



NATIONAL FITNESS CAMPAIGN
**CAMPAIGN
BRIEFING**



2023



BROUGHT TO YOU BY



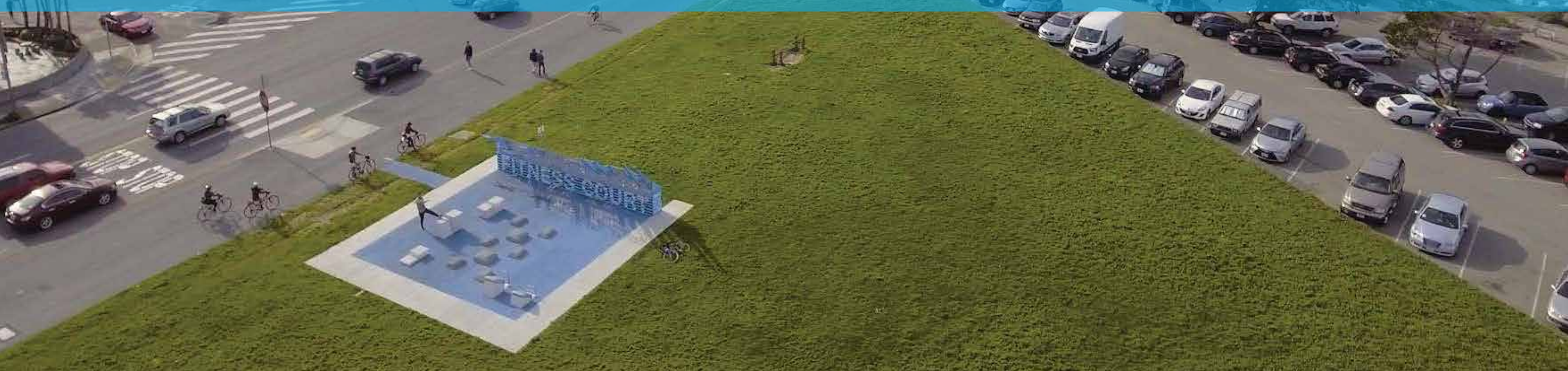
WHO WE ARE

National Fitness Campaign is a wellness consulting firm. Our mission is to build healthy communities.



WHAT WE DO

NFC develops partnerships with cities, schools and sponsors to fund, build, and activate outdoor Fitness Courts, making world class fitness free.

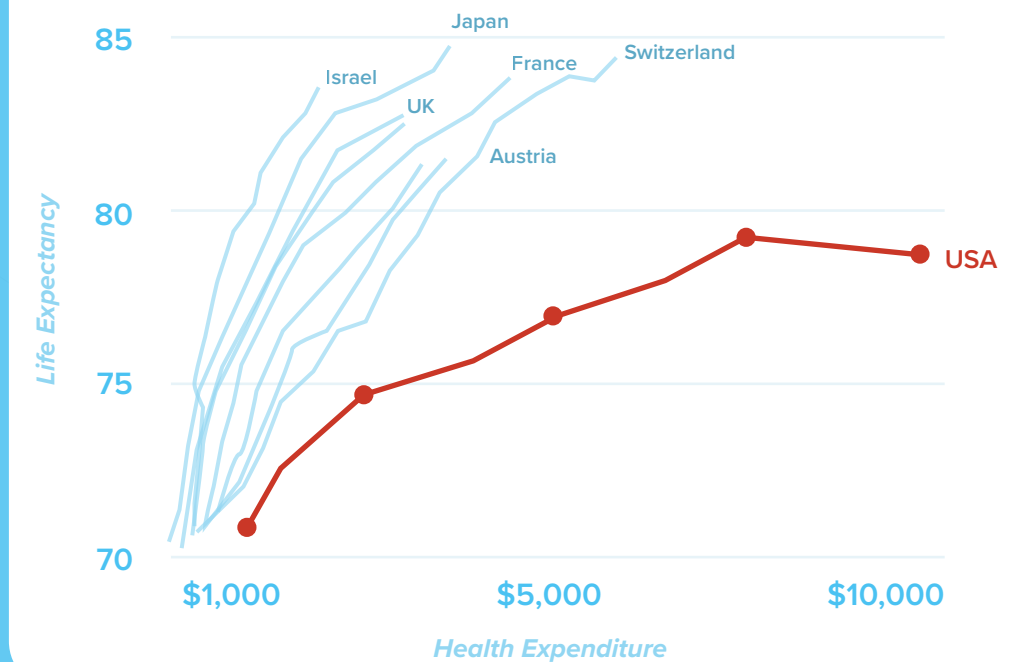




WHY WE DO IT
TO MAKE WORLD CLASS FITNESS FREE

THE PROBLEM

Life Expectancy vs Health Expenditure



America is facing a health crisis caused by sedentary lifestyles and cities designed for cars. USA spends more money than any other on healthcare with poor results.

THE SOLUTION

When communities are designed to support wellbeing, health outcomes change!

40+ YEARS IN THE MAKING
CAMPAIGN HISTORY



FITNESS COURT INVENTED
SAN FRANCISCO • STANFORD



1979



FIRST NATIONAL SPONSOR
3 COUNTRIES • 10,000 FITNESS COURTS



1980's



REDESIGNED
FOR IMPACT IN 21ST CENTURY



2012



WELCOMING 500TH
HEALTHY COMMUNITY ACROSS AMERICA



2023



NFC EXPANDS TO 10,000
COMMUNITIES WITH PARTNERS



2030's

Campaign Overview

National Fitness Campaign

★ EST. 1979 ★
NATIONAL FITNESS CAMPAIGN
FITNESS COURT

A COMPREHENSIVE COMMUNITY WELLNESS PROGRAM





FITNESS COURT

WORLDS BEST OUTDOOR GYM



7 MOVEMENT FULL BODY WORKOUT
FUNCTIONAL TRAINING SYSTEM
DIGITALLY ACTIVATED | COACH IN YOUR POCKET



CORE



SQUAT



PUSH



LUNGE



PULL



AGILITY



BEND



 **FITNESS COURT®**

ADULTS OF ALL AGES AND ABILITY



I am glad to see movements to improve balance.

