



# Sponsorship Proposal

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BODY POSITIVE FITNESS ALLIANCE PRESENTS

## The BPFA Inclusive FitPro Annual Summit

Our vision is to transform the health and fitness industry into a space that is welcoming and inclusive for all bodies.

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**May 19th – 21st, 2023**

York University

1 Thompson Rd,  
North York, ON M3J 1P3



### Contact

**Phone** 607-227-3980  
**Website** [www.bodypositivefitness.org](http://www.bodypositivefitness.org)  
**Email** [info@bodypositivefitness.org](mailto:info@bodypositivefitness.org)  
**Address** 60 Bald Hill Rd, Spencer, NY 14883, USA





# Introduction

Body Positive Fitness Alliance (BPFA) is a professional development organization for fitness professionals. Our vision is to transform the health and fitness industry into a space that is welcoming and inclusive for all bodies.

The traditional fitness industry is saturated with businesses fighting over the same small percentage of people who fit the mold of what fitness “should look like”. As more and more participants and pros realize that fitness can and should be accessible to all people, we’re finding a dramatic increase in the potential market. Clients who see themselves thoughtfully considered become loyal customers. By sponsoring the BPFA Inclusive FitPro Summit, your brand will be in front of an amazing group of FitPros in the US and Canada that are already connected to this burgeoning market of loyal shoppers/clients.

We’d love to work with you to create a mutually beneficial partnership. In exchange, we are providing various levels of exposure and access to a large and committed audience in the inclusive fitness community.

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# About Us

The Body Positive Fitness Alliance (BPFA) was born out of a collective belief that the fitness industry can and should do more to help instead of harm. Gym owners, trainers, and clients wanted to step away from customs that foster shame and isolation and build a new fitness industry that puts accessibility and inclusive practices at the forefront.

BPFA assembled for its first in-person annual summit in 2016 in Huntington Beach, CA. It was a magical experience where trainers from across the US and Canada had a chance to connect and feel like they weren't alone in trying to build body positive practices with their business.

Since then, BPFA has grown and transformed into a 501(c)(3) nonprofit online education platform and global networking organization for fitness professionals. Our mission is to provide educational resources and community-based learning united around a common goal of equitable access to exercise for all people.

## Vision



Our vision is to transform the health and fitness industry into a space that is welcoming and inclusive for all bodies.

