



Fitness & Health Bloggers Conference: June 22-24, 2012 Sponsorship Opportunities

About the Conference

The Fitness & Health Bloggers Conference is the leading conference on *communication of cutting-edge health and fitness information to the public via the internet*, a big issue as our society attempts to combat obesity and improve wellness. This is a unique opportunity to connect with an estimated 200 members of the “new media” of the health and fitness world at the same time, getting your message and your product or service in front of key influencers who write about health, wellness, and fitness on a daily basis. Register for sponsorship by clicking here: https://www.zephyradventures.com/fhbc_sponsor.htm.

Anschutz Center for Health and Wellness, Denver, CO

The conference will be held at the brand-new Anschutz Health & Wellness Center at the University of Colorado's Medical School, a \$70 million facility slated to open in April 2012 just prior to the conference. The center aims to be the “Silicon Valley” of health and wellness in America, helping to reverse obesity and promote wellness throughout the country by producing and disseminating cutting edge research.

ucdenver.edu/academics/colleges/medicalschoo/centers/HealthandWellnessCenter/Pages/Home.aspx

Science-Based Content

The 2012 Fitness & Health Bloggers Conference will be a science-based conference, with all sessions adhering to and presenting science-based health and wellness principles. Because of this and our connection to the Anschutz Center, we are only able accept sponsors who support the science-based health and wellness mission of the conference. We will need to approve each sponsor to please check with us first if you have any questions.

Title Sponsor (\$35,000)

One Title Sponsor will fund the \$250 registration fees for 140 fitness and health bloggers from around the country. This is a unique opportunity to ally yourself with top bloggers in an altruistic way and have title sponsorship benefits at the conference. *If you are interested in this sponsorship, please contact us for complete information.* This sponsor will receive all the benefits of a Grand Sponsor below plus:

- Connection to 140 top bloggers who will receive funding to pay for their conference registration
- Four conference registrations instead of two
- Name on the conference banner and in the header of the conference website
- Ability to briefly address the conference during the welcome and closing
- Name on any conference media releases
- Access to conference organizers to suggest content changes, speakers, other sponsors, etc.

Grand Sponsors (\$20,000)

Grand Sponsors will receive all the benefits of Premier Sponsors listed below (includes two free conference registrations). In addition, Grand Sponsors will have the opportunity to work with conference organizers to create special programs related to the content or attendees. Any such program must meet the needs of conference attendees and be approved by conference organizers. Program details should be discussed with organizers but might include:

- Giveaway prizes or other programs communicated to all fitness and health bloggers via email, blog post, and/or Twitter.
- Conference sessions related to the mission of the attendees but involving the sponsoring company.

- Pre-conference or post-conference events included in the official conference agenda.
- Maximum three Grand Sponsors and exclusivity in your business area.

Saturday Dinner Sponsor (Cost of dinner)

One Saturday dinner sponsor will be the key sponsor during the meal. You will have the opportunity to briefly address the audience and will also receive all benefits accruing to Premier Sponsors listed below. In addition, your product can be distributed to attendees during dinner or, if a food or wine, used in the meal. The cost of the Dinner Sponsor will be to provide the actual dinner required for up to 200 attendees. The dinner can be arranged via our host, the Anschutz Center's bistro, or can be planned offsite in the area. Includes two conference registrations.

Breakfast or Lunch Sponsors (\$5000 plus cost of meal)

Opportunities exist for sponsorship of breakfast on Saturday and Sunday and lunch on Friday or Saturday. You will have the opportunity to briefly address the audience and will also receive all benefits accruing to Premier Sponsors listed below. In addition, your product can be distributed to attendees during or used in the meal. The meals should be casual and can be arranged through the Anschutz Center's bistro, which features healthy, delicious, reasonably-priced food. The bistro can include your product(s) in their lunch or your brand can sponsor a bistro lunch as is. The cost of a lunch or breakfast sponsors is \$5000 plus the cost of the meal for up to 200 attendees.

Friday After Hours Party Sponsor (\$10,000)

The After Hours Sponsor will "host" an After Hours Party on Friday evening running from 8:30 to 10:30 PM by providing adult refreshments and perhaps arranging music, entertainment, activities, etc. This can be held at the host Anschutz Center or off site. Includes Premier Sponsor benefits plus two conference registrations.

Saturday After Hours Sponsor (\$10,000)

One sponsor will be the headline sponsor of Saturday evening during the Ignite Fitness portion of the conference, a fun and fast-paced series of presentations by conference attendees. This includes all Premier Sponsor benefits plus the ability to conduct a five-minute presentation, emcee the event, and provide beverages for the evening party. Includes two conference registrations. This does not indicate sponsorship of the Ignite Fitness event itself, as the Ignite rules (<http://ignite.oreilly.com>) do not allow this.

Premier Sponsors (\$5,000)

Premier Sponsors will receive the following benefits:

- Product Placement at the conference: Your product will be served or used throughout the conference. For example, if your product is sparkling water we will provide your water throughout the conference to participants. Exclusivity will be granted at the discretion of the conference organizers.
- Logo and listing on website and all conference materials.
- Public recognition at conference and in pre-conference Participant Packet.
- One conference registration.
- Banner in conference meeting room.
- Sponsor table at Meet the Sponsor session on Friday where you can meet all conference attendees, distribute your literature, and optionally serve your food or beverage item or showcase your product.

Thursday Excursion Sponsor (\$5,000)

One sponsor will work with conference organizers to create an all-day activity on Thursday, June 21 prior to the conference. The activity can be to a nearby location and should include transportation from and back to the host hotel, lunch, and outdoor activities – at your cost in addition to the sponsorship fee. Conference organizers will help to promote the excursion via the conference website, blog post, and Twitter. This is a perfect opportunity to highlight your outdoor recreation business or region to fitness and health bloggers.

Event Sponsors (\$2,500)

Event Sponsors will receive the following benefits:

- Text listing on website and all conference materials.
- Listing in pre-conference Participant Packet.
- One conference registration.
- Pop-Up Banner in conference ballroom.
- Sponsor table at Meet the Sponsor session on Friday where you can meet all conference attendees, distribute your literature, and optionally serve your food or beverage item or showcase your product.