

Event Marketing and Sponsorship  
Lindsay Gordon



**June 17th -18th, 2017**  
**10am - 6pm**

# **Pennsylvania Convention Center**



## **Host Organization**

The Philly Fitness Expo is organized by the East Coast Fitness Coalition, an organization which seeks to promote health and wellness across the east coast. This goal is accomplished by hosting events such as the Philly Fitness Expo, allowing attendees of different skill sets and levels to learn and show their talent. The coalition hopes to promote fitness by providing professionals, vendors, and trainees a platform to meet and share insight.

## **Event Details**

- Fitness Competitions
- Vendors & Exhibitors
- Information Sessions
- Conferences
- Giveaways
- Meet-and-Greets

## **Mission & Vision**

Promote health and wellbeing to people of all ages and lifestyles through the execution of an inclusive, informative, and profitable event. Encourage health and wellbeing, while serving as a platform for competitors to show their skill, and like minded companies to showcase their products.



EAST COAST FITNESS COALITION

**Philly Fitness Expo**

# Attendee Breakdown



## Vendors

Vendors present at the expo include equipment companies, supplement companies, fitness centers, and gyms. This segment is pitching to the customer market segment, and are attending the event with the purpose of building brand awareness, creating customer loyalty, and increasing sales and memberships. By attending this event, they have access to a large portion of their own target markets in addition to competitors in one place.

## Attendee Demographics

Male: 58%  
Female: 42%  
Key Age Bracket (67%): 18-35  
Work Out Regularly (~3 Times a Week): 98%  
Reason for Attending:  
Lose Weight: 53%  
Healthy Lifestyle: 72%  
Take Vitamins/Supplements: 91%  
Use Energy Drinks: 71%  
Own Home Exercise Equipment: 54%  
Bought Workout Clothing in Past 12 Months 66%  
Expected Attendance: 55,000

## Consumers

Projected customers for this event include but are not limited to fitness enthusiasts, competitors, athletes, and bloggers. This market segments is expected to purchase not only tickets to the event, but also products from vendors stationed throughout the event. Customers will provide revenue and word of mouth marketing to a sponsor. Customers are attending the event to compete against others attendees, purchase items relating to their specialty, or just be passive participants of the event. This is an opportunity for a sponsor to build brand loyalty and awareness, while also push product and turn the average event attendee into an active participant.

## Life & Wellness

Philly Phitness Expo defines the life and wellness market segment as alternative facilitators of a healthy lifestyle. This includes meal prep and delivery services, alternative exercise options, and fitness, health, and wellness magazines.

Philly Fitness Expo

# Media Partners



The Philly Phitness Expo has partnered with a variety of local, national, and global media outlets, including:



Fox 29 is the Philadelphia region's Fox News station, reporting on local and national news. Through the outlet's media coverage the event will be broadcasted as part of local news, most fitting with their "Good Day Philadelphia" morning show.



VisitPhilly is the region's official destination management organization, promoting the city and its events. Through the organization's large online presence and expertise in marketing the city, the Philly Phitness Expo will be featured across the web and other media platforms, including their blog: [uwishunu.com](http://uwishunu.com).



Philly.com is a local Philadelphia news source, providing current event updates as well as information relevant to the local Philadelphia community. The site features an event calendar, a feature allowing visitors to sign up for "things to do" updates, and media coverage.



YouTube allows individuals to create and view original content, as well as serves as a forum for people to "connect, inform, and inspire others." Curators known for their fitness channels will be in attendance, vlogging about their experience at the event, various products and vendors in attendance, and hosting meet-and-greets with fans.

**Philly Fitness Expo**

# Sponsorship Details



**BODYBUILDING.COM™**

## Organizational Alignment

The East Coast Fitness Coalition and Bodybuilding.com share a similar mission, which when combined can execute an impactful event. Both organizations seek to better the lives of individuals through fitness and by providing the tools for a healthy lifestyle.

## About Bodybuilding.com

Bodybuilding.com is a supplement company based in Boise, ID, committed to "changing lives and becoming your best self." The company's product line includes fitness supplements, workout plans, food, clothing, equipment, and more.

**Title Sponsor**

**\$800,000**

## Why Sponsor?

Sponsorship of the Philly Fitness Expo would provide Bodybuilding.com with two days, unlimited access to their target market and event attendees. Placement of the company's name and logo on press materials and throughout the event will grow brand awareness and interest in the company's future events, such as the upcoming "Mr. Olympia 2017" competition.

## What You Get

- Unlimited access to target market
- Preferred vendor space
- Name & logo on promotional materials
- Company name on title of event
- Preferred placement on event website
- Ability to promote organization's future events



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