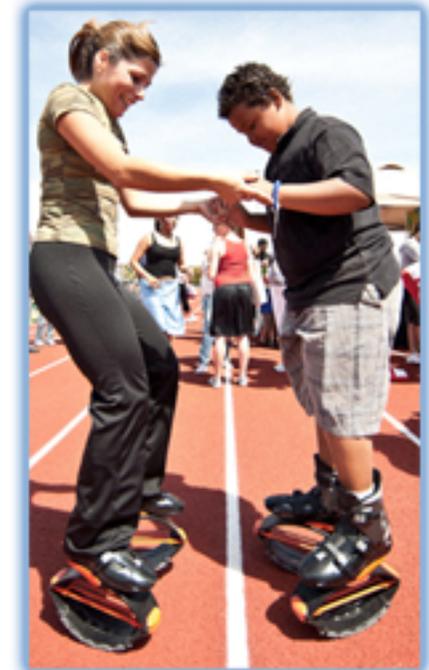




 ShapeUpUS is part of the National Movement to improve the health of our communities by stemming the tide of heart disease. Shape Up US contributes to building a healthy future for America's children by improving the health, fitness and overall well-being of youth and their families. Each Health & Wellness Expo is free to all who attend. It is designed to promote wellness, create awareness about a healthy lifestyle and provide a day of fun for the entire family.

 ShapeUpUS offers FREE healthy lifestyle expositions and activities in cities throughout the nation. Each Health & Wellness Expo is designed to promote wellness, create awareness and educate the public about prevention of heart disease, while providing a day of fun for the entire family. www.ShapeUpUS.org



Why Join Shape Up Arizona @ Mayor Gibshraeny's Day of Play!

Last year we had over 10,000 attendees and 160 booths to celebrate Shape Up Arizona at Chandler's Day of Play. Partnering with the City of Chandler and hosted by Chandler Unified School District.

Activities: Exhibitors each offer an activity for those who attend the event, providing a variety of fun. Thousands of participants at this all-day event enjoy fitness contests, games, hands-on cooking for adults and youth, food tastings, arts and crafts, inflatables, healthy giveaways, face painting, prizes and much more.

Entertainment: As kids take a break from the activities, they enjoy the entertainment on multiple stages set up around the expo. Continuous live entertainment with DJ and featuring sports team mascots, local and nationally recognized musicians, entertainers, dances, other performers, gymnasts and martial arts troupes. Eric James, Shape Up US' hip hop artist, FootKlan and many other performers on live on stage!



Booths: Hundreds of booths provide information on everything you can imagine related to healthy living. For example: dental practices, including demonstrations of proper brushing and flossing techniques with dental supplies as give-aways; youth programs sponsored by Parks and Recreation detailing programs and invitations to attend an event; Risk behavior prevention programs; grocery stores with samples of produce that kids love to eat and other information about healthy food choices; banks providing information about saving money.

Audience: Pre-K to Seniors

Marketing & Promotions:

An extensive advertising, marketing and PR campaign will deliver thousands of attendees to the event. Shape Up US works closely with host community organizations and media outlets to ensure that the event receives local coverage.

The campaign includes:

- Radio
- Television
- Newspapers
- Magazines
- Social Networking: Facebook, Twitter
- E-Blasts
- Website
- Flyers: throughout the community (schools, supermarkets and local businesses)
- Movie Theatres
- YouTube

Sponsorship Health and Wellness Expo

\$1,000 Booth Sponsor: Exhibitor

- Table and 2 chairs
- Logo Link on Shape Up US Website www.shapeupus.org
- Text Link on Website www.shapeupus.org

\$2,500 Sponsor: T-Shirt Sponsor

- SHAPE UP Arizona Logo on all T-shirts
- Table and 2 chairs
- Logo Link on Shape Up US Website www.shapeupus.org
- Text Link on Website www.shapeupus.org



\$5,000 Sponsor - Flyers (50,000 Flyers)

- Logo on 50,000 flyers (directly delivered into the schools K-6th grade, grocery stores and all of our businesses)
- Table and 2 chairs
- Logo Link on Shape Up US Website www.shapeupus.org
- Text Link on Website www.shapeupus.org
- Logo on Event Flyers and e-mails blast (100,000 Flyers)

