



# ***MIAMI BEACH FITFEST***

2ND ANNUAL

**AUGUST 12-13 , 2017**

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**

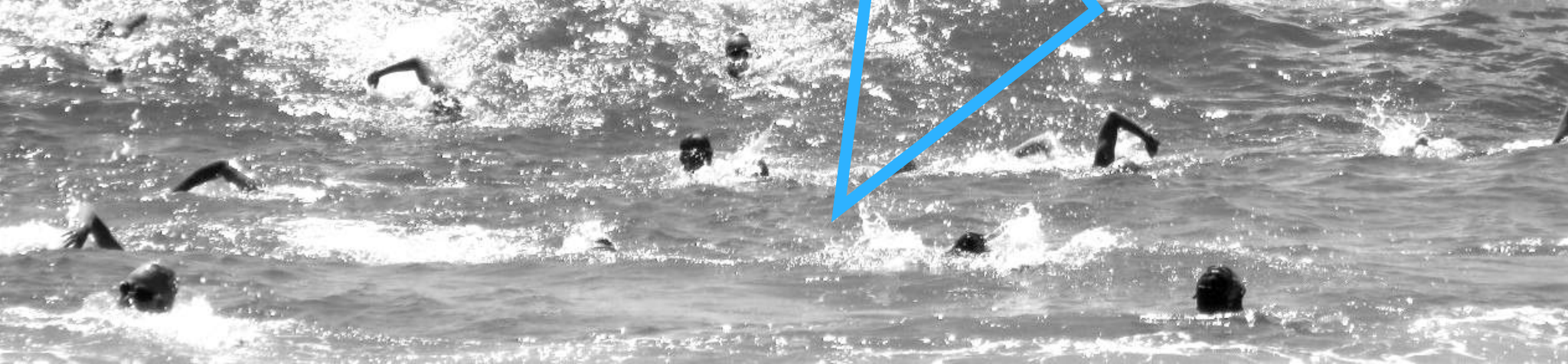
Its mission is to eradicate drowning in the South Florida Community and to promote an active and healthy lifestyle through aquatic programs. It offers children and youth a unique opportunity to learn lifesaving skills.

# ***PERFECT BLEND OF SPORTS, HEALTH, MUSIC & CUISINE***

## ***ACTIVITIES:***

- OPEN WATER SWIMMING
- BEACH SOCCER
- ZUMBA
- CROSSFIT
- YOGA
- LIVE MUSIC
- 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.



## **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**

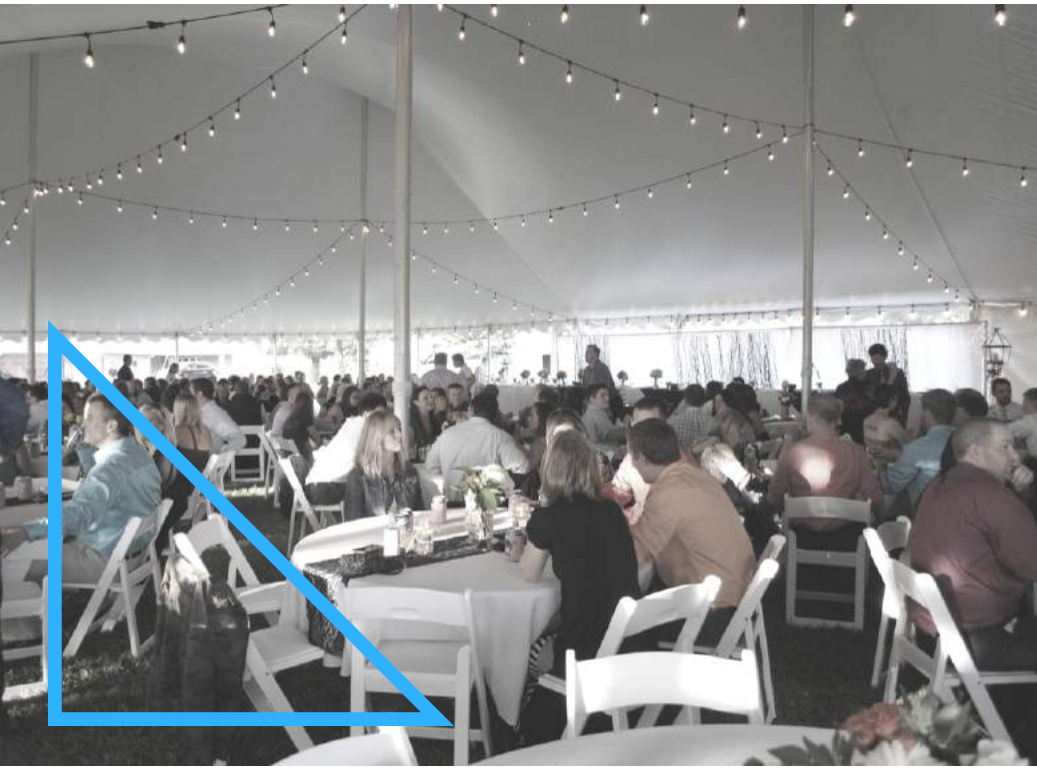
Enjoy some amazing live music featuring local and international bands! From Pop to country to latin salsa and more. It will be free to the general audience.



# **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](http://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

Partnership / \$25,000

# ***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

Partnership / \$15,000

# ***IN SHAPE PARTNER***

## **PATRON SPONSOR**

VIP access to all race events for up to 6 guests  
8 participant entries to any of the six races being offered  
Signage: up to 5 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  
Multiple announcements of copy up to 10 seconds provided by partner  
Logo inclusion - 3rd 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

**Partnership / \$10,000**

Category exclusivity & single activation booths also available. Inquire.

# ***GET FIT PARTNER***

## **SUPPORTING SPONSOR**

VIP access to all race events for up to 4 guests  
4 participant entries to any of the six races being offered  
Signage: up to 2 banners (evenly distributed around venue but not merchandise area)  
Merchandise tent activation (100 sq. ft. space for booth activation and partner giveaways)  
Multiple announcements throughout the event (company name and tagline)  
Logo inclusion - 4rd 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 in one platform

**Partnership / \$5,000**

# ***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!

Contact: Jonathan Strauss  
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Miami Beach, FL

THANKS!