managers, Parks & Rec Directors, Higher Edu Leaders, Police Dept, Fire Dept & other local supporters at ribbon cutting event.



Data & Community Impact Metrics

- Request annual data reports showcasing how your sponsorship is transforming health and wellness in the community.



Premier Visibility

- Largest logo placement in four locations plus company bio on the Fitness Court®.
- Have your brand become synonymous with health, wellness & civic contribution.



Employee Wellness Benefit

- Give back with free world class outdoor Fitness Courts branded in neighborhoods where employees live - free for all employees to enjoy the proven benefits of outdoor movement.



Present Annual Mayor Challenge

- *Exclusive to Title Sponsor - annual challenge positioning your brand alongside the Mayor as a co-leader of a high-profile fitness competition.