

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

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

### **Specifics:**

**Date:** Sunday, March 14 2010 from 10:00 a.m. to 4:00 p.m.

**Location:** Pershing Square Park

532 South Olive Street, Los Angeles, CA 90013

**Setup:** 8:00 a.m. (fee may apply for late arrivals)

**Breakdown:** All furniture and equipment must be removed from the premises by 5:00 p.m.

**Estimated Attendance:** 3,000 to 4,000

### **Description:**

*Operation Fitness* provides crucial information that will help even the most stubborn and unmotivated Americans learn to clean up their eating habits and become more physically active. My goal is to teach people how to create simple and fun ways for working out, along with participating in stimulating activities at home, at the office, in a park or even in the wilderness. Additionally, pet owners will benefit by learning innovative ways to get their pets in shape with them and on a healthy track with proper nutrition.

*Shape Up America* will offer free health screenings; fitness demonstrations for adults and children, nutrition lectures, healthy cooking tips, motivational lectures, Pilates and yoga classes, chair massages, pet health and fitness seminars, dog obedience training; and free protein bars and energy drinks will be offered by the sponsors. Attendees will learn to be more confident; physically fit, and will be able to establish life-long, healthy eating habits.

### **Sponsored by OPERATION FITNESS**

*Operation Fitness* was designed by renowned health and fitness expert Michael Torchia to teach people of all ages how to build a healthier lifestyle by learning how to work out properly and eat right. The result is an equal balance of feeling good mentally, emotionally and physically. Michael Torchia believes people need to be inspired to make the necessary transitions that create a healthier and happier life. As one of the foremost fitness and nutrition experts and motivational speakers in the nation, he is dedicated to fighting the obesity epidemic. Michael 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 be more active; to make exercise fun, and choose better foods. Michael's organization provides real, working solutions in an effort to motivate the millions of people who want to live healthier and happier to lead more productive lives. *OperationFitness.com* provides a wealth of quality information from credible sources who truly care about making a change in the health of our nation and our future generations.

## **Michael Torchia, Producer**

Michael Torchia is the cutting edge fitness advocate leader who introduces a fresh, effective approach to fitness, inspiring the entire family to create and maintain a healthy lifestyle. Torchia's innovative programs are interactive and direct both parents and 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. Michael's journey began more than 30-years ago, when Michael said to himself, "I will never be fat again." He vowed that he would never be perceived as an underdog or under-achiever 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 several 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.

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

Michael is no stranger to television, and has appeared on news programs including *ABC News*, *CBS Morning News*, *Dateline*, *FOX News*, and NBC's *The Today Show*. He has also been featured in numerous international fitness magazines.

Michael has developed a set of programs for children and young adults called ***Operation Fitness™***, designed to teach kids how to work out properly and eat right to build a healthier lifestyle. The all-around effect is an equal balance of feeling good mentally, emotionally, and physically.

Presently, 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 by helping them to achieve increased self-worth and positive body image.

**Benefits of Sponsorship:**

- 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
- You provide at least one free product or service at the event – great marketing!
- Increased sales!

**Premier Push-up Level (Donation: \$20,000)**

- Large space (30' x 10') reserved at a single event on the tour
- Three tables, linens, chairs, and canopy provided
- TV news coverage and PR at events
- Featured (1 year) on *OperationFitness.com* that receives over 500,000 hits per month
- Option to provide free gifts and marketing materials in VIP and guest gift bags

**Pull-up Level (Donation: \$5000)**

- Space (20' x 10') reserved at a single event on the tour
- Two tables, linens, chairs, and canopy provided
- Company name listed on press materials
- Option to provide free gifts and marketing materials in gift bags

**Sit-up Level (Donation: \$1,000)**

- Space (10' x 10') reserved at an individual event on the tour
- One table and chairs provided
- Optional table, canopy, linen and chairs rentals
- Company name listed on press materials
- Option to provide free gifts and marketing materials in gift bags

**Squat Level (Donation: \$500)**

- Optional table, canopy, linen and chairs rentals
- Optional canopy rental
- Company name listed on press materials
- Option to provide free gifts and marketing materials in gift bags

**Lunge Level (Donation: \$200)**

- Company name listed on all press materials
- Option to provide free gifts and marketing materials in gift bags

**Donation: \$50**

- Company name listed on press materials
- Option to provide free gifts and marketing materials in gift bags

**You must:**

- Submit food permits to Michael
- Provide your own signage and information packets to distribute
- Sell at the event: merchandise and certificates for future services

*Shape Up America* will distribute 100 gift bags randomly, and have 25 VIP gift bags for celebrities and VIPs. VIP gift bags are reserved for product or free-service coupons. We will add your product, information, or coupon to the 100 gift bags that will be handed out at the event. You will also have your name added to the Sponsors List. To reserve a space for your company, complete and return the attached Registration Form with payment to Michael by Saturday, February 13, 2010.

## Registration Form

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

Select the appropriate level of Sponsorship package:

Premier Level (\$20,000)     Sit-Up Level (\$1000)     Lunge Level (\$200)

Pull-up Level (\$5000)     Squat Level (\$500)     Donation: \$50

I would like to donate \$ \_\_\_\_\_ to *Operation Fitness*.

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

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

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

Phone: \_\_\_\_\_ Alt Phone: \_\_\_\_\_

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

Number of attendees: \_\_\_\_\_

What will your company/organization be providing at the event (e.g., company services, free samples, free health screenings, recruitment opportunities)?

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Sorry, there will be no refunds. The events happen rain or shine.

Electricity is available at no charge but you **MUST** bring your own extension cords (300 to 400 feet necessary)

**Payment Method (circle one): Check    Money Order**

(Make checks or money orders payable to *Operation Fitness*)

**Sponsors must provide signage, supplies, staffing and tablecloth (in some cases) for their space.**

**Booths are not reserved until payment is received and cleared. All forms must be received by Saturday, February 13<sup>th</sup>, 2010. Payments received after this date will incur an additional late fee of \$250.**

Send a check or money order as soon as possible. Space is limited and will be offered on a first come, first served basis. Register TODAY!!

Please email this registration form to [Michael@OperationFitness.com](mailto:Michael@OperationFitness.com)

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

### ***OPERATION FITNESS***

Attn: Michael Torchia

9903 Santa Monica Blvd. #820

Beverly Hills, CA 90212

(310) 650-5595

Fax: (424) 248-0788

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