



**EXPO 2019**

**SUNDAY, JUNE 30<sup>TH</sup> - EASTERN MARKET**

Sponsor & Vendor Packet  
2019



## A MISSION & A MOVEMENT

It is estimated that in America, about 149.3 million people 20 and up are overweight. Recent studies, state that nearly one-half of the American population will be obese by 2030. Did you know, according to studies completed by Purdue and Northwestern Universities individuals are more likely to be overweight? Obesity is a growing epidemic throughout the world.

In 2017, an article published by Detroit Free Press said, WalletHub ranked the healthiest cities in the United States today, comparing to 150 of the most populated cities, and guess who's in last place? That's right: The Motor City. Detroit earned a health score 28.37 in the study, based on rankings in health care, food, fitness and "green space" (which means recreation access, hiking trails, quality of parks, etc.). Detroit ranks low in every category, but especially low in healthcare and fitness (148th out of 150 in both). WalletHub's data team compared 150 of the most populated U.S. cities using 34 key indicators of good health," wrote senior writer Richie Bernardo of WalletHub. "Our data set ranges from 'cost of doctor visit' to 'fruit and vegetable consumption' to 'fitness clubs per capita.' Detroit also has the third-lowest percentage of physically active adults.

*Source: Manzullo, Brian "Detroit is the unhealthiest city in America, study says." Detroit Free Press, February 13, 2017.*

In 2019 WalletHub released a list of the 182 happiest cities in the United States and of the 182 American cities researched, Detroit came in dead last. Now we are officially the unhappiest & unhealthiest city in the country. The study was conducted in an effort to show the impact of your surroundings on your happiness combined with other factors such as health, social connections, and job satisfaction.

Hence, this movement! The Mission lies behind each individual that is in the business of changing lives through fitness, nutrition and mental growth and discipline.

We are past the time of making a change, we have hit the bottom. So lets step up and BUILD DETROIT FIT again!!



## A MISSION & A MOVEMENT

### BUILD DETROIT FIT, LLC

**THE MISSION:** It's simple.... to BUILD DETROIT FIT!

#### THE VISION

To create a network of fitness and nutrition professionals, fitness institutions, health and wellness providers that will come together to create life changing fitness experience(s) to the people of Detroit and surrounding cities.

#### move•ment

Noun

1. An act of changing or a physical movement
2. A group of people working together to advance their Fitness Mission, Vision and Goals

The “**Build Detroit Fit Movement**” is to get Detroiters moving and fit again. We have collaborated and are on a mission with ONE GOAL in mind – to HELP our CITY and to change lives through education, nutrition and fitness!

We have initiated a call for action with local fitness enthusiasts, fitness studios, gyms and health & wellness centers to provide a full day of fitness, health and wellness services during the first planned annual Build Detroit Fit Expo.

*“We are a group of people working together to advance our Fitness Mission and Goals”*



# THE TEAM

## **BUILD DETROIT FIT COMMITTEE**

### **COMMITTEE CO-CHAIRS**

**Coach Kiwi** - Fitness Enthusiast  
Owner of The Shed Fit Factory

**Fizah Khan** - Life Coach  
CEO of AMERIKHAN

### **PLANNING COMMITTEE**

**Desi Johnson II** - CEO of Des2fit (White Collar Corporate Wellness)

**Jarrod Bell** - Fitness Enthusiast, Owner of Crossfit BMW

**Lisa A. Smith** - Certified Plant Based Nutritionist, CEO of Professionally Fit

**Keyon Clinton** - Fitness Enthusiast, CEO of Keyon Speaks & F.A.M.I.L.Y

**Lena Thomas** - Fitness Enthusiast, CEO of Sweat Apparel

**Latricia Wilder** - Fitness Enthusiast, Owner of Vibe Ride

**Jill Saxon** - Owner of The Local Kitchen

### **LOGISTICS COMMITTEE**

Lynn Booney  
Shanika Sanders  
Shamille Goins  
Kim McCarther



## NON-PROFIT PARTNERSHIP



### FOUNDER: KEYON CLINTON

F.A.M.I.L.Y. is an organization of initiative. It is time for a paradigm shift in the world and I am willing to do whatever it takes to see our youth live prosperous as a generation. My philanthropic character has taught me that sacrificing self-gratification for the preservation of others is a rewarding way to live. As your founder I am challenging everyone who is interested in assisting The F.A.M.I.L.Y. Movement and holding us accountable for our actions for providing great opportunities to the youth. As a Detroit native, I truly understand the hardships of living in Detroit and my ultimate goal is to change the culture that will allow our youth to live confidently, obtain more knowledge, graduate and live the American dream. I look forward to working with you and accomplishing this mission together.

