FIT4MOM

BACK TO school BACK TO YOU.

EVENT PRESENTED BY AMAZING ATHLETES



Kids are back in school, time to get back into a routine! Join us for a morning of free FIT4MOM workouts for the moms and Amazing Athletes soccer for the littles, plus giveaways, free mini photos, wellness resources, and more!

WESTSHORE PLAZA

Amazing® athletes

JOIN US FOR A BACK TO SCHOOL EVENT

On Friday, August 16th, we are excited to partner with WestShore Plaza for a Back to School, Back to You Event!

Event highlights include a free FIT4MOM workouts, Strong Like Mom photos, swag bags for the first 50 moms, and post workout fun and entertainment complete with raffle giveaways, pampering for moms, a coffee & refreshments bar, and a lineup of children's activities and family wellness resources.

Moms can choose to come kid-free for a morning to herself or bring her children, there is something for everyone! Participants can choose between the following workouts at 9:30AM:

- Stroller Strides workout for moms with stroller-aged kids
- Body Boost class for moms without kids in tow
- Kids Activities + Wellness Resources Post-Workout

The event is free and open to the general public.

FIT4MOM

BACK TO SCHOOL EVENT





FIT4MOM®

A KEY MARKETING OPPORTUNITY

ACCESS TO MOMS IN THE COMMUNITY

What other Tampa event can gather fitness-minded moms together like we do? This is your chance to strategically target this key demographic in one day, one location, and one event.

A POSITIVE PLATFORM

The names say it all - our events celebrate Mom and give back to the one who gives so much of herself to others. In doing so, we make sure and she remembers that positive feeling and associates that with your business, too. We can't think of a better platform to build a strong consumer relationship from!

THE ULTIMATE INLFUENCER AND DECISION MAKER

Moms make 85% of household purchase decisions! Meet this key influencer, connect with her and form that face-to-face relationship. If she chooses you, her family chooses you. It's then up to you to foster and encourage her loyalty.

A PART OF THE EXPERIENCE

We hear the same feedback time and time again - that our sponsors and vendors truly add to the overall experience of this event. Attendees walk away with this feeling and right there, a powerful, enduring connection is made. We encourage interactive activations to make a lasting impression on Mom. She doesn't get pampered often, but how grateful she is when she does...we know from experience. ;)





SPONSOR AND VENDOR PACKAGES

FIT4MOM®

GOLD SPONSOR ($150)

Featured sponsor section in event eblast • Dedicated social media campaign
Mention on all social media campaigns • Linked on website/RSVP page
Prime Booth/Table Space • Promotional items in swag bags

SILVER SPONSOR ($75)

Mention in newsletter • Mention in select social media campaigns
Booth/Table Space • Promotional items in swag bags

MAMA MARKETPLACE ($50)

Mention in select social media campaigns
Booth/Table Space for Selling Handmade Goods

CONTRIBUTOR ($25)

Mention in select social media campaigns
Promotional items in swag bags

DOOR PRIZE DONOR (FREE)

Donate a prize worth $50 or more and have your business displayed at our registration table. Moms earn raffle tickets by bringing in school supplies and visiting our sponsor tables & Mama Marketplace Table.

FIT4MOM TAMPA BAY

FIT4MOM is the nation's leading company for pre and postnatal health, wellness, and fitness programs for every stage of motherhood. From pregnancy through postpartum and beyond, our fitness and wellness programs help make moms strong in body, mind, and spirit.

Since our launch in 2012, FIT4MOM Tampa Bay has supported over 6000 moms through fitness programs at dozens of locations across Tampa Bay under the care of nationally certified fitness instructors, specially trained for the pre and postnatal client. This allows moms to experience safe, yet challenging, workouts throughout their motherhood journey. In addition to an array of workout programs, we offer a full calendar of social activities for members ranging from weekly children's playgroups, Mom's Night Out events, field trips, community service projects and more!



WESTSHORE PLAZA

WestShore Plaza has been the home of FIT4MOM Tampa Bay for over 12 years!

WestShore Plaza is a destination for exclusive dining and shopping favorites in Tampa, Florida, serving residents and tourists of the surrounding area. Located in the Westshore Business District right off of I-275 and close to the Tampa International Airport, this enclosed Tampa mall is conveniently located near attractions, making it an easy drive from hotels and rentals in the area.

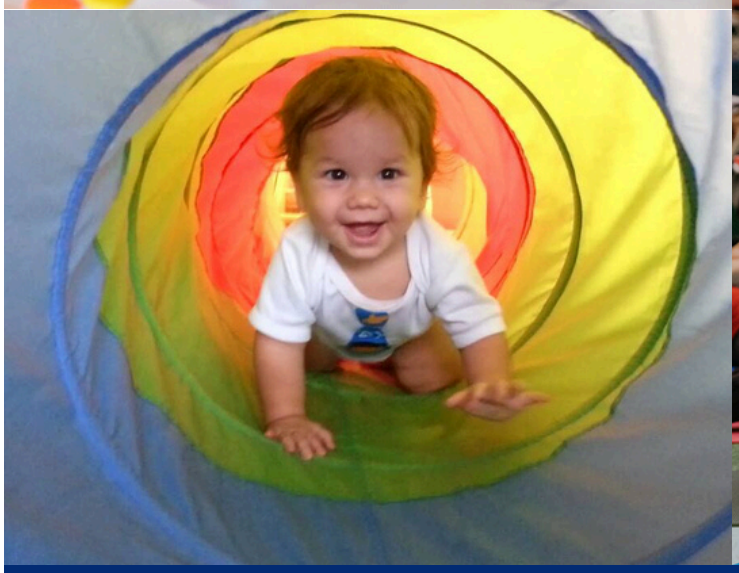
Offering over 100 retailers, including anchors Macy's, JCPenney, and Dick's Sporting Goods, and specialty retailers like Francesca's, H&M, and Old Navy, WestShore Plaza offers something for everyone.

Then end your day with a delicious meal at Maggiano's Little Italy or Besito Mexican. For something quicker, visit the food court.

WestShore Plaza has just what you need, For Every Occasion.









FIT4MOM®

APPLICATIONS

All vendors must be approved by WestShore Plaza as non-competing with any of their tenants. As such, we require that all potential sponsors and vendors submit an application for review. As always, we are happy to help with any questions and can discuss and advise on any potential activation/participation ideas for these events or any of our other pop-up events throughout the year!

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SIGNUP HERE