

EVENT PARTNERSHIP

UNLEASH YOUR INNER ATHLETE



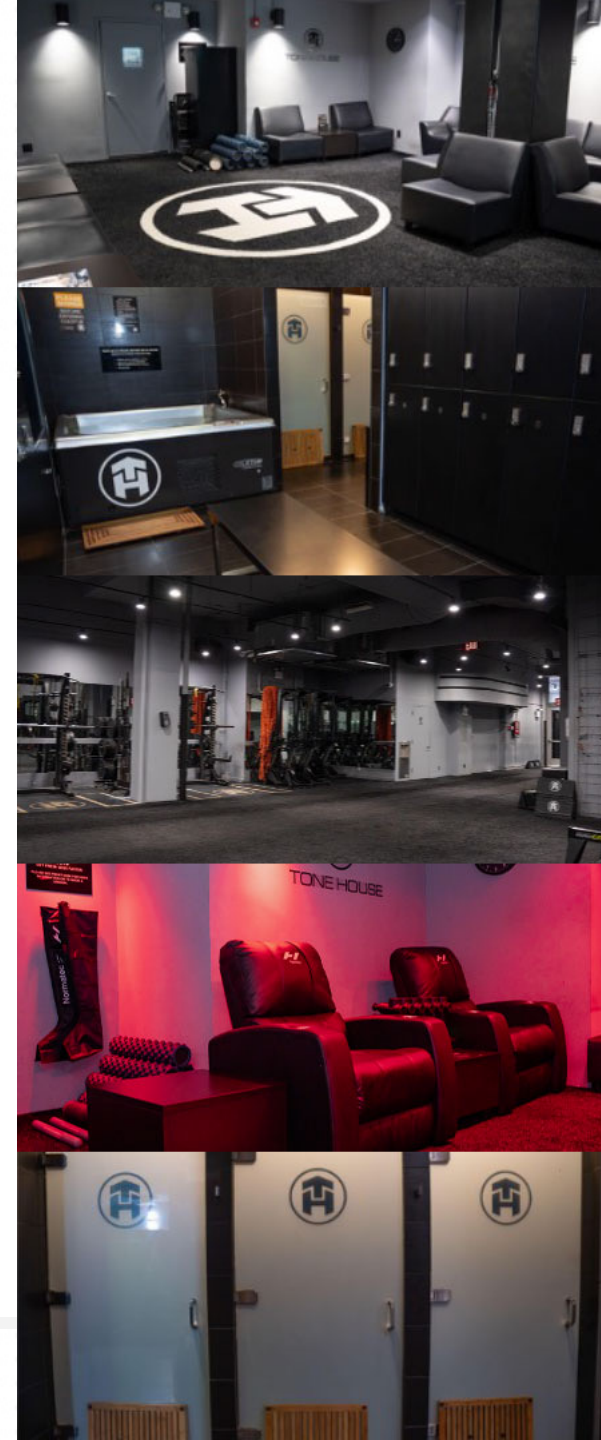
BRAND OVERVIEW

- Tone House® is the premier Strength and Conditioning training facility, in NYC, aimed at unleashing the inner athlete in everyone.
- With a 360 lifestyle approach to health, wellness, and peak performance, Tone House believes every individual has the capacity to be like the athlete they admire, and to train like them.
- Classes are team-oriented, competitive, fun, and supportive, to create accountability and an encouraging environment to guarantee optimal fitness results.
- Tone House's goal is to bring sports performance workouts to the mainstream and help individuals improve their mental and physical health thereby become better overall athletes and people.