### MISSION

F.A.M.I.L.Y. attracts highly motivated and ambitious people to create a platform that will entice the youth to matriculate through their educational endeavors, advocate for peace, prosperity, and purpose across communities over the world. As the founder of this organization, I challenge you to not only join the movement but impact the world in a way that you will be remembered forever.



## A MISSION & A MOVEMENT

### BUILD DETROIT FIT EXPO

Sunday, June 30th

10am - 4pm

This event will cater to all demographics, fitness genres and age groups!

This is an admission FREE family-friendly event uniting all fitness enthusiasts ranging from personal trainers, group exercise instructors, competitive athletes, bodybuilders, powerlifters, yogis, runners and even ninja warriors! Though we all may have different styles of fitness, we all have one goal... To inspire people throughout the city of Detroit to get moving and to live their best life, healthy & FIT!!

The goal is that all attendees have an experience that will make a lasting impact on their life whether they discover new health and wellness products and services, participate in fitness classes, witness live fitness competitions, acquire a new taste during cooking demos, or meet their new fitness coach. The expo will include a main stage, live dj, great visual effects, vendors providing various products & services and much more.



Portion of proceeds raised will go to the F.A.M.I.I.Y organization



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## THE VENUE

### DETROIT EASTERN MARKET

Healthier, Wealthier & Happier Detroit

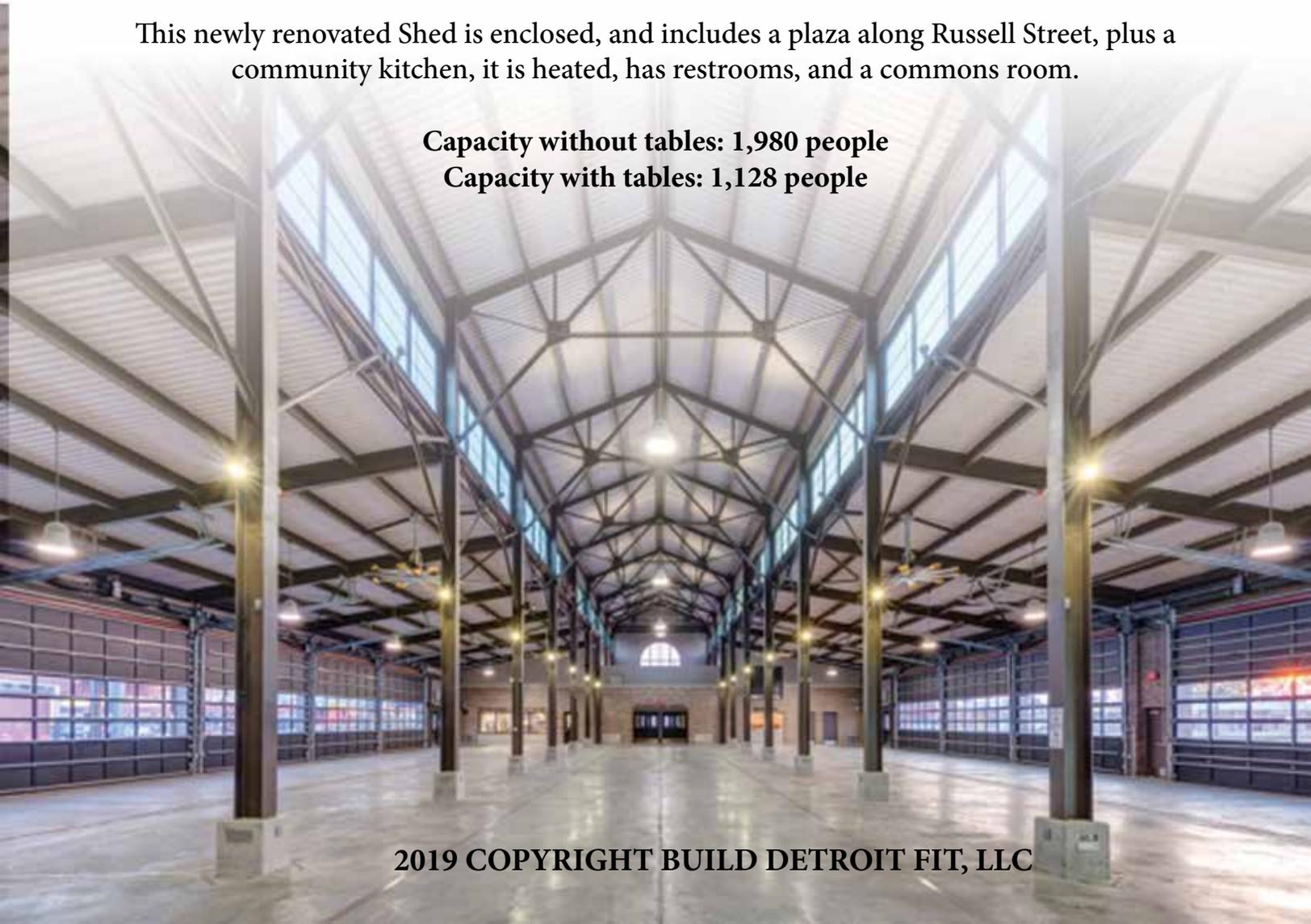
The **Build Detroit Fit Expo** will be held at Eastern Market - Shed 5. A 21,780 (sf) indoor facility conveniently adjacent to Downtown Detroit and 20 minutes from the Metro Airport.