- Carol Claybaker, Senior Resident of Janesville, WI

Campaign Services

National Fitness Campaign



Planning & Funding Support



A map showing various locations marked with blue and yellow pins. Below the map is a check for \$5,000.00 dated June 29, 2022, payable to Eileen Dorsey for Five thousand and no/100 National Fitness Campaign. The check is held by a woman in a pink shirt.



Pre Launch Support



Workers in dark blue shirts are installing large blue pieces of equipment on a site. One worker is in the foreground, another is in the background.



Ambassador Training



A woman in a black tank top is kneeling and training another woman in a black tank top. They are outdoors on a paved area. The ACE APPROVED logo is in the bottom right corner.



Media & Press




A woman with short grey hair and sunglasses is speaking into a microphone at a podium. The podium has the seal of the Charter County of Wayne Michigan on it.



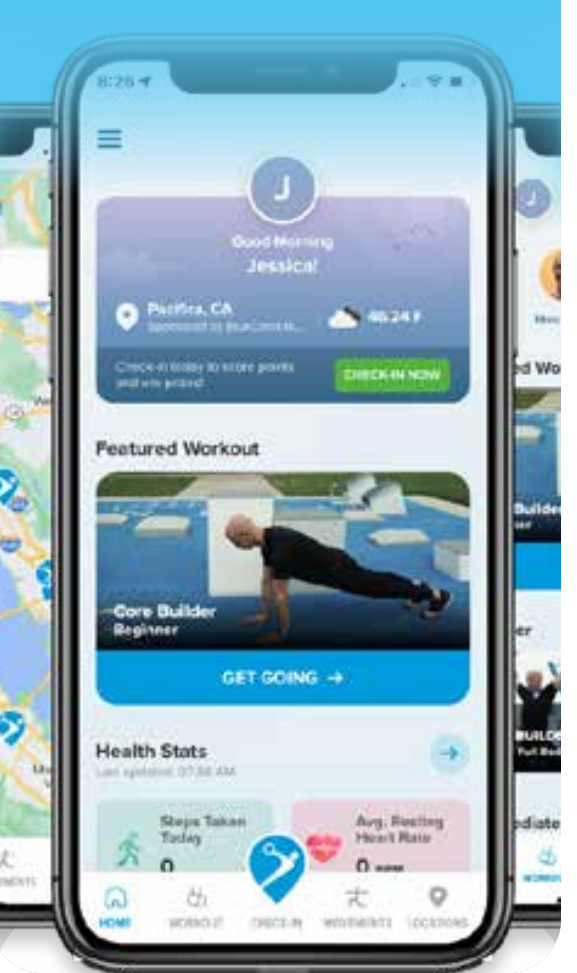
Launch & Ribbon Cutting



A ribbon cutting ceremony is taking place outdoors. A woman in a white jacket is cutting a red ribbon. There are people in costumes and a podium in the background.



Fitness Court® App



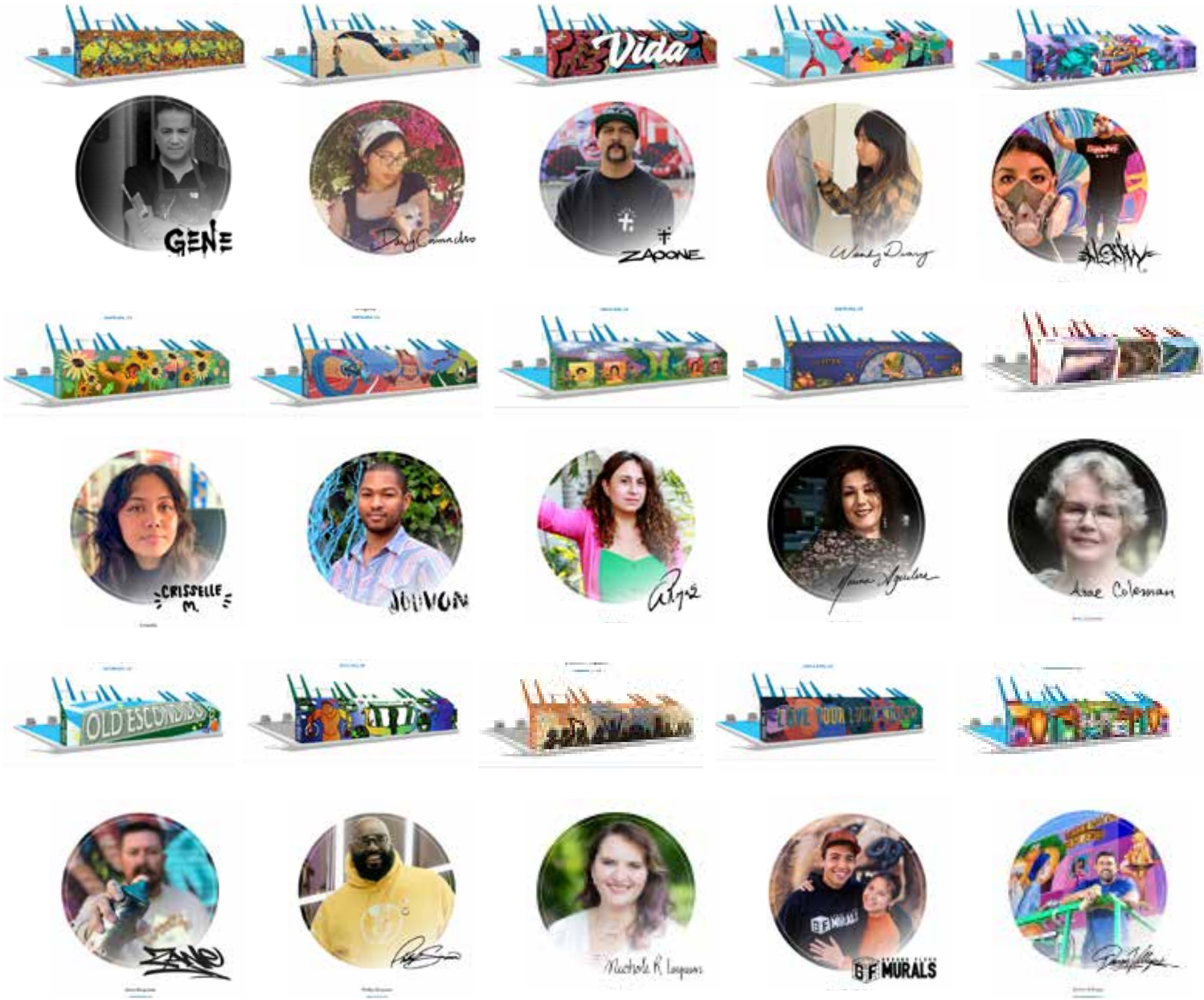
A smartphone displaying the Fitness Court app interface. The screen shows a user profile for Jessica, location in Petra, CA, a featured workout for Core Builder Beginner, and health stats like steps taken and resting heart rate.



