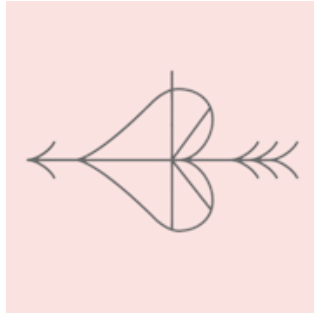


kimbentley

Event and Marketing Packages

2018



Marketing Packages are available to businesses in the health fitness related business interested in promoting healthy lifestyles through and within their companies.

kimbentley Events and Marketing Packages

- ❖ FITNESS EXPO Opportunities
- ❖ Wellness Directory
- ❖ 2018 Holiday Gift Guide
- ❖ Facebook Events
- ❖ Coupon Based Advertising
- ❖ Social Media Promotion and Consulting
- ❖ Wellness Promotional Packages for Business
- ❖ Event Calendar
- ❖ Healthy Business FITNESS EXPO Partner



Thank You to Our 2017 Partners and Collaborators

Festival Foods, Mayo Health Clinic System, Scheels, IGNITE by FitELITE, Kristo Orthodontics, Merrick Plastic and Hand Surgery, Zacho Sports Center, Christman Dental, DaVinci Therapeutic Massage, Diamond School of Dance, Eau Claire YMCA, Royal Credit Union, The Yoga Room, Burn Boot Camp, Anytime Fitness, Chippewa Valley Vein Clinic, Gold's Gym, Imperium Chiropractic, Momentum Sports Fitness, Northwestern Bank, Physicians Weight Loss – LipoGenics, 3D Fitness, AKF Martial Arts, Curves/Jenny Craig, The American Red Cross, Karate American, Melnaturel, Z100/I-heart Radio, Lasker Jewelers, Second Opinion Magazine, Queen of the Castle Magazine, Minute Man Press, Morries Mazda, Xcel Energy, Diamond Collective Photography,

For a list of 2017 FITNESS EXPO Sponsors and Exhibitors visit <http://kimbentley.fitness/fitexpoec>

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Saturday, September 15, 2018, Eau Claire Indoor Sports Center, Eau Claire, WI

FITEXPOEC.COM

2018 EXPO Sponsorship Opportunities

Platinum Sponsorship: \$4,000.00

(Limited available. Exclusive)

Gold Sponsorship: \$2,000

(Limited available. Exclusive.)

Silver Sponsorship: \$1,000.00

*PAYMENT OPTIONS ARE AVAILABLE. Contact expo@kimbentley.fitness for sponsorship details.

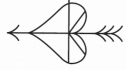
EXHIBITOR OPPORTUNITY

Early Bird Pipe and Draped Exhibitor Booth: \$350.00

\$100 down payment reserves your spot. Payment must be made in full by March 30, 2018 to maintain Early Bird Price. Payments are non-refundable. Please note booth space is limited and not guaranteed as our goal is to provide our guest's access to a variety of Vendors without duplication.

Contact expo@kimbentley.fitness to request an Exhibitor Contract or a meeting

kimbentley



Wellness Directory Listing

LINK: <http://kimbentley.fitness/wellness-directory/>

Promote your business for as little as seven cents a day. Choose one or more wellness categories for your business listing. Each listing includes a photo or logo (720x372), text up to 200 words including contact information including business name, address, telephone, email address, and website address.

Category Listings Available

Acupuncture, Boxing and Martial Arts , Dance, Events, Fitness Centers and Gyms, Fitness Fashion and Gear, Groups and Organizations, Mediation and Mindfulness, Massage, Medical, Meditation and Mindfulness, Nutrition and Supplements, Parks and Trails, Personal Training, Products, Spas and Self Care, Weight Loss, and Yoga Studios

kimbentley Wellness Directory Annual Pricing

- One business Listing: \$25.00 annually
- Additional Listings: \$10.00 each annually

*Listing year begins November 1, 2017 and ends October 31, 2018.

2018 kimbentley Holiday Gift Guide

Gain additional exposure for your products during this holiday season and increase your Facebook presence! The 2018 Holiday Gift Guide is tentatively scheduled to run November 13 through December 31, 2018.

Holiday Gift Guide Listing Includes

- **Product or Service Listing** in the 2018 kimbentley Holiday Gift Guide.