Eastern Market Corporation is the nonprofit that manages the market. Their goal is to build on its rich history to make a healthier, wealthier and happier Detroit.

This newly renovated Shed is enclosed, and includes a plaza along Russell Street, plus a community kitchen, it is heated, has restrooms, and a commons room.

**Capacity without tables: 1,980 people**

**Capacity with tables: 1,128 people**





## **BECOME A SPONSOR**

### **Become a Sponsor of the Build Detroit Fit Movement Flex your marketing muscles by sponsoring an event!**

**More and more companies are organizing workout sessions to target key consumers and spread their message through sweat.**

#### **Sponsorship Objective**

The Mission of the “Build Detroit Fit Movement” cannot be realized without the support and partnership of the local business community. Monetary donations as in-kind product or service donations serve as a backbone to this movement. Many opportunities at various levels are available for your company to help support the Expo allowing you to maximize your return on investment, while shining as a positive community role model.

#### **Sponsorship Overview**

In addition to generating brand loyalty within target audiences, your company’s’ sponsorship of the Build Detroit Fit Movement will:

- Associate your business with a positive, health and education-related event in the Community Employee engagement, motivation and participation (some companies use the event as a team building exercise)
- Visibility in the community as a supporter of a local business

#### **Sponsor a Build Detroit Fit Event**

- Your company logo on all marketing material and platforms
- Event sponsored by “Your Company”
- Event apparel signage
- Event flyers
- Television/radio appearance mentions
- Vendor table representation
- Ad space on weekly e-blasts
- and Much More



## **SPONSORSHIP**

### **TITLE SPONSORSHIP**

**\$15,000**

**(EXCLUSIVE TO ONLY 1 BUSINESS)**

Official Build Detroit Fit Expo Sponsored Billboard

One (1) 10' x 10' Vendor space at a premiere location within the Expo

Logo placement on digital display throughout the day for added exposure

Social media mentions (minimum 1 per week leading up to the day of the event)

Social media Reposts on all Board and Committee members social media Platforms

Social media "live story" mentions and (1 scheduled) Live Interview

Logo placement on all digital marketing material

Title Sponsor hyper-linked mentions in event email blasts leading up to the event

Logo placement on all distributed printed materials (i.e. flyers, posters, banners ect.)

Title Sponsor logo on event t-shirts in premiere location along with Build Detroit Fit Logo and other Individual sponsors

Primary placement of company logo on swag bags along with The Build Detroit Fit Logo

Title Sponsor marketing material and/or products included in swag bags (items supplied by sponsor)

Company banner displayed in premium location during event  
(up to 2 banners - to be supplied by sponsor\*)

Name and logo inclusion on all social media, radio and television advertising

Company name included on press release and PSA's

Custom flash banner on [www.thebulddetroitfit.com](http://www.thebulddetroitfit.com) website on front page with the link to company's website

Announcement of Company Title sponsor on The Build Detroit Fit social media pages

Opportunity for Company staff and family/friends to volunteer (in company attire)

Title Sponsor mentions during the event

Ten (10) VIP participation passes and access to VIP area at the event

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## **SPONSORSHIP**

### **PLATINUM SPONSORSHIP**

**5,000**

**The Build Detroit Fit Expo will not recruit another business once confirmed as a Title Sponsor**

One (1) 8' Vendor Table within the Expo

Logo placement on digital display throughout the day for added exposure

Social media group sponsor mentions (minimum 1 per week leading up to the day of the event)

Logo placement on all digital marketing material

Logo placement in event email blasts leading up to the event

Logo placement on all distributed printed materials (i.e. flyers, posters, banners ect.)

Logo placement on event t-shirts

Marketing material and/or products included in swag bags (items supplied by sponsor)

Sponsor mentions on all social media, radio and television advertising

Company name included on press release and PSA's

Opportunity for Company staff and family/friends to volunteer (in company attire)

Sponsor mentions during the event

Six (6) participation passes



# SPONSORSHIP

## GOLD SPONSORSHIP

**\$2,500**

One (1) 8' Vendor Table within the Expo

Logo placement on digital display throughout the day for added exposure

Social media group sponsor mentions (minimum 1 per week leading up to the day of the event)

Logo placement on all digital marketing material

Logo placement in event email blasts leading up to the event

Logo placement on all distributed printed materials (i.e. flyers, posters, banners ect.)