WE BUILD HEALTHY COMMUNITIES!

Fitness Court® Public Art

Inspiration Meets Wellness



ARTISTS FROM ACROSS THE
COUNTRY



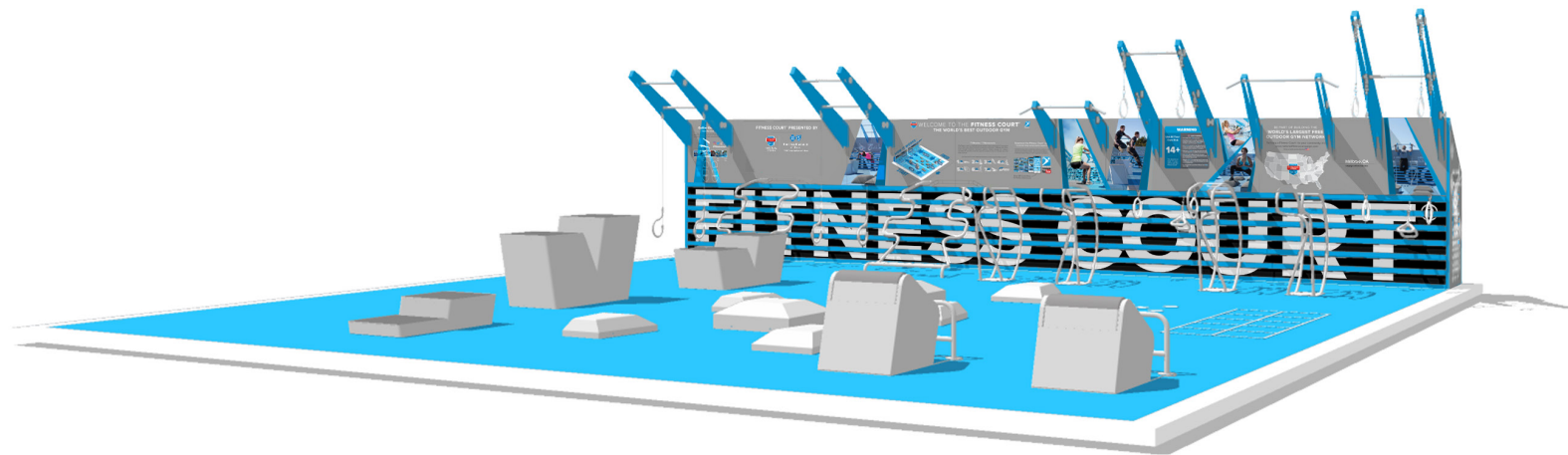
Fitness Court® Public Art



FITNESS COURTS®



Approved State Fitness Court Design



2023 NFC State Sponsor Art Collection

No Additional Funding Required

EACH FITNESS COURT® IS A ONE-OF-A-KIND WORK OF ART.

NFC DESIGN STUDIO

Additional Funding Required:
\$10,000



Final design works in collaboration with State Sponsor.

LOCAL ARTIST

Additional Funding Required:
\$25,000



Final design works in collaboration with State Sponsor.