STUDIO & AMENITIES

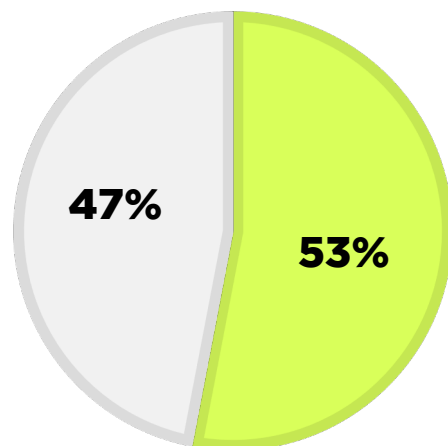
- State-of-the art equipment typically only found in collegiate & professional sports facilities
- Experienced, certified, world class Coaches
- Recovery & Nutrition Services offered as part of our 360 lifestyle approach
- Full-amenity locker rooms: private showers, cold tubs, & Hawthorne shower products
- Recovery Lounge with Hypervolt 2 Pro guns & Normatec Elite Boots



ATHLETE DEMOGRAPHICS

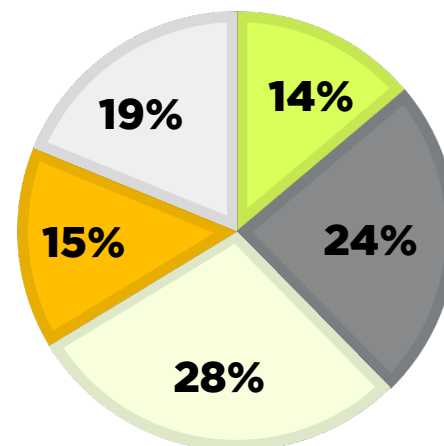
MALE TO FEMALE

■ Male ■ Female



PRIMARY AGE RANGE

■ 22-25 ■ 26-29 ■ 30-34 ■ 35-39 ■ 40+



**“CULT”
FOLLOWING**

**DISPOSABLE
INCOME OF 75K+**

**VIEWS FITNESS AS
A VALUABLE
INVESTMENT**

**PRIORITIZES A HIGH
PERFORMANCE
LIFESTYLE**



ANNUAL MARQUEE EVENTS



Turf Wars is Tone House's annual athletic competition in which athletes compete in 10 events relevant to the Tone House training program. These events consist of an assortment of endurance, strength, and agility movements, as well as a surprise "wild card" event unique to the typical Tone House regimen. Event champions are deemed as the "Man and Woman of the House."



The largest community weightlifting competition in New York City. Competitors battle it out to hit a one rep max on the barbell Squat, Bench Press, & Deadlift. Then, take on the signature endurance REP TEST – max repetitions in 90 seconds at a prescribed weight for your weight class, for each of the 3 lifts. All division champions receive a cash prize + overall Heavyweight champs receive an unlimited annual Tone House membership!

IN-HOUSE

- LADIES NIGHT (Spring)
In conjunction with International Women's Month
- GUYS NIGHT (Fall)
In conjunction with Men's Health Month
- FOOTBALL OR BASKETBALL THEMED CLASSES (Seasonal)
During Super Bowl & March Madness seasons
- PRIDE MONTH CELEBRATION CLASSES (June)

All sponsorship options are customizable to fit mutual brand needs. Please inquire for more details.



We believe everyone should have the opportunity to not only train like an athlete, but showcase their athleticism and hard work in an athletic competition that tests their mental and physical barriers. Turf Wars is Tone House's annual athletic competition in which athletes compete in 10 events relevant to the Tone House Conditioning program. These events consist of an assortment of endurance, strength, and agility movements, as well as a surprise "wild card" event unique to the typical Tone House regimen.

DEFEND YOUR TURF

TURF WARS STATS

EVENT WEBSITE: tonehouse.com/turf wars

DATE: SPRING / SUMMER

NEW YORK CITY / TORONTO

COMPETITORS (E): 150-175 / Individuals & Doubles registration options

MEDIA COVERAGE:

- Press release & media coverage from local media outlets
- High influencer attendance with celebrity guest competitors
- 200+ engaged spectators throughout the day

CASH PRIZES:

- Cash prizes awarded to the Man & Woman of the House and top Doubles divisions
- Prize packages valued at \$1000-\$2000 available for top 3 winners per division

FOLLOW @THTURFWARS





THE LARGEST COMMUNITY WEIGHTLIFTING EVENT IN THE HEART OF NYC

LIFT OFF is Tone House's signature Weightlifting competition, blending elements of Powerlifting and combine-inspired endurance tests to find your true lifting potential. Athletes have three attempts to set a 1rm in the Squat, Bench Press, & Deadlift, followed by a 90 second rep test at a prescribed weight to measure endurance. You may be strong, but how long can you hang on for?

