



**FIT
AFTER
FIFTY**

eZINE PARTNER INFORMATION

WELCOME TO FIT AFTER FIFTY

- WHO WE ARE -

Fit After Fifty is an inspirational movement comprised of an online magazine, video-enhanced eBook, and dynamic community and social networks for baby boomers & beyond. It's a celebration of healthy, fit living, showcasing real journeys of people who choose to live better through fitness.

- WHY WE DO IT -

Our mission is to create a national “living better” movement in life’s second half. We strive to catalyze healthy behavior changes, through sharing the successful examples of others. We learn from each other. Healthier individuals means a healthier, happier and more productive society.

- THE MOVEMENT -

Fit After Fifty began as a study of elite masters-age athletes across America. While conducting the study, the Fit After Fifty team discovered that these stories had a profound impact on audiences. The result was a video-enhanced eBook. Recently, Fit After Fifty added an online magazine to continue providing current & new inspirational stories. The movement is designed to be an ongoing source of inspiration, resulting in positive transformation for the millions of baby boomers in the US, and ultimately worldwide.



A LETTER FROM TONY

We welcome you as a sponsor of Fit After Fifty. We believe that your support will enhance better health through fitness and improve thousands—if not millions—of lives. By participating in sponsorship with us, your product concept and message will be seen by all Fit After Fifty readers. Remember, this huge demographic has the motivation and financial resources to become your life-long customer.

We know this population has an intense interest in health & longevity, and has more significant financial resource than any comparable group. They are ready, able and willing to listen and be convinced to buy relevant products and services like yours. Together, we represent a powerful combination of resources for this population to alter their lives in a positive, meaningful way.

Together, we will make a positive change in behavior, health, and wellbeing for millions—and this journey requires your participation. With the powerful tool of social media, we can identify, test, illustrate, calibrate & refine the best practices for exercise, diet, meditation, physical therapy and more.

Thank you for supporting the Fit After Fifty movement!

Sincerely,
Tony Whatley

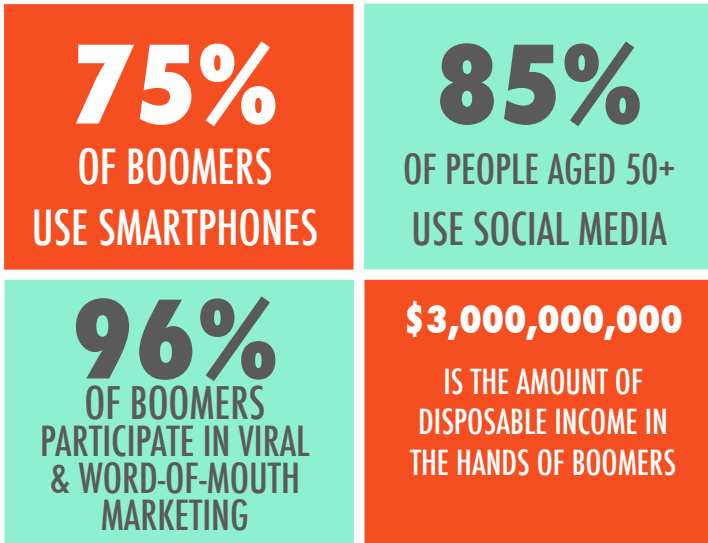


HERE ARE THE NUMBERS

- PRIOR TO OUR eZINE LAUNCH -

The Baby Boomer Generation is the fastest growing demographic of online & mobile media consumers. Google Statistics shows that 57% of Boomers have searched for health & wellness info in 2013.

- THINGS YOU SHOULD KNOW ABOUT BABY BOOMERS -



HERE'S WHERE WE'RE GOING

We are looking for 17 sponsors to support our digital content production staff, as well as an advertising campaign of \$1000 per month to produce the following:

- 20 blog posts per month of unique stories
- 15 of which will be guest contributors sharing their personal stories and advice from all over the world.
- 1 video per month of a unique story.
- Weekly email blasts to our subscribers.
- Daily posts on Facebook and Twitter, designed to increase engagement and further content sharing.

While we're just getting started, we have an aggressive growth plan, and we hope you'll join us on the way.

Upon launch of our eZine:

(NOW) MONTH 6:

- 9200+ Facebook Fans
- 1200 Email subscribers
- 6700 Twitter Followers

(GOAL) MONTH 12:

- 20,000 Facebook Fans
- 8000 Email subscribers
- 26000 Twitter followers.



JOIN US

- WHO WE WANT TO PARTNER WITH -

We want to partner with like-minded companies who want to be part of the solution to the healthcare crisis, are passionate about health, fitness & diet, and who want to reach the largest growing demographic of online media consumers. We are partnering with companies who seek to be inspirational & motivational influencers for their clients, customers & fans.

- HOW YOU BENEFIT -

We're committed to growing this community and have secured the staff of Marketeering Group, a trusted Seattle-based content production & marketing company, to facilitate the process. We've designed sponsorship packages that allow your brand to piggy-back off of our message on every platform, to reach our community continuously over the next year as we grow.

- CONTACT US -

Sponsorship efforts are being lead by the CEO of Marketeering Group, Danny Done. He can be reached at:

Danny@MarketeeringGroup.com
c. 425-785-1984

Marketeering Group
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Seattle, WA 98109

PARTNER PACKAGES

	DAILY JOG \$200/MONTH	5K \$500/MONTH	MARATHON \$750/MONTH
AVAILABILITY	10 AVAILABLE	5 AVAILABLE	3 AVAILABLE
SQUARE FOOTER AD SPACE	✓	✓	✓
SKYSCRAPER AD	✓	✓	✓
TOP BANNER AD			✓
WEEKLY TWITTER MENTIONS	✓	✓	✓
DAILY TWITTER MENTIONS		✓	✓
FACEBOOK INCLUSION			✓
MONTHLY SPONSORED BLOG		✓	✓
2X MONTHLY SPONSORED BLOG			✓
INCLUSION IN EMAIL BLASTS		✓	✓
INCLUSION IN ALL EMAIL BLASTS			✓



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