



FITNESS COURT: A FREE FITNESS CLUB WITHOUT WALLS

National Fitness Campaign is changing the face of health care by making world class fitness free in public spaces everywhere.

The Campaign is built around the Fitness Court, an outdoor bodyweight fitness club without walls. The Fitness Court offers innovative seven minute training routines to provide full body workouts for adults of all ages.

The system was designed and tested in San Francisco over four years. Now where digital tools, fitness challenges and incentives are making fitness fun, accessible and free to people across America. The mission of the Campaign is to neutralize backend healthcare by investing in front end wellness!



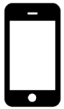


2018
100 CITIES

FITNESS COURT

THE BEST OUTDOOR GYM IN THE WORLD

CAMPAIGN ECOSYSTEM
Partnership and Activation Support System



FREE MOBILE APP



FUNDING SUPPORT



NATIONAL PROMOTIONS



BUILDING COMMUNITY

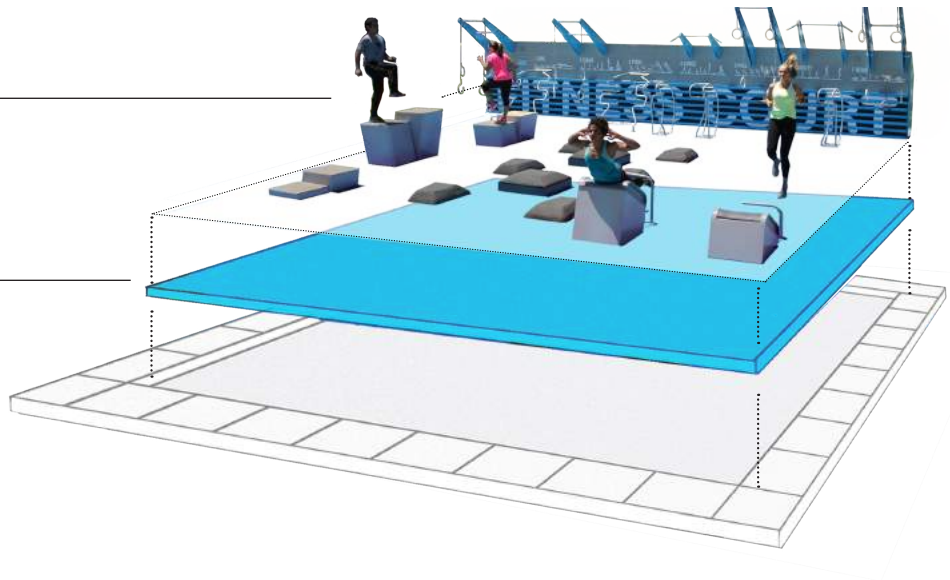


FITNESS CHALLENGES

**OUTDOOR BODYWEIGHT
CIRCUIT TRAINING SYSTEM**
(provided by NFC)

SPORTS FLOORING

CONCRETE PAD
(38'x38', provided by city)