Logo placement on event t-shirts

Marketing material and/or products included in swag bags (items supplied by sponsor)

Sponsor mentions on all social media, radio and television advertising

Company name included on press release and PSA's

Opportunity for Company staff and family/friends to volunteer (in company attire)

Three (3) participation passes



# SPONSORSHIP

## SILVER SPONSORSHIP

**1,000**

One (1) 8' Vendor Table within the Expo

Social media group sponsor mentions (minimum 1 per week leading up to the day of the event)

Logo placement on all digital marketing material

Logo placement in event email blasts leading up to the event

Logo placement on all distributed printed materials (i.e. flyers, posters, banners ect.)

Logo placement on event t-shirts

Marketing material and/or products included in swag bags (items supplied by sponsor)

Sponsor mentions on all social media, radio and television advertising

Company name included on press release and PSA's

Opportunity for Company staff and family/friends to volunteer (in company attire)

Two (2) participation passes



# SPONSORSHIP

## BRONZE SPONSORSHIP

**\$500**

One (1) 8' Vendor Table within the Expo

Social media group sponsor mentions (minimum 1 per week leading up to the day of the event)

Logo placement on all digital marketing material

Logo placement in event email blasts leading up to the event

Logo placement on all distributed printed materials (i.e. flyers, posters, banners ect.)

Marketing material and/or products included in swag bags (items supplied by sponsor)

Company name included on press release and PSA's

Opportunity for Company staff and family/friends to volunteer (in company attire)

One (1) participation pass



## VENDORS

### VENDOR BOOTH \$150

**Vendor space is 8ft x 3ft separated with a divider (black drapery wall)  
(TABLES ARE NOT INCLUDED)**

1. Vendors must provide their own tables, chairs, and electrical extension cords.
2. NO refunds on booth fees.
4. All products and/or services offered for sale during the expo must be the same products and/or services approved during the selection process.
5. All products and/or services offered for sale during this expo must reflect the expos theme as defined by the expos producers

## PERSONAL TRAINERS

### THE TRAINERS SPACE \$50/HR

Welcome to “The Trainers Space” this is a great opportunity for Trainers and Fitness Instructors to showcase their individual fitness styles and get exposure. Only 6 personal trainers will have the opportunity to turn a (10x10) vending space into their own gym for one hour. During this time you can customize the space by setting up mini-training sessions to give people a feel of your training style. Bring your training equipment and display marketing material for extra exposure. Your space will benefit your business and cultivate your brand.

*\*The Build Detroit Fit Expo will not provide equipment and is not responsible for any injuries on premises during the event. ALL participants must complete liability waivers prior to participation.*



# EXPO 2019

**SUNDAY, JUNE 30<sup>TH</sup> - EASTERN MARKET**

Please complete the form below to reflect your level of participation. Information provided is required to finalize your application.

Name on the Booth:	Contact Person:
Business Name:	Social Media
Address:	Facebook: Instagram:
Email:	Website URL:
Contact Number:	

List the type and a description of the products/goods that will be sold or displayed at your booth

1. \_\_\_\_\_ 2. \_\_\_\_\_

VENDOR BOOTH	SPONSORSHIP PACKAGES	SWAG BAGS <small>LIST OF ITEMS YOU ARE PROVIDING</small>
<input type="checkbox"/> \$150 - (8ft x 3ft space) Table is NOT included	<input type="checkbox"/> \$15,000 - Title Sponsor <small>ONLY 1 AVAILABLE</small> <input type="checkbox"/> \$5,000 - Platinum <input type="checkbox"/> \$2,500 - Gold <input type="checkbox"/> \$1,000 - Silver <input type="checkbox"/> \$500 - Bronze	Item:  Quantity:  Item:  Quantity:
<b>THE TRAINERS SPACE</b>		
<input type="checkbox"/> \$50 - 1hr (10x10 space) Limited to ONLY 6 Trainers		

Space preferences are given on a first come first served basis with the exception of indicated sponsor packages

SPECIAL NEEDS	
<input type="checkbox"/> Power Outlet	Other: _____

**Payment Deadline May 24, 2019**

Make Checks Payable to The Shed Fit Factory, LLC. Credit: Visa or MasterCard

**BUILD DETROIT FIT STAFF USE ONLY**

Date Received:	Check #
Received by:	Other Notes:
Space Assigned:	
Payment Type:	
Amount Paid:	

**FOR QUESTIONS PLEASE CONTACT: FIZAH 724.471.0006**



**If interested in a vending/sponsorship opportunities, or have any questions**

**Please email: [info@builddetroitfit.com](mailto:info@builddetroitfit.com)**

**Vendors: Fizah - 724.471.0006**

**Sponsorship: Desi Johnson II - 313.903.2413**