- The listing is a blog post describing your product or service with Holiday pricing.
- A link to your website is included.
- A link to your Wellness Directory will also be included if you are a member of the Wellness Directory.
- **Rotating Sidebar Ad.**
 - Brands will receive a 250x250 image that will appear in a rotation on the kimbentley website sidebar ad.
 - The image will be linked to the brand's website or product page.
- **Giveaway Event.**
 - A three-day Giveaway Event will promote your product or service through a kimbentley website blog post published to the kimbentley Facebook page.
 - The giveaway is boosted the 2nd 24 hours on Facebook to increase “likes” to your Facebook page and kimbentley. Brand must share to their Facebook page.
 - Business to provide Giveaway item (product/service) valued at a minimum of \$150.00.
 - Giveaway will be managed by kimbentley, LLC.
- Holiday Gift Guide Deals and Discounts Segment offers additional exposure on the kimbentley Fitness Fashion Friday on Hello Wisconsin tentatively scheduled to air Friday, November 13, 2017. Our intent is to promote Holiday Gift Guide listings with discounts during the segment. Holiday Gift Guide mentions on kimbentley Fitness Fashion Friday segment blog post that includes video of segment. * Please note that this segment is aired “live” and kimbentley cannot guarantee and has no control over segment and/or specific exposure you brand may receive during this segment.

Total Holiday Gift Guide Price: \$300.00 plus giveaway items and other to be determined between kimbentley and your brand. Holiday Gift Guide Listings are limited in nature. Inquiries please email kim@kimbentley.fitness

kimbentley Facebook Giveaway Events \$150.00 (plus giveaway item)

- **Giveaway Event.**
 - A three-day Giveaway Event will promote your product or service through a kimbentley website blog post published to the kimbentley Facebook page.
 - The giveaway is boosted for 24 hours on Facebook to increase “likes” to your Facebook page and kimbentley. Brand must share to their Facebook page.
 - Business to provide Giveaway item (product/service) valued at a

- minimum of \$150.00.
- Facebook Giveaway managed by kimbentley, LLC.
- Facebook Giveaway Winner Announcement Video on kimbentley Facebook.

Details of Facebook events vary depending on business product or service. Limited opportunities and dates are available. Email kim@kimbentley.fitness Subject Line: Facebook Giveaway to schedule an appointment to discuss opportunities.

Coupon Based Advertising – “Virtual Swag Bag of Coupons”

Promotional Opportunity utilizing bi-annual coupon based advertising through the kimbentley newsletter. June Coupons are continually sent to any new newsletter subscribers through September 1, 2018. Launch dates are scheduled for June 1, 2018 and October 1, 2018.

Introductory Pricing:

- June Coupon Ad Price \$99.00 per ad.
- Double Deal Pricing (June and October Ad) \$198.00
- October Ad Price: \$125.00 (Subscribers will include new subscribers from EXPO Event. Coupons promoted as the FITNESS EXPO Virtual Swag Bag of Coupons)

Please email kim@kimbentley.fitness Subject Line: Coupon Ad.

Social Media Promotion and Consulting

Offering social media services to help you increase your social media presence and create brand awareness. Services based on individual client needs. Contact kim@kimbentley.fitness Subject line: Consulting

Promoting Wellness within the Workplace

kimbentley, LLC is a resource to help you implement plans to guide your employees on ways to become healthier. Contact: kim@kimbentley.fitness Subject Line: Workplace Wellness

kimbentley Events Calendar

Promote events within your business at no charge! The kimbentley events calendar lists free or almost free health and fitness events in our area. To submit your event for approval, click > <https://kimbentley.fitness/submit-events/>

Planning Your 2018 Marketing Strategy.

Our mission is to promote health and fitness within our communities. We are always open to hear your ideas regarding partnerships and collaborations. Payment programs are available with the selection of multiple promotional activities from our menu.

Plan now to succeed. Contact Kim@kimbentley.fitness Subject line: Marketing Opportunities

Choose from our menu of promotional activities to increase your brands awareness.

- ___ FITNESS EXPO 2018
- ___ Wellness Directory
- ___ Holiday Gift Guide 2018
- ___ Facebook Giveaway Events
- ___ Coupon Ad
- ___ Social Media Consulting
- ___ Wellness in the Workplace
- ___ kimbentley Events Calendar

Wishing you much success in the coming year,

Kim Larsen
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