PROGRAM FUNDING

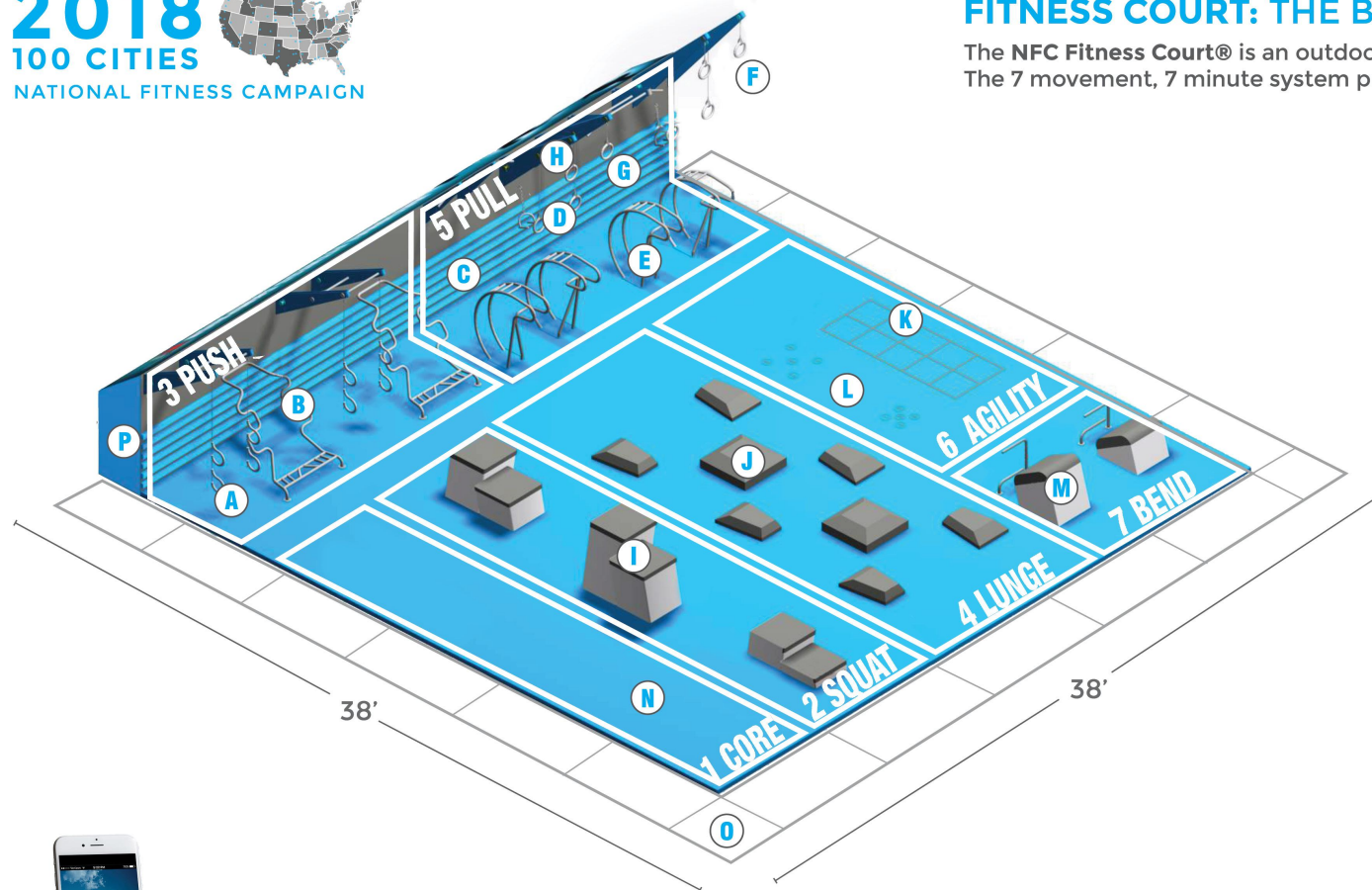
TOTAL FUNDING REQUIRED: \$90,000 +INSTALLATION

CITY	COMMUNITY (varies)	NATIONAL SPONSOR	+	INSTALLATION
\$80,000		\$10,000		(VARIES)



FITNESS COURT: THE BEST OUTDOOR GYM IN THE WORLD

The **NFC Fitness Court®** is an outdoor bodyweight circuit training system built in public spaces. The 7 movement, 7 minute system provides a full-body workout to people of all ability levels.



FITNESS ELEMENTS

- (A) 2 SETS DESTABILIZED PUSHING HANDLES
- (B) 2 SETS STABILIZED PUSHING LADDERS
- (C) 7 PROGRESSIVE FOOTHOLD STRIPS
- (D) 2 SETS ROWING HANDLES
- (E) 4 FULL BODY ROWING STATIONS
- (F) 2 SETS MUSCLE UP RINGS
- (G) 2 SETS BICEP CURL RINGS
- (H) 2 SETS STABILIZED PULL-UP BARS
- (I) PLYOMETRIC / SQUAT BOXES
- (J) LUNGE STEP COURSE
- (K) AGILITY LADDERS
- (L) AGILITY DOTS
- (M) 2 BENDING STATIONS
- (N) P.I.P. SURFACE (installed by others)
- (O) CONCRETE SLAB (installed by others)
- (P) PROGRESSIVE TRAINING WALL