FEATURED ARTIST

Additional Funding Required:
\$50,000

Limited licenses available



2023 JEAN-MICHEL BASQUIAT

Campaign Overview

National Fitness Campaign

DESIGN & PLANNING

LAUNCH & PRESS

SPONSOR SUPPORT

PUBLIC ART

GRANT FUNDING

AMBASSADOR TRAINING

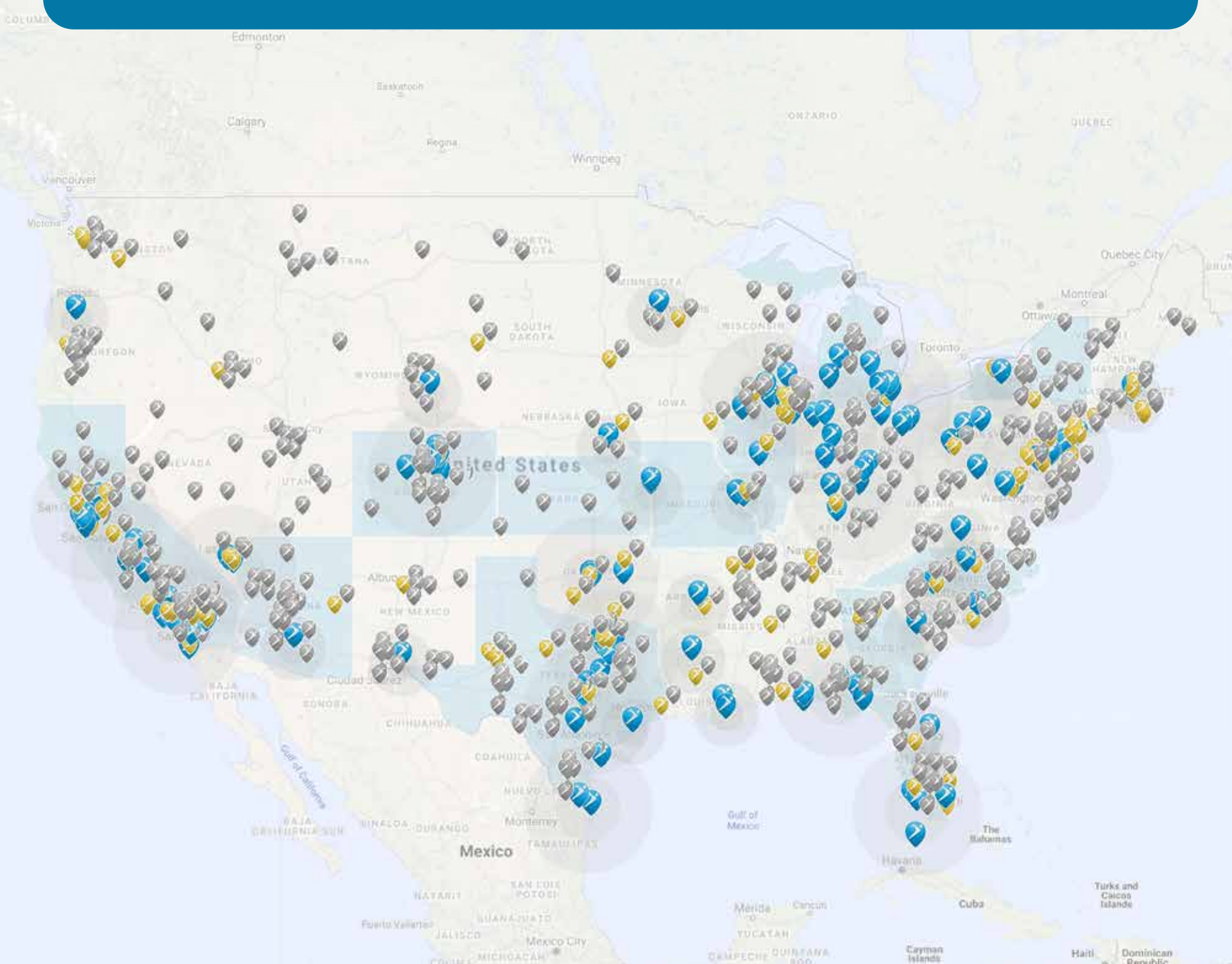
INSTALLATION

MOBILE APP



A COMPREHENSIVE
COMMUNITY WELLNESS
PROGRAM

National Fitness Campaign Grows to 5000 Cities & Schools by 2030



NFC'S GOAL
BUILD A FREE OUTDOOR FITNESS COURT® WITHIN A 10 MINUTE BIKE RIDE OF EVERY AMERICAN



AMERICA'S LARGEST PUBLIC-PRIVATE WELLNESS PARTNERSHIP

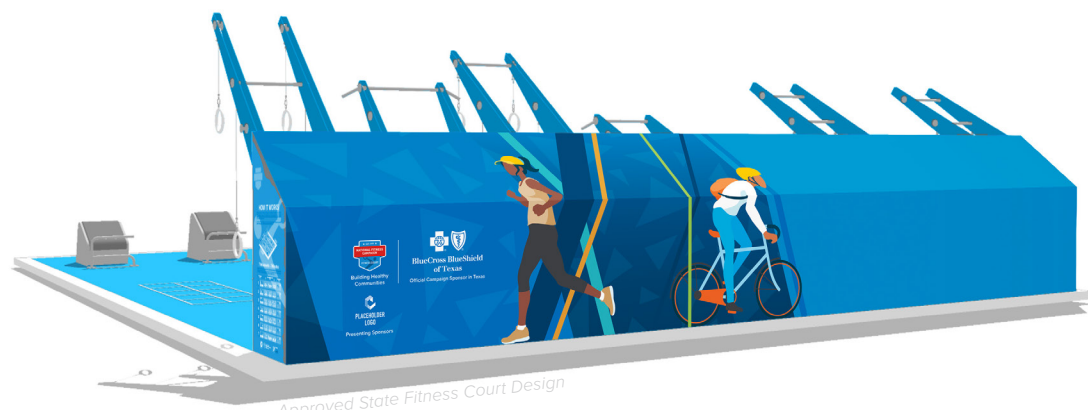
MAJOR HEALTHCARE PROVIDERS
MUNICIPALITIES • SCHOOLS
INDUSTRY AFFILIATES • CORPORATIONS & LOCAL SPONSORS