LIFT LIKE AN ATHLETE.

LIFT OFF STATS

EVENT WEBSITE:

tonehouse.com/liftoff

DATE: FALL / WINTER

PARTICIPANTS (E): 50-75

Three weight classes (Light / Middle / Heavy) per gender

CELEBRITY JUDGE:

- Multiple World Record Holder, Powerlifter **Tamara Walcott** (@tamarawalcott.shw ~182K followers)
- World's Strongest Woman Title for Heaviest Deadlift on Record (639 lbs).
- As seen on Ellen Degeneres, People Magazine, & Guinness World Records

COMPETITION MEDIA & LIVE BROADCAST:

- Live Game Day broadcast > Lift Off 2024 saved highlight @tonehouse
- Branded Instagram Story Broadcast, ESPN GAME DAY Style
- IG LIVES during competition highlights for at home viewers
- Sponsor video/ad opportunities promoted during broadcasts.
- Interviews with select Athletes, spectators, and vendors
- Instagram Recap Video - 8K unique views / 60+ shares

PRIZES:

- Cash prizes available for winners of every weight class.
- Heavyweight overall champions receive annual Tone House membership

FOLLOW @THLIFTOFF



MARQUEE SPONSORSHIP TIERS

BRONZE

\$500-\$1000**

- Table activation on site for product distribution and brand promotion
- Inclusion in event program marketing materials, social media and press release

SILVER

\$2500+**

- **ALL BRONZE LEVEL PERKS, in addition to:**
- Logo inclusion/video advertisement via digital LED screen during competition (Lift Off only)
- Develop co-branded content offers for 3 month promotion period leading up to event
- Access to participant email distribution list for promotional follow-up/offers
- Negotiable In-Studio product cross barter opportunity
- Two (2) complimentary entries to competition for brand team members

GOLD

\$5000+**

- **ALL SILVER LEVEL PERKS, in addition to:**
- Brand inclusion on event logo/Logo placement on athlete apparel
- Annual Logo inclusion/video advertisement via digital TV screen in Studio
- Four (4) complimentary entries to competition for brand team members

****Monetary benchmarks only. Customization options available.**





COMPETITOR KITS

Turf Wars & Lift Off competitors receive a custom adidas competition apparel kit, including full uniform, accessories, and footwear (value \$500+).