Specifications

MADE TO LAST IN THE USA

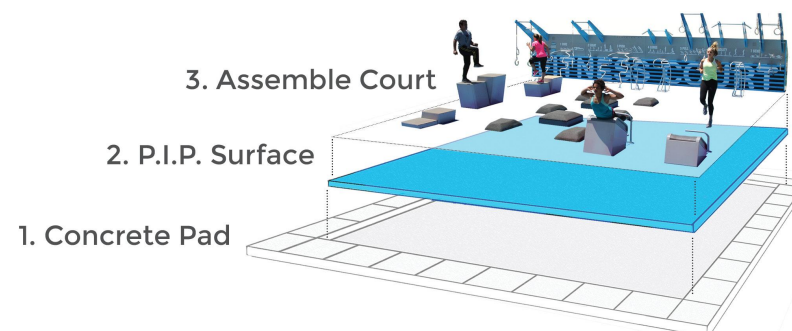
- manufactured in America
- resilient to heavy, repeated daily use
- over 30 individual pieces of equipment
- powder-coated steel components
- galvanized fittings and bolts
- stainless steel cables

Warranty + Maintenance

VIRTUALLY MAINTENANCE FREE

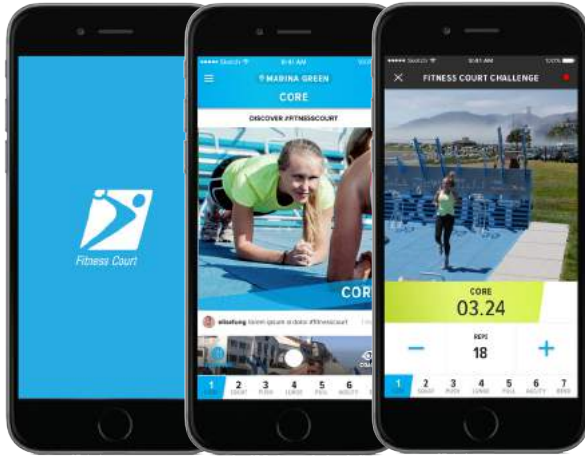
- made for all climates
- almost no moving parts (only the cables)
- equipment is anchor bolted into concrete
- Limited warranty on all equipment
- replacement parts available through NFC
- no requirement for disassembly in winter

Installation - by others*



*Full installation specifications and documentation are provided upon request

CAMPAIGN ECOSYSTEM: FITNESS COURT APP



- DISCOVER MODE

Learn exciting new moves on the Fitness Court

- COACH MODE

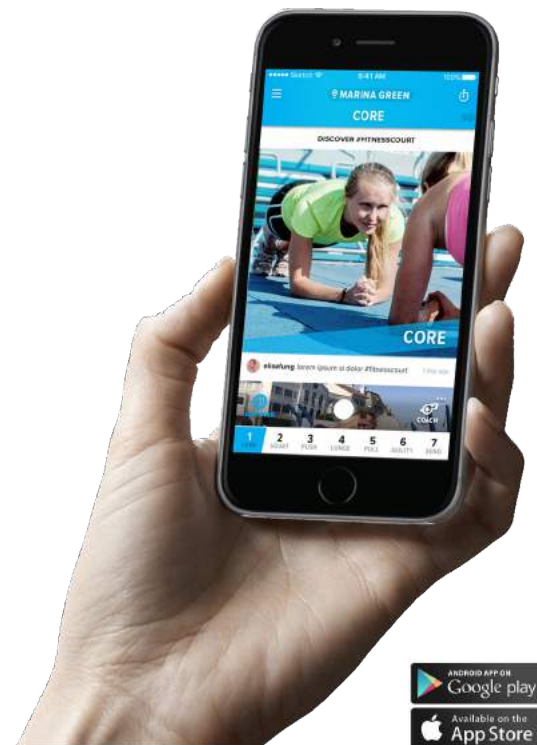
Routines, bootcamps and more

- CHALLENGE MODE

Compete in the 7 move challenge and get your score

THE FITNESS COURT APP

The all-new Fitness Court App for IOS and Android makes every court-goer into a workout video star. Community members enroll in the campaign by visiting the court, downloading the Fitness Court App and posting a video. Ongoing contests and challenges reward your city's most creative and competitive residents, while providing metrics to track engagement.