2023 TEXAS CAMPAIGN

PRESENTED BY



Strategic Plan Adopted for Health Impact Across State

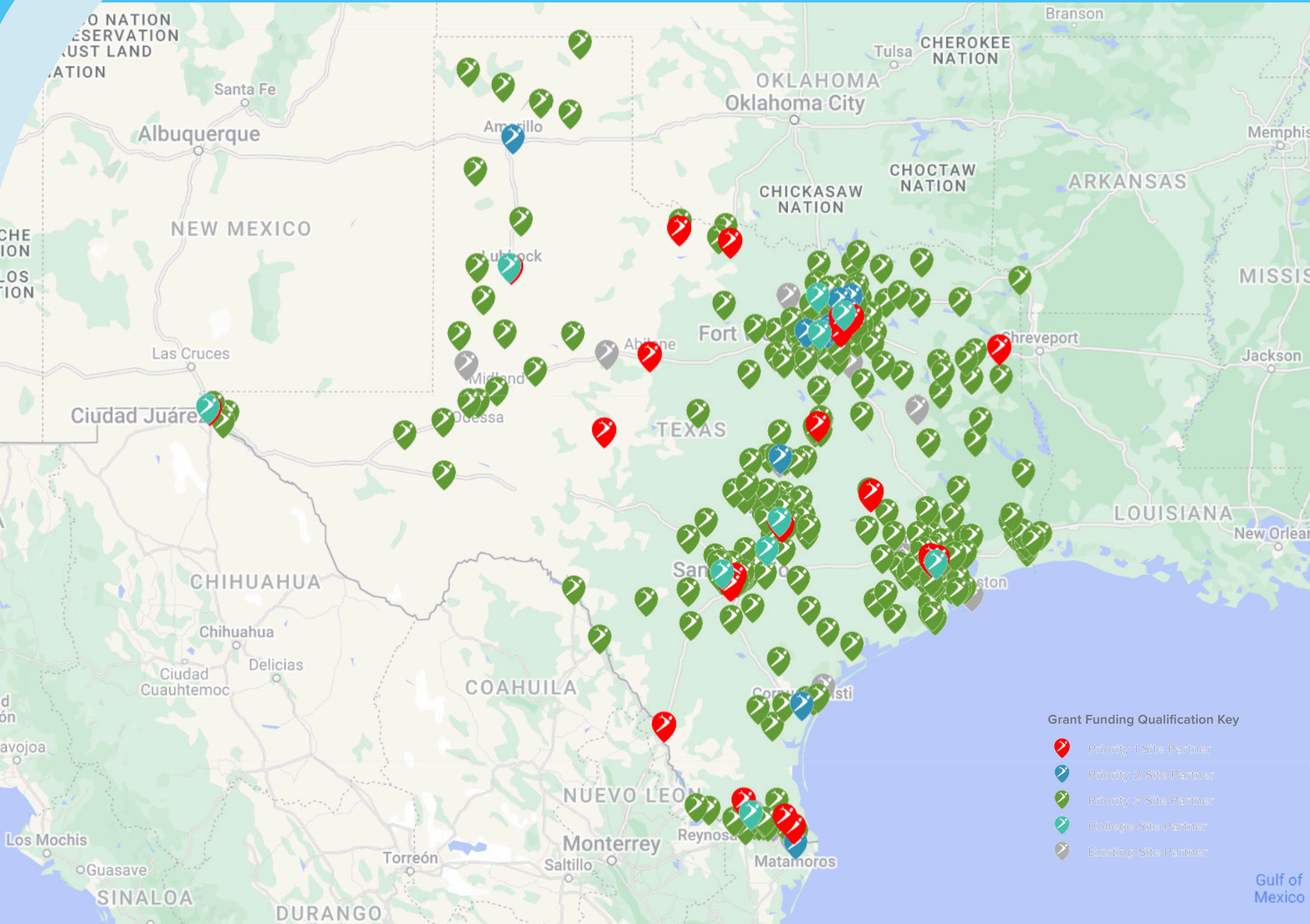
Limited funding for 20 communities in 2023



\$1,000,000 in Funding Now Available for Qualified Site Partners

2030 Texas Health Impact Plan

Version 1.1 Adopted Oct 2022



2030 Texas State Health Impact Plan

In coordination with a statewide analysis of pedestrian infrastructure, communities and open space, and a public health needs assessment, NFC and BCBSTX have adopted a 2030 Partnership Master Plan to build healthy communities across the state of Texas.

- 200 Site partners coming to Texas by 2030
- Funding for first 50 site partners being distributed by 2025
- Multi-year grant funding and partnership applications now available for all qualification tiers
- All municipalities and schools identified are now being encouraged to qualify their community for partnership and funding



