

# OperationFitness.com Proudly Presents The Shape Up **AMERICA** Campaign

## Shape Up **AMERICA** Campaign Corporate Participation Form

### Event Specifics:

**Date:** Sunday, March 14, 2010 from 10:00am-4:00pm

**Set up time:** no later than 8:00am sharp

**Break Down:** You must have everything off the premises by 5:00pm

**Location:** Pershing Square Park

532 South Olive Street, Los Angeles, CA 90013

**Estimated Attendance:** Between 2000-3000 people

### Event Description:

Michael Torchia's organization, Operation Fitness, will provide the crucial information that will help even the most stubborn and unmotivated Americans learn how to break their bad eating habits and become more physically active. The goal is to show people how they can create simple ways of working out, along with participating in stimulating activities at home, office, in a park or even in the wilderness. In addition, pet owners will learn innovative ways to get their pets in shape and on a healthy track with proper nutrition.

There will be free health screenings, fitness demonstrations for children and adults, nutrition lectures, healthy cooking tips, motivational lectures, pilates and yoga classes, chair massages, pet health and fitness seminars, dog obedience training, free protein bars and energy drinks will be offered by the sponsors. Attendees will learn how to become more confident, physically fit and establish life long healthy eating habits.

### Event Sponsor: OPERATION FITNESS

Operation Fitness was designed by renowned health and fitness expert Michael Torchia to teach people of all ages how to properly work out and eat right, culminating in a healthier lifestyle. The all-around effect is an equal balance of feeling good mentally, emotionally and physically. Michael Torchia believes people need to be inspired to make the necessary transitions to create a healthier and happier life. As one of the foremost fitness and nutrition experts and motivational speakers in the country, he is dedicated to fighting the epidemic of obesity. Torchia and his team of health experts will educate the public about the various aspects and benefits of a healthy way of living

*OperationFitness.com* provides information on how to become more active, how to make exercise fun and how to learn to make better food choices. Torchia's organization provides real, working solutions in an effort to motivate the millions of people who want to live healthier and happier and lead more productive lives. *OperationFitness.com* provides an array of quality information from credible sources that truly care about making a change in the health of our nation and our future generations.

## **The Producer: MICHAEL TORCHIA**

Michael Torchia is the cutting edge fitness advocate leader. He now introduces a fresh, effective approach to fitness that helps the entire family create and maintain a healthy lifestyle. Torchia's innovative programs are interactive and direct both parents and their children toward weight loss through age-appropriate exercise and nutritious eating. He offers tailor-to-fit programs that engage children while showing parents how to organize activities and stay involved. The genesis of Michael's journey began over 38-years ago when, in his own words, "I will never be fat again." He vowed that he would never be perceived as an underdog or under achiever ever again, resolving to be fit both physically and mentally. Michael never lost sight of this vision, and leading by example, became a personal trainer to a succession of executives in New York City and celebrities in Los Angeles with such luminaries as *Kevin Spacey, Matt Damon, Al Pacino, Kim Cattrall and Ralph Lauren.* ([www.operationfitness.com](http://www.operationfitness.com))

After being appointed Fitness Specialist at the world-renowned "Beverly Hills Hotel" and the prestigious "Hotel Bel Air." He then developed the Youth Fitness Program at "The Sports Club LA" and established the new business protocol and complete operations overhaul for the "Aroma Resort" in downtown Los Angeles. For two decades, he has traveled to schools to study, research, and attack childhood obesity. This issue is one of his passions.

No stranger to television, Michael has appeared on various news programs including *ABC News, CBS Morning News, Dateline, Fox News,* and the *NBC Today Show.* He has also been featured in numerous international fitness magazines. Michael has embarked on programs for children and young adults called "**Operation Fitness™**", designed to teach kids how to properly work out and eat right, culminating in a healthier lifestyle. The all-around effect is an equal balance of feeling good mentally, emotionally and physically.

Now, through the development of the "**Holistic Health Foundation**", "**Children's Fitness Academy**" and with the success of "Operation Fitness," Michael intends to use this incredible opportunity to reach children across the nation, helping them achieve self-worth and positive body image.