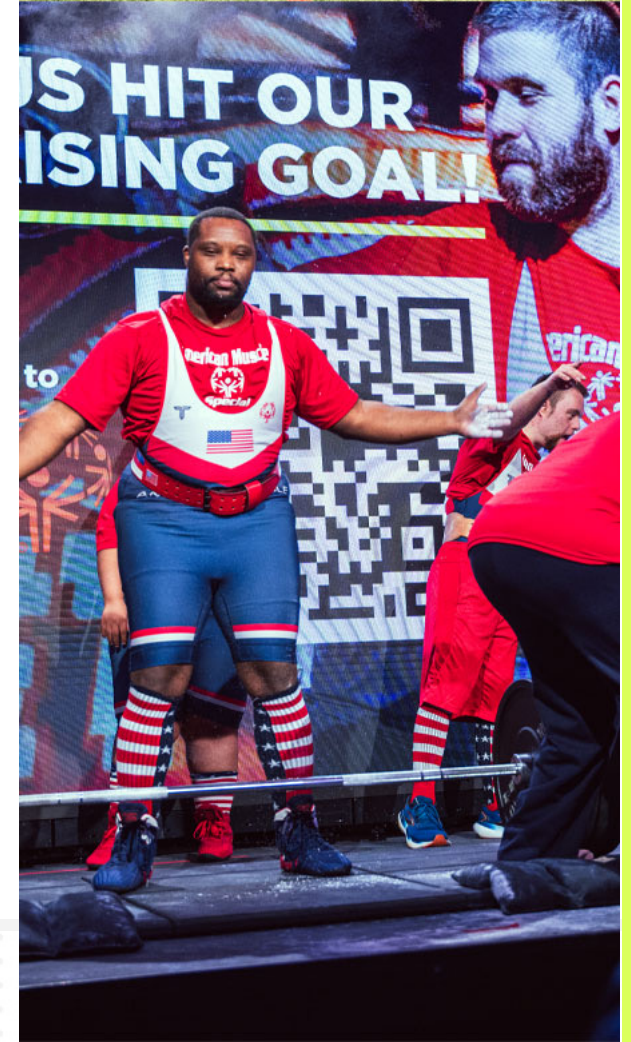
EXCLUSIVE BENEFICIARY



***Special
Olympics
New York***

Tone House Marquee events support Special Olympics New York through crowd fundraising efforts and inclusion of SONY Athletes in event programming.

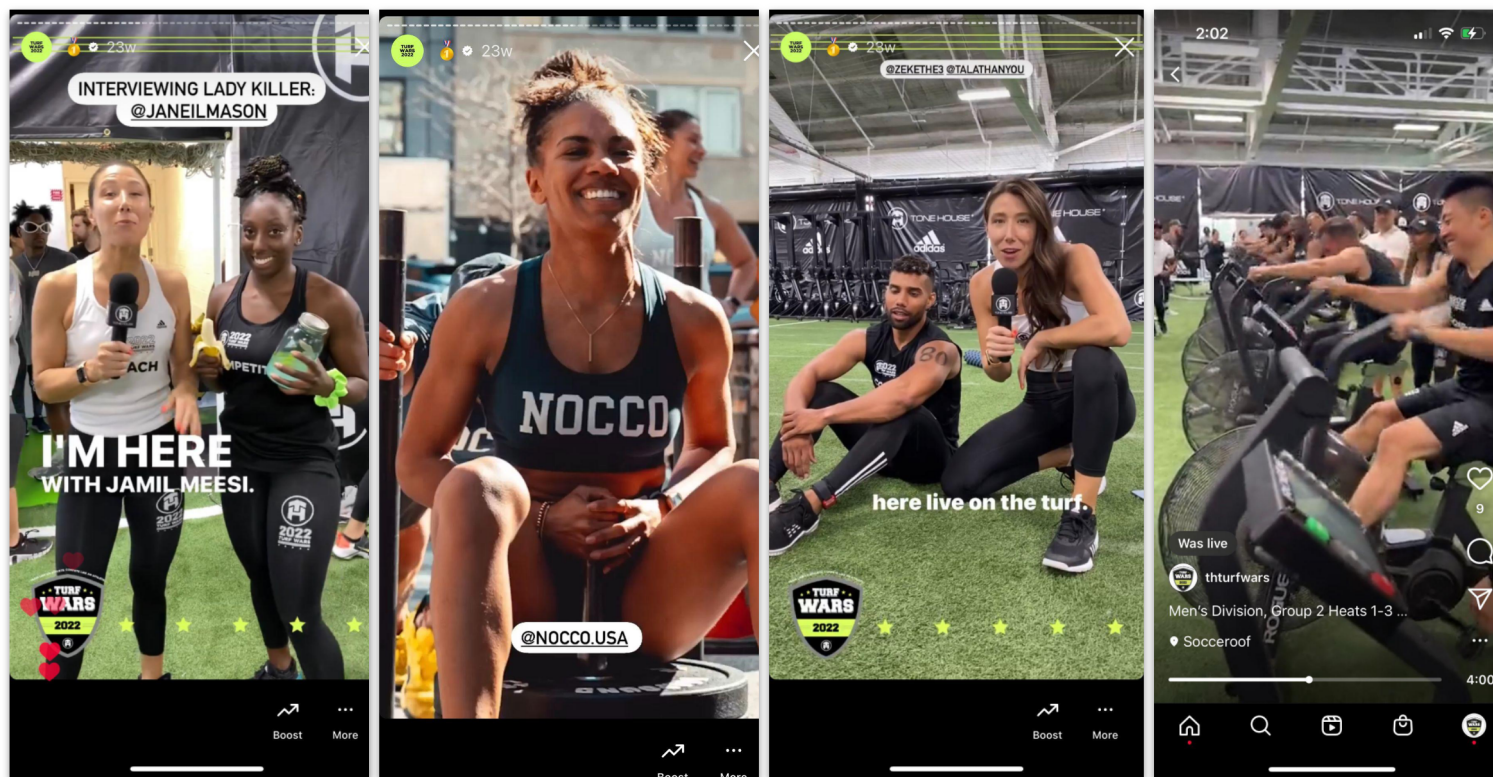
Special Olympics New York provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.