NFC Grant Requirements

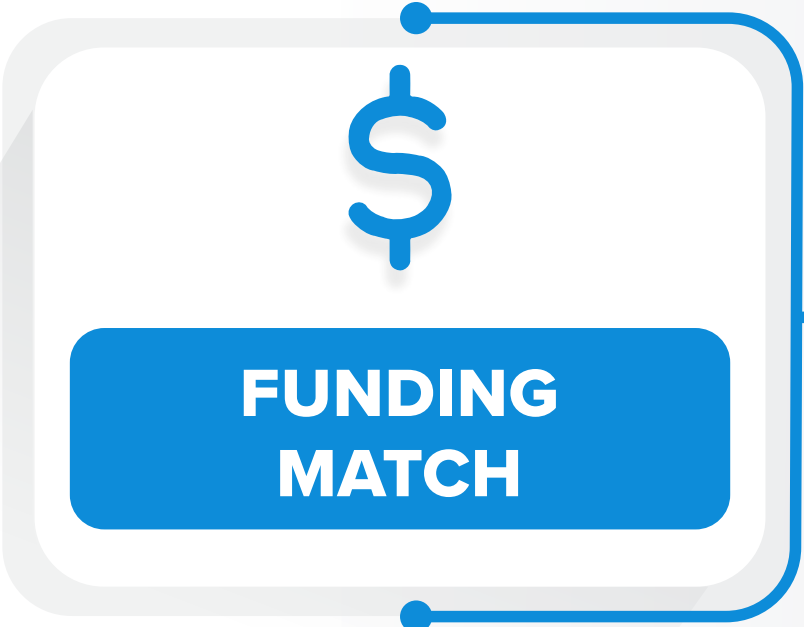
Program Qualification



STEP 1



STEP 2



STEP 3



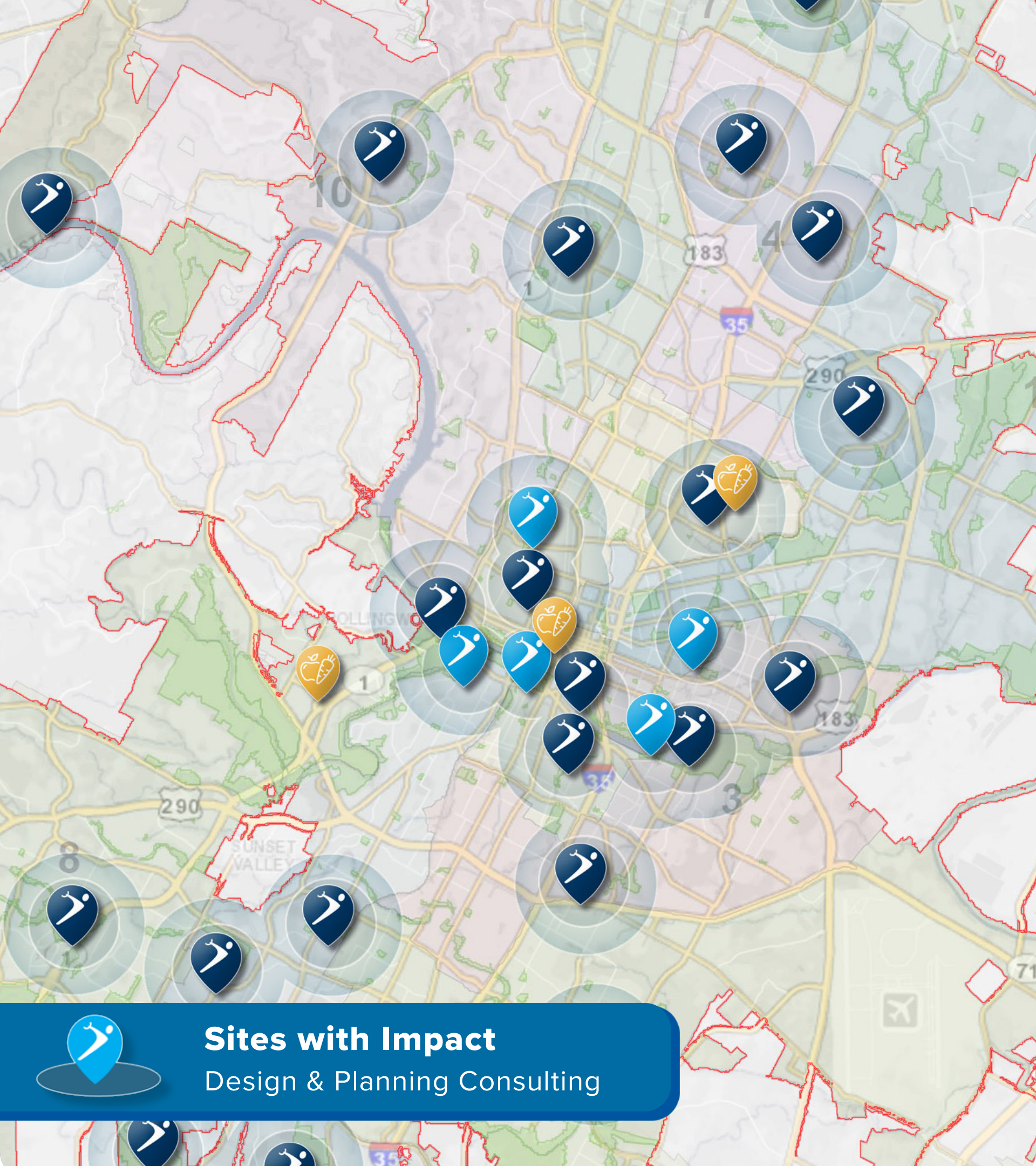
STEP 4

NFC GRANT PROGRAM QUALIFICATION REQUIREMENTS



STEP 2

Qualify site locations for Funding



Sites with Impact

Design & Planning Consulting

1

VISIBLE

Site locations must be recognizable with high visibility.



2

ACTIVE

Site locations must be heavily trafficked and centrally located.



3

CONNECTED

Site locations must be integrated with pedestrian infrastructure.