### **Benefits of Sponsorship:**

- \* Great events for your staff to get involved in the community for a great cause!
- \* Events are packed with YOUR captive, target audience.
- \* Solid PR and marketing for all events to benefit your company.
- \* Opportunity for business-to-business marketing and networking.
- \* National publicity.
- \* Industry exclusivity to gain a competitive edge.
- \* Exposure to VIP's and Celebrity clientele.
- \* Direct involvement with a company that has a sustainable, solid reputation (Operation Fitness).
- \* Must provide at least one free product or service at the event itself – great marketing!
- \* *Increased sales!*

### **Premier Pushup Level**

**Donation:** \$20,000

#### **Includes:**

- \* Large space reserved at a single event on the tour.
- \* 3 Tables, chairs, booth and canopy at each event.
- \* Company listed as major sponsor on all press materials.
- \* Large banner at all events.
- \* TV News coverage and PR at events.
- \* Featured on website (for 12 months) that gets over 500,000 hits per month.
- \* Complimentary volunteers supplied at events.
- \* Option to provide free gifts and marketing materials in all gift bags (VIP gift bags and guest gift bags).
- \* Option to sell products and services at the event.

### **Pull-up Level**

**Donation: \$5000**

**Includes:**

- \* Large space reserved at a single event on the tour.
- \* 2 Tables, chairs and booth provided.
- \* Optional canopy rental.
- \* Company listed on all press materials.
- \* Option to provide free gifts and marketing materials in all gift bags.
- \* Option to sell products and services at the event.

### **Sit-up Level**

**Donation: \$1,000**

**Includes:**

- \* Space reserved at an individual event on the tour.
- \* 1 Table, chairs and booth provided.
- \* Optional canopy rental.
- \* Company listed on all press materials.
- \* Option to provide free gifts and marketing materials in all gift bags.
- \* Option to sell products and services at the event.

### **Squat Level**

**Donation: ~~\$500~~ ONLY \$300 THRU JANUARY 15<sup>TH</sup>!**

- \* Smaller space reserved at an individual event on the tour.
- \* Optional table and chairs rentals.
- \* Optional canopy rental.
- \* Company listed on all press materials.
- \* Option to provide free gifts and marketing materials in all gift bags.
- \* Option to sell products and services at the event.

### **Lunge Level**

**Donation: \$200**

**Includes:**

- \* Company listed on all press materials.
- \* Option to provide your company and product information or coupons to VIP and Guest gift bags.

*Or*

**Donation: \$50**

**Includes:**

- \* Company listed on all press materials.
- \* Option to provide your company and product information or coupon in all Guest gift bags.

***You must provide insurance liability coverage and food vendors must have a permit***

You must provide your own signage and information packets to hand out

You may sell merchandise and certificates for future services at the event

(There will be 100 gift bags handed out at random, we will also have 25 VIP gift bags that will be given to celebrities and high profile individuals. VIP gift bags are for product or free service coupons only)

We will add your product, information or coupon to the 100 gift bags that will be handed out at random at the event

You will also have your name added to the list of sponsors

To reserve a space for your company, complete and return the Registration Form by February 14, 2010. If you have further questions and would like to discuss your participation in "Health & Fitness Week" contact Sheila Cunningham at (248) 659-7770 or via email at fit414all@gmail.com

## The Shape Up America Corporate Sponsorship Packages

\_\_\_ Yes! My company would like to participate in the Shape Up America Campaign.

Select the appropriate level:

\_\_\_ Premier Level (\$20,000)    \_\_\_ Sit-Up Level (\$1000)    \_\_\_ Lunge Level (\$200)  
\_\_\_ Pull-up Level (\$5000)    \_\_\_ Squat Level (~~\$500~~ - \$300 thru JAN 15)    \_\_\_ Donation: \$50  
\_\_\_ I would like to donate \$ \_\_\_\_\_ to Operation Fitness.

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Number of people attending \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

What will your company/organization be providing at the event (ex. Providing Information on our companies services, giving out free samples, offering health screenings, recruitment opportunities etc)

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No Refunds: Events Happen Rain or Shine

Electricity at no charge is available but you MUST bring your own extension cords (apprx 300-400 ft will be needed)

Method of payment payable to Operation Fitness:        Check        Money Order

**Company must provide canopy, signage, tablecloth, supplies, and staffing of their space. Rentals available at cost upon request.**

Make checks or money orders payable to Operation Fitness.

**Booth will not be reserved until donation is received. All forms must be received by February 14th.**

Please send check or money order as soon as possible, space is limited and will be offered on a first come, first serve basis. Register TODAY!!

Please email this registration form to [sandra@flff.org](mailto:sandra@flff.org)

Also, please mail your payment to the address below and remember to include a copy of this form.

**Invoices will be provided upon request.**

OPERATION FITNESS

c/o Sandra Lollino

Four Legged Friends Foundation

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For more information on Operation Fitness, visit [www.OperationFitness.com](http://www.OperationFitness.com)