

# *Arnold Active Living Festival*

March 5, 2010 – 9am—5pm

Hyatt Regency Hotel Ballroom, 350 North High Street, Columbus, Ohio 43215

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## ***Reach the 50+ market at the Arnold Active Living Festival***

Adults age 50 and better hold 75% of America's wealth. In the midst of difficult economic times, they spend for health, fitness, nutrition, recreation, and travel.

On March 5, 2010 they will come to the 4<sup>th</sup> Arnold Active Living Festival where they can

- enjoy free dance lessons all day;
- see and compete in Senior Olympics sports (dance, table tennis, pickleball, fencing and a 5K run);
- learn how mild exercise can help them defeat arthritis, diabetes, heart disease, and Parkinson's.

**Be a sponsor or exhibitor!** Target your message to this 50+ audience!

**Media relations, and advance sales campaigns** will attract Central Ohio's 50+ audience, through

- the popular *Senior Times* newspaper,
- *50+*, the newsletter of athletes who have competed in previous Senior Olympics games, and
- presentations to rec centers, senior activity centers, and other health and travel groups.

**On-site promotion:** The Arnold EXPO Directory, daily schedules, and corridor signage reach 50,000+ same-day attendees at "the Arnold", to urge them to visit the Active Living Festival.

For your consideration, the 4 available involvement levels are:

- Title Sponsor: (\$3,000 investment). Most prominent placement for double-space exhibit, exhibit hall banner, and full-page program ad, name used in media releases, 10 tickets to Arnold Fitness EXPO.
- Presenting Sponsor: (\$1,500 investment). Double-space exhibit, full page program ad, name in media releases, 8 tickets to Arnold Fitness EXPO, and may display banner in exhibit hall.
- Event Sponsor: (\$750 investment). 1 exhibit space, half-page program ad, 5 tickets to Arnold Fitness EXPO, and name in news releases.
- Exhibitor: (\$350 investment). 1 exhibit space, 3 tickets to Arnold Fitness EXPO and program listing.

***We invite you to join in sponsoring or exhibiting at this premier event. Please use the attached application form. Contact Mike Lorz at 614 443-3529, or mlorz@rrcol.com***

Arnold Active Living Festival

March 5, 2010 – 9am—5pm

(at the Hyatt Regency Hotel Ballroom, 350 North High Street, Columbus, Ohio 43215)

*(1 of 44 events at the 2010 Arnold Sports Festival)*

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## **Reach the 50+ market at the Arnold Active Living Festival**

YES! We would like to be a sponsor or exhibitor at the 4th Arnold Active Living Festival, in conjunction with the Arnold Sports Festival and the Arnold Fitness EXPO.

_____ Title Sponsor	\$3,000.00 investment
_____ Presenting Sponsor	\$1,500.00 investment
_____ Event Sponsor	\$ 750.00 investment
_____ Exhibitor	\$ 400.00 investment

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**ORGANIZATION OR COMPANY NAME** \_\_\_\_\_

**STREET ADDRESS** \_\_\_\_\_

\_\_\_\_\_

**CITY** \_\_\_\_\_ **STATE** \_\_\_\_\_ **ZIP** \_\_\_\_\_

**PHONE** \_\_\_\_\_ **FAX** \_\_\_\_\_

**CELL PHONE** \_\_\_\_\_ **E-MAIL** \_\_\_\_\_

**AUTHORIZED PERSON NAME** \_\_\_\_\_

**AUTHORIZED PERSON SIGNATURE** \_\_\_\_\_

**AMOUNT ENCLOSED** \_\_\_\_\_

Please make check payable to Lorz Communications, Inc., and mail to:

Mike Lorz  
Lorz Communications, Inc.  
1331 South High Street  
Columbus, OH 43207.

**For further information, please contact Mike Lorz at 614 443-3529, or [mlorz@rrcol.com](mailto:mlorz@rrcol.com)**

**THANK YOU!**

*(1 of 44 events at the 2010 Arnold Sports Festival)*