



March 2020

DEKALB FITNESS CHALLENGE 2020

*“A One Day Fitness Boot
Camp for Families &
Friends”*

PRESENTED BY

AMERIGROUP

DEKALB COUNTY COMMISSIONER LARRY JOHNSON

GEORGIA SPARTANS OUTREACH CORPORATION

LEARN2LIVE 10th Anniversary
Celebration

CREATED BY DAUGHTER'S BRAND, LLC.

DEKALB Fitness CHALLENGE

presented by Amerigroup and GeorgiaSpartans
at Exchange Intergenerational Park

OCT 17, 2020
12PM - 4PM

2771 Columbia Drive
Decatur, GA 30334



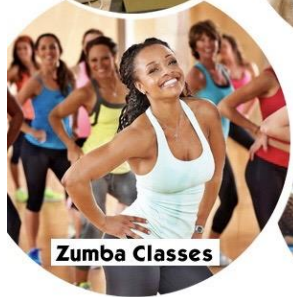
STEM for Kids



Sack Races



TUG-OF-WAR



Zumba Classes



YOGA Classes

COME JOIN US!

- Vendors
- Win Prizes
- Food Trucks
- Boxing Classes
- Free Cooking Classes
- FREE Health Screenings

... and more!!

404.645.1398
www.GeorgiaSpartans.net



DeKalb Fitness Challenge Summary

In celebration of the Learn2Live Cancer Awareness Health Fairs & Celebrity Basketball Games 10th Anniversary, the Georgia Spartans Outreach Corp., Commissioner Larry Johnson (DeKalb County), the presenting sponsor Amerigroup and participating affiliates will transform the traditional community based health fair into a family fun-filled engagement of physical fitness and an interactive learning social experience.

The one-day free, family fun event will feature a variety of health & wellness physical activities, nutritional resources, a kids zone, and loads of attraction!

The goal is to essentially increase our **R.E.A.C.H.** in cultivating the well-being of families and individuals to live a **Robust, Energetic, Active, Consistent, Healthy** lifestyle .

DeKalb Fitness Challenge
Date: Saturday October 15, 2020
Time: 12PM – 4PM
Location: Exchange Intergenerational Park



DeKalb Fitness Challenge

Event Logistics



The Family & Friends fitness boot camp will be divided into two activity

zones

Zone 1 - Re-Fuel & Re-Energize!



Zone 2 - *Just for Kidz!*

- The Fun House
- S.T.E.A.M. Corner

Zone 1: Fitness Activities break down

- The adult fitness conditioning area will be lead by certified & licensed trainers.
- 30-minute regimen camps will be scheduled throughout the duration of the one-day event.
- A constant rotation to allow approximately 20 - 30 participants to experience these physical fitness routines.



ZUMBA

YOGA

AEROBICS

DeKalb Fitness Challenge



Event Logistics cont'd



Zone 2: Just For Kidz!!!

change

4 **life**

Eat well Move more Live longer

The Fun house break down

□ The youth fitness conditioning area will be lead by certified & licensed trainers.

**OBSTACLE
COURSE**

- Interactive mini-camps will be held throughout the duration of the one-day event with an emphasis on childhood obesity.
- A continuous regimen allowing approximately 10 - 12 adolescents to experience a variety of physical fitness routines.



S.T.E.A.M. Corner



- An interactive educational corner for children & young adults to mentally exercise their fundamental skills in science, technology, engineering, arts, and mathematics.
- An intimate environment for young individuals to observe and learn the ancestry of creatures and wild-life.

DeKalb Fitness Challenge

Sponsorship Opportunities

Silver Package (\$1,000<)

- Event Sponsor Recognition!
- An exhibit area
- Brand Your Fitness Conditioning Camp!
- Post event list of attendees contact information.
- 30 second showcase during the scheduled event.
- Your Company's logo will appear on the following:
 - ✓ The main event step and repeat
 - ✓ All marketing materials/products for the event
 - ✓ All social media marketing campaigns for the event
- Your company's banner hung in the event space.
- Your company featured in a four (4) week customized radio campaign & promotion.
- Sponsor recognition post event recap video!
- Ten (10) Season Passes to attend any Georgia Spartans Basketball game.

Gold Package (\$500<)

- Event Sponsor Recognition!
- An exhibit area
- Post event list of attendees contact information.
- 30 second showcase during the scheduled event.
- Your Company's logo will appear on the following:
 - ✓ The main event step and repeat
 - ✓ All marketing materials/products for the event
 - ✓ All social media marketing campaigns for the event
- Your company featured in a two (2) week customized radio campaign & promotion.
- Sponsor recognition post event recap video!
- Five (5) Season Passes to attend any Georgia Spartans Basketball game.

DeKalb Fitness Challenge

Sponsor Opportunities

Gold Level (\$375)

- An exhibit area
- Social Media Blast
- Post event list of attendees contact information.
- 30 second promotional showcase during the event.
- Company logo displayed on event step and repeat.
- Company banner displayed in the event space.
- Company logo will appear in all social media marketing campaigns for the event.

Silver Level (\$250)

- An exhibit area
- Social Media Blast
- Post event list of attendees contact information.
- Company banner displayed in the event space.

We Appreciate your Contribution & Support!

For more information please contact...

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DeKalb Fitness Challenge

Did You Know???



The Health and Wellness industry is increasingly strengthening its market share globally. Corporations, companies, and businesses are evolving products and/or services to appeal to the growing population.

- ✓ Per the *Global Wellness Institute*, the overall wellness industry has grown into a multi-trillion dollar industry since 2017.
- ✓ Key segments include Healthy Eating, Nutrition, Fitness, Mind & Body as the most valuable revenue growth leaders.

Data analysis shows the health and wellness industry is projecting to increase its market share by at least an 8% ratio year-over-year.

The city of Atlanta, Ga is on the rise to create a culture of health-conscious citizens.

R.E.A.C.H. Atlanta Fitness Challenge will re-engineer and reshape the perspective of these citizens.



Note: Numbers do not add due to overlap in segments. Dark colored bubbles are the sectors for which GWI conducts in-depth, country-level primary research. Light colored bubbles are sectors for which GWI aggregates global estimates only, drawing from secondary sources.

Source: Global Wellness Institute, Global Wellness Economy Monitor, October 2018