STEP 3

2023 CAMPAIGN FUNDING REQUIREMENT

NFC PROGRAM FUNDING

The Fitness Court® and National Campaign Services

\$ 155,000

NFC & Blue Cross Blue Shield of Texas Grant Funding Award (Variable Grants Available)



(\$30,000-\$50,000)

\$30,000 FOR AREAS OUTSIDE OF STATE SPONSOR REGION

Art & Custom Color Options



NFC Standard
Included



NFC Design Studio
\$10,000



Local Artist
\$25,000



Featured Artist
\$50,000

OPTIONAL

NFC PROGRAM TOTAL \$ 105,000-125,000

CONCRETE SLAB

Can be performed in-house or in-kind

est. \$ 0-20,000

NFC APPROVED INSTALLER NETWORK - INSTALLATION TEAM

Turn Key Fitness Court Assembly
Art & Graphic Installation
Installation Partner (separate agreement)

\$ 25,000

With Prevailing Wage Rates: \$27,000

Fitness Court installation is a specialized installation that requires expertise, proper certifications, and proven field experience

INSTALLATION & CONCRETE TOTAL ESTIMATE \$ 25,000-47,000



**AWARDEE TOTAL
REMAINING
FUNDING
REQUIREMENT**

PROGRAM + INSTALLATION

**\$130,000-
\$170,000**

Includes standard art collection

Alternate Funding Pathways

Federal | State | Local | Regional



OVER **1000** SPONSORS NATIONWIDE

ALTERNATE FUNDING PATHWAYS NFC CONSULTATIVE SUPPORT

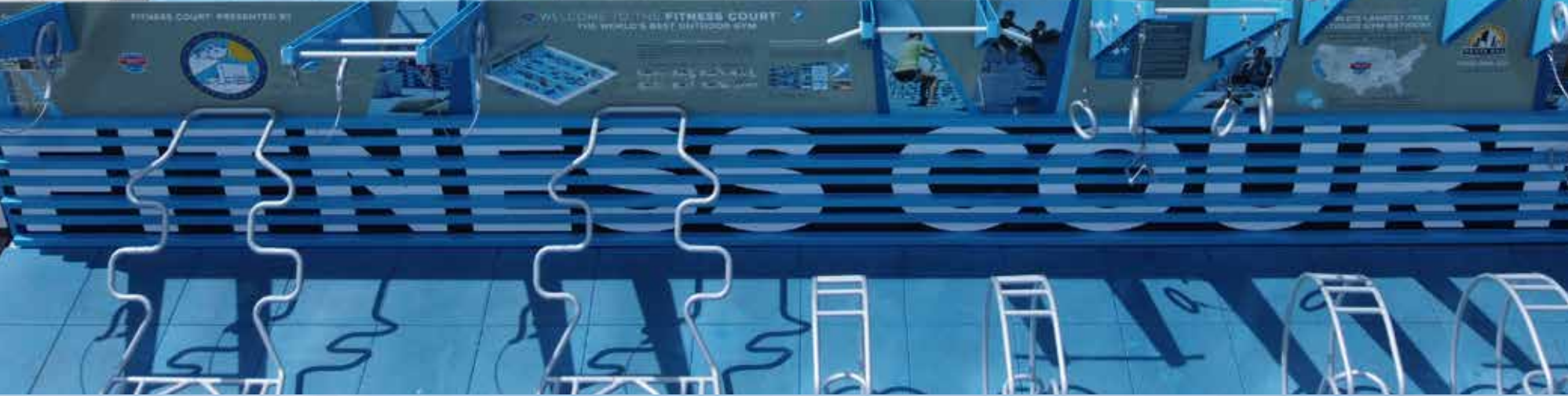
STEP 4

FEDERAL AND STATE FUNDING

Expert funding consulting for eligible partners

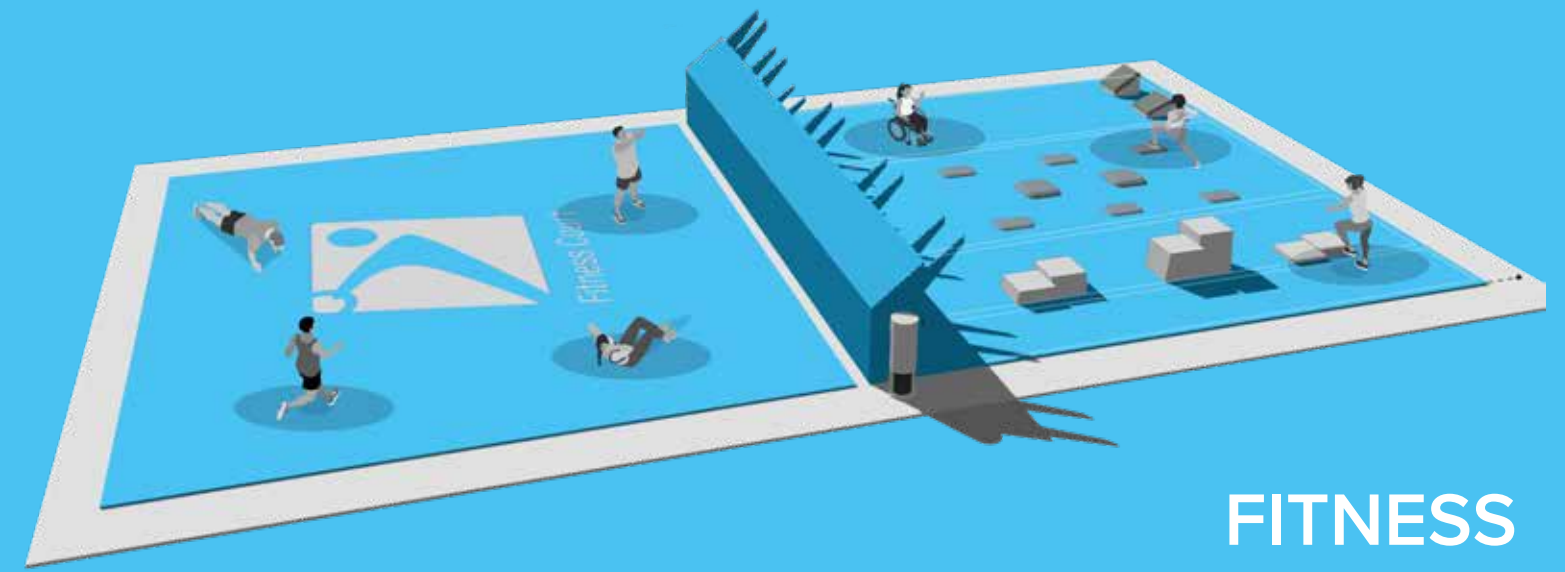
TRAVEL, TOURISM AND OUTDOOR RECREATION EDA
CDBG COMMUNITY DEVELOPMENT BLOCK GRANT
THE AMERICAN RESCUE PLAN