SOCIAL MEDIA

NFC - produced videos and posts announce the new Fitness Court to your online community and build an initial following. After the court launches, local Fitness Court pages become hubs for user-generated content, showcasing the vibrance of your city.



CAMPAIGN ECOSYSTEM: PARTNER PROMOTIONS



Pre-Launch Announcements

MEMBERSHIP IS NOW FREE



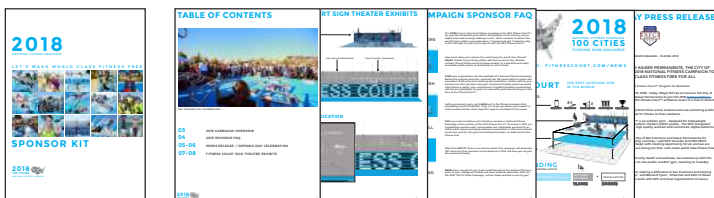
Fitness Court Launch



Activation

PHASE 1: PRE-LAUNCH ANNOUNCEMENTS

- Custom Campaign decal for use in local promotions
- Full press kit including press release, FAQ, documentation, quotes
- Partner support : customized promotions, permanent recognition featuring city partners



- Featured Partner Week : National and local storytelling. This week is a celebration of your community joining the Campaign to build excitement and support for the initiative.

PHASE 2: NFC FITNESS COURT LAUNCH

The Fitness Court Launch is celebration of making world class fitness free in your community

- Opening Day Celebration Kit : customized promotional and guidelines package including: optional incentives, press release and media support. This includes training guides and various engagement tools to encourage participation from all community members.

PHASE 3: ACTIVATION

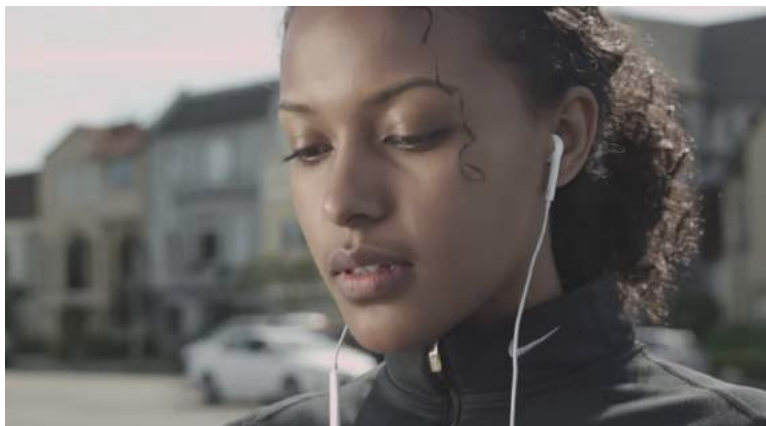


- Mayors Challenge Event (Optional) : A local celebration designed to engage local stakeholders and community members in a day of fun on the Fitness Court
- The Fitness Court App: The all new app brings free fitness to your community. Ongoing contests and challenges reward your city's most creative and competitive residents, while providing metrics to track engagement.
- Bootcamps, Classes, Challenges : A toolkit of activation programs for your community.

BUILD CONSENSUS. SHARE THE VIDEO!



THE 2018 CAMPAIGN VIDEO IS A 2 MINUTE SUMMARY OF THE CAMPAIGN. BE SURE TO WATCH AND SHARE!



2 MINUTES TO FREE FITNESS.

**WATCH HERE :
[FITNESSCOURT.COM/VIDEO](https://fitnesscourt.com/video)**



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