



MIAMI BEACH FITFEST

3RD ANNUAL

JANUARY 2019

NORTH BEACH , MIAMI BEACH, FL



A MULTI-SPORT & LIFESTYLE EVENT

The Miami Beach Fit Festival, a two-day multi-sport & lifestyle competition event brought to you by the creators of Swim Miami!

Why? Because we want to create a culture of sports and health as a positive district image in a diverse community. Combined it can be a strong cultural factor in building character. We hope to inspire the community to create and maintain a healthier lifestyle.

Proceeds will benefit the H2OS Foundation

Its mission is to eradicate drowning in the South Florida Community and to promote an active and healthy lifestyle through aquatic programs. It offers children and youth a unique opportunity to learn lifesaving skills.



PERFECT BLEND OF SPORTS, HEALTH, MUSIC & CUISINE

ACTIVITIES:

- OPEN WATER SWIMMING
- BEACH SOCCER
- ZUMBA
- CROSSFIT
- YOGA
- LIVE MUSIC
- 5K BEACH SERIES
- PADDLEBOARD
- ORGANIC FARMER'S MARKET
- FARM TO TABLE DINING
- SPONSOR EXPO



OPEN WATER SWIMMING

500+ Participants
One mile and 5K racing with Elite
Olympic level competition
Challenge yourself and put your
front crawl to the test! - All ages...

BEACH SOCCER

Clinics featuring Francis
Farberoff, elite coaches and
players. Amateur tournament for all
ages. Friendly matches featuring
premier competitions with the US
National Team!





ZUMBA

Presented by Betsy Dopico who has been featured on CNN en Espanol, Despierta America and Premios Lo Nuestro. She has performed with artists like Pitbull and Wyclef Jean while bringing her greatest dance moves and mind blowing energy.

CROSSFIT 305

Two hundred of South Florida's most adventurous athletes will gather to take on over 3 miles of sand, ocean and obstacles in the heart of the North Beach. The course will be doable for all, but difficult even for the most experienced.





5K BEACH SERIES

Through sand and road get ready to go about the city in this fun marathon tour. Run, jog or walk. Achievable distance for all ages and abilities

PADDLEBOARD

Have you got what it takes to SUP with the best of them?

- International and local participants to create elite level competition



YOGA

Dawn B Feinberg founder of Ahana Yoga brings you a unique Yoga experience to the sands! A Certified Jivamukti Teacher and Licensed Movement Therapist who is a Top Instructor in South Florida!



LIVE MUSIC

Enjoy some amazing live music featuring local and international bands! From Pop to country to latin salsa and more. It will be free to the general audience.



ORGANIC FARMER'S MARKET

Organic fresh produce from local vendors offering fruits, veggies, fresh plants, grains, honey, jams and more!

Presented by Normandy Village Marketplace to supply all of your healthy eating needs!



FARM TO TABLE DINNING EXPERIENCE

Exclusive gourmet breakfast, lunch and dinner tailored to event participants and spectators in state of the art farm style tents to create a unique dining experience...

SPONSOR EXHIBIT

Sponsors and vendors welcome to participate and broadcast your company in our Sponsor Exhibit inside of the North Beach Bandshell! Opportunity to interact the general public of varying ages and interests.

This type of exposure is invaluable to those who want to be considered as market leaders, and show both commitment to a growing community, and value as an market resource.
(10x10 pop-up tents and other)



FITTEST PARTNER

TITLE SPONSOR

- VIP access to all race events for up to 20 guests
- 10 participant entries to any of the six races being offered
- Signage: up to 15 banners (evenly distributed around venue but not merchandise area)
- Merchandise tent activation (300 sq. ft. space for booth activation and partner giveaways)
- Opportunity to distribute company/product information in winners favor bags
- Brand recognition on all media press releases
- Exclusive content write-up by FitFest bloggers and e-newsletter presence on www.MiamiBeachFitFest.com
- Multiple announcements of copy up to 30 seconds provided by partner
- Logo inclusion - 1st tier on all promotional material including over 20,000 flyers/1,000 posters to be distributed within the South Florida market and logo on event page
- Social Media mentions and all platforms
- Blast on PRWeb to 4-5 markets within the US and 4-5 categories related to the brand
- Blast to media database of over 3,000 bloggers with a reach of over 10,000 unique visitors per month
- At least 4 or more features to be published per blast

\$40,000

FIT PARTNER

PRESENTING SPONSOR

- VIP access to all race events for up to 10 guests
- 10 participant entries to any of the six races being offered
- Signage: up to 10 banners (evenly distributed around venue but not merchandise area)
- Merchandise tent activation (200 sq. ft. space for booth activation and partner giveaways)
- Opportunity to distribute company/product information in winners favor bags
- Brand recognition on all media press releases
- Multiple announcements of copy up to 15 seconds provided by partner
- Logo inclusion - 2nd tier on all promotional material including over 20,000 flyers/1,000 posters to be distributed within the South Florida market and logo on event page
- Social Media mentions and all platforms
- Blast to media database of over 3,000 bloggers with a reach of over 10,000 unique visitors per month

\$30,000





MIAMI BEACH FITFEST

We look forward to working with you and amplifying your brand in what will be one of the most diversified sporting events in Miami Beach!

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THANKS!