LOCAL AND REGIONAL SPONSORS



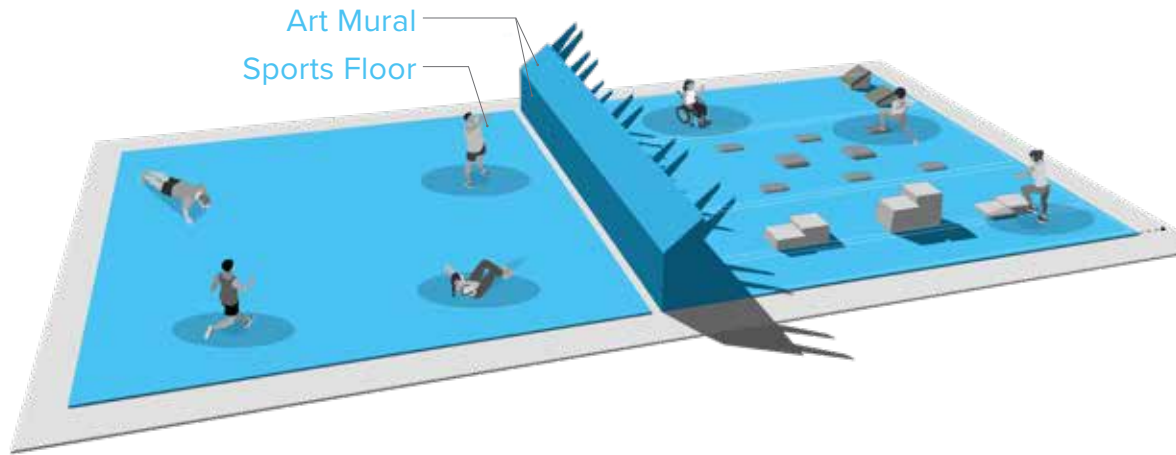
Fitness Court® Studio

Launching Nationwide 2023



- FITNESS
- ART
- DANCE
- YOGA
- ZUMBA
- PILATES
- STRETCH





- World's first integrated outdoor gym experience with two programmable class rooms
- Over **2,000 square feet** of wellness infrastructure
- Includes **edge to edge art mural as studio** classroom backdrop
- Compatible with existing Fitness Courts® and your Fitness Court® network

**ADDITIONAL
FUNDING REQUIRED**

\$35,000

***Limited Fitness Court Studio® programs available in each state in 2023*

INSTALLATION

Typically coordinated with Fitness Court Installation Partner (separate agreement)

est. **\$7,500**

CONCRETE SLAB ADDITION

Can be performed in-house or in-kind

est. **\$0-20,000**

ESTIMATE TOTAL WITH INSTALL

\$42,500-62,500



2023 GRANT APPLICATION PERIOD NOW OPEN



Campaign seeking qualified applicants able to meet the 2023 time frame for adoption and local funding match.



Partnership Qualification Process

Campaign Overview

PRE APPLICATION PHASE

- 1 Feasibility Review
- 2 Evaluation Call
- 3 Non-Binding Grant Application

AWARD PHASE

- 4 Award of Grant Eligibility *(First Come, First Served for Qualified Applicants)*
- 5 Local Adoption by Governing Body
- 6 Develop and Confirm Funding Match

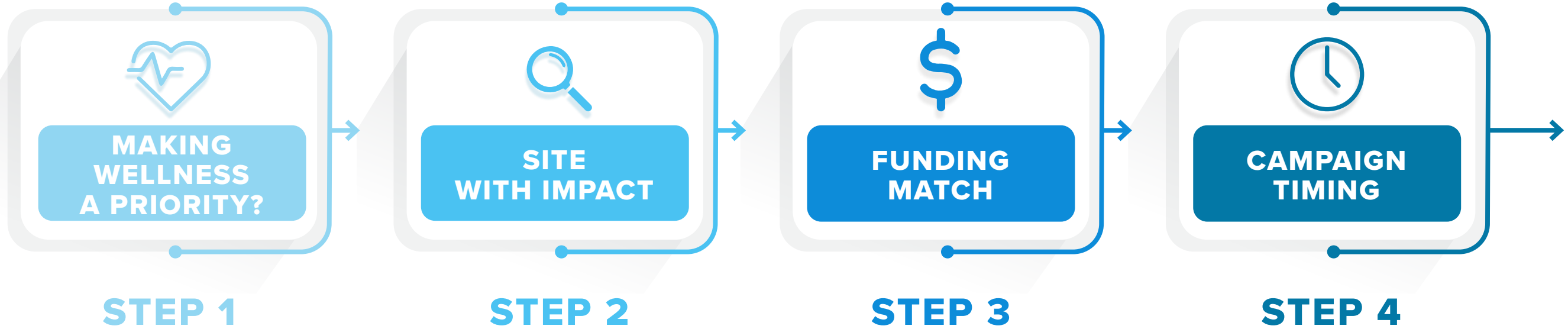
LAUNCH PHASE

- 7 Shipment for Storage
- 8 Install Concrete Slab and Art Approval
- 9 Fitness Court Assembly
- 10 Press Launch Ceremony

FITNESS COURT OPEN!

Discussion - Q&A

National Fitness Campaign



SCHEDULE EVALUATION CALL

NEXT STEP