\$7,500 Sponsor - Sponsor Booklets (2,500 Booklets)

- SHAPE UP US" Sponsorship Directory - Full Page
- Logo on Map in the Middle of the Booklet for our Passport Game
- Table and 2 chairs
- Logo Link on Shape Up US Website www.shapeupus.org
- Text Link on Website www.shapeupus.org
- Logo on Event Flyers and e-mails blast



\$10,000 Stage Sponsor

- Logo on Banners across the stage
- Full Page Ad in Sponsor Booklet
- Table and 2 chairs
- Logo Link on Shape Up US Website www.shapeupus.org
- Text Link on Website www.shapeupus.org
- Logo on Event Flyers and e-mails blast



\$15,000 Sponsor - Arizona's Healthiest Family

- SHAPE UP US" Sponsorship Directory - Full Page
- Table and 2 chairs
- Logo on all Arizona Parenting Magazine Promotion:
- Online web ad on www.azparenting.com from June - October
- E-blast to promote the contest
- E-blast to promote the event
- AZ Parenting will be the official magazine for the event
- ½ page ad in the August issue promoting contest
- ½ page ad in the September issue promoting contest/event
- Full page ad in the October issue promoting the event
- Promote the contest at bottom of Editor's Letter in the July issue
- Include event in October Calendar Highlights
- ½ page interview / picture of winning family (Arizona's Healthiest Family)
- Logo Link on Shape Up US Website www.shapeupus.org
- Text Link on Website www.shapeupus.org
- Logo on "Shape Up "5K T-Shirts
- Logo on All Event Promo Flyers and E-Mails
- Logo on 4-Color Banner -Main Stage or Cook-Off Stage
- Name on Thank-You Publicity



\$15,000 Sponsor - Arizona's Cook-Off

- SHAPE UP US" Sponsorship Directory - Full Page
- AZ Barbeque (3.1 million hits website), HealthyU TV website, and Sunflower Market website as the Sponsor of AZ. Cook-off
- Table and 2 chairs
- Logo Link on Shape Up US Website www.shapeupus.org
- Text Link on Website www.shapeupus.org
- Logo on "Shape Up "5K T-Shirts
- Logo on All Event Promo Flyers and E-Mails
- Logo on 4-Color Banner -Main Stage or Cook-Off Stage
- Name on Thank-You Publicity

\$25,000 Presenting Sponsor - Exclusive Sponsorship

- SHAPE UP US" Sponsorship Directory - Full Page
- Logo on all Magazine Promotion (8 magazines)
- Website: Shape Up US and Healthy U TV
- As many Tables and chairs as you need
- Logo Link on Shape Up US Website www.shapeupus.org
- Text Link on Website www.shapeupus.org
- Logo on "Shape Up T-Shirts
- Logo on All Event Promo Flyers and E-Mails
- Logo on 4-Color Banner -Main Stage or Cook-Off Stage
- Newspaper and Magazine Print - Logo
- Official "Passport Sponsor"
- Movie Theatre big Screen Media - Logo Only, All Screens
- Radio- Sponsored by Announcement
- Exclusive Sponsorship by Category
- Name on Thank-You Publicity
- Over \$100K worth of media



Media Partners

Advertisement:

- Big Screen - Harkins Theatres - 125 screens
- 100,000 flyers (into 3 school districts - 72,000) and then the rest into YMCA's, Fitness Clubs
- Inserts in grocery bags and all of our 150 businesses we partner with for the event
- TV
- Newspapers
- Radio
- REI - 100,000 Newsletters sent out

9 magazines: ½ page or full-page ads

- AZ parenting
- Bear Essential News (will confirm in August)
- College Times - Arizona State University
- Green Living
- Kids and Sports Magazine
- Lovin' Live after 50
- Macaroni Kid
- Natural Awakening
- Times Publication (2 publications)

Much more. . .



Last year attendance was 10,000 people and 160 booths

**** Call for booth specials ****

Contact Information

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Executive Director

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www.ShapeUpUS.org