GAME DAY BROADCAST

Partnership Recognition

- Branded Instagram Broadcast, ESPN GAME DAY Style
- 50K+ unique impressions
- Video placements during broadcast from event partner
- LIVE during events
@THLIFTOFF for viewers watching at home





IN-HOUSE EVENTS

LADIES NIGHT

Ladies Night is our annual celebration of our strongest Athletes - the Ladykillers! Held every March in conjunction with International Women's Day, we dedicate an entire evening of classes to celebrating the Women of the House. Expect high energy playlists with a live DJ, pampering & TLC in the lounge from premium beauty & wellness brands, and female focused energy all night long.

GUYS NIGHT

Guys Night is held every November, during Men's Health Awareness month. This annual event brings the boys together for an evening focused on strength, community, growth, and supporting each other in a positive, uplifting environment. Expect a live DJ, health and wellness activations to provide pre and post workout services, and a team-based atmosphere from start to finish.

IN-HOUSE EVENT SPONSORSHIP

BRONZE \$500**

- Product inclusion in event gift bags (Physical product or voucher for service)
- Inclusion in event program marketing materials (email and social media mentions before and during event)

SILVER \$1,000**

- Inclusion in event program marketing materials (email and social media mentions before, during, and after event)
- Product inclusion in event gift bags (Physical product or service voucher)
- Opportunity for a brand representative to be present at event (lounge only)
- Opportunity to include special post-event email offer to attendees

GOLD \$1,500**

- **Naming rights for the event.** Brand inclusion on event logo and on all signage
- Opportunity to brand the space (lounge, locker rooms,, etc.)
- Inclusion in event program marketing materials (email and social media mentions before, during and after event)
- Opportunity to distribute products via gift bag or on-site distribution
- Opportunity to include promo/coupon code in follow up email
- Access to all high resolution photos of product/service at event
- Opportunity for brand representatives to be present at event (lounge + class)
- May send brand's own photographer or videographer if preferred
- Sponsored Blog Post tying in brand + event on Athlete's Playbook
- Access to mailing list of event attendees

****Monetary benchmarks only. Customization options available.**



BRAND PARTNERS

(PAST & PRESENT)



BARCODE



Hawthorne



STONE HOUSE IN THE PRESS



Men'sHealth

Women'sHealth



Athletech^{NEWS}

P O P S U G A R .



BROADCAST HIGHLIGHTS



[Watch Video](#)



[Watch Video](#)



[Watch Video](#)

SOCIAL MEDIA PRESENCE



@tonehouse
40.8K
followers

@thturf wars
@thliftoff



26K
subscribers



10K
views





IT'S GAME TIME

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