



MAY 2 - MAY 9

DENVER FITNESS WEEK



2020 PARTNERSHIP OPPORTUNITIES



Denver Fitness Week is a truly incredible event that showcases metro Denver and the local, boutique fitness community. This spring, we're offering sponsorship options that will include digital, and onsite promotion resulting in increased exposure to and awareness among a key audience of health-minded individuals in Denver, which is a lot of people.

Combining online and in-person promotion, sponsors stand to reach 1,000 plus attendees onsite and hundreds of thousands of individuals as part of a branded content and social media campaign.

Denver Fitness Week creates an organic, community-based marketing experience aimed at attracting an active, energetic, 18-34 demographic. Deploying digital, social and in-person promotions, Denver Fitness Week harnesses the attention of this elusive audience.

Denver Fitness Week is more than a week-long event, it's an experience. From the in-studios events and 8 days of fitness, to the social word of mouth sharing, this sponsorship opportunity exceeds traditional marketing or advertising by directly engaging and activating a targeted audience online and in-person.

Denver Fitness Week curates studios based upon community following, innovative concepts, workout type and size. In 2020, Denver Fitness Week will be celebrating its 5th year!

Denver Fitness Week by the numbers...



1,599 followers
@denverfitnessweek



374 followers
@denverfitnessweek



500+ subscribers
Email List



65% of attendees
were new to a studio



1,000+ participants



2,010 monthly
website visitors

"Great way to increase exposure to Denver's fitness scene."

"Love building the Denver fitness community and getting to be a part of this week with the best studios in the city. Love the recognition it brings the studio."

"We look forward to Denver Fitness Week each year."



Title Sponsorship - \$15,000

- Presented by status
- Co-branded digital punch card
- Logo placement on top bar of website
- Logo inclusion with link to website
- Co-branded swag at all 8-weekly events
- 10 Instagram posts
- Inclusion in daily Instagram posts during week
- Vendor space at all 8-weekly events
- Inclusion daily in Instagram stories during week
- Inclusion in attendee prizes
- Inclusion in public relations campaign (must be registered by the following deadlines to be included)
 - Date Announcement - 2/28/20
 - Broadcast Pitch - 3/13/20
 - Final List/Calendar Press Release - 4/10/20

Participating Studio - \$300

- Dedicated section on website
- 2 Instagram posts
- Inclusion in 3-5 Instagram stories
- Inclusion in swag bags
- Inclusion in attendee prizes
- Logo inclusion with link to website
- Included in final calendar press release
- Included in group photo shoot

Vendor Booth at Studio Host - \$500 per day (limited space available)

- Booth space for 1 day at in-studio event
- 2 Instagram posts
- Inclusion in 3-5 Instagram stories
- Inclusion in swag bags for day attending
- Inclusion in attendee prizes
- Logo inclusion with link on website and digital punch card

Swag Bag Inclusion - \$200

- Inclusion in swag bags
- Inclusion in 1-2 Instagram stories

Featured Studio Event Host - \$1,000 (limited to 8 studios)

- 1-free event at studio
- Event listing on local event calendars
- Featured story on news feed on digital punch card
- Dedicated section on website
- 5 Instagram posts
- Inclusion in 5-7 Instagram stories
- Inclusion in swag bags
- Inclusion in attendee prizes
- Logo inclusion with link on website and digital punch card
- 1-hour of photography
- Inclusion in public relations campaign (must be registered by the following deadlines to be included)
 - Date Announcement - 2/28/20
 - Broadcast Pitch - 3/13/20
 - Final List/Calendar Press Release - 4/10/20

Swag Sponsor - \$1,000 - \$3,000

(depends on the cost of co-branded item)

- 500 co-branded swag items to be given out at daily studio events
 - Tote bags
 - Water Bottle
 - Towel
 - Sticky Socks
- 3 Instagram posts
- Inclusion in 4 Instagram stories
- Inclusion in Facebook/Eventbrite event postings

Digital Punch Card - \$3,000

- Co-branded digital punch card
- 5 Instagram posts
- Logo inclusion with link to website
- Inclusion in daily Instagram posts during week
- 2 vendors booth spaces at studios
- Inclusion daily in Instagram stories during week
- Inclusion in attendee prizes
- Inclusion in public relations campaign (must be registered by the following deadlines to be included)
 - Date Announcement - 2/28/20
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 - Final List/Calendar Press Release - 4/10/20



For additional information or to get your questions answered, contact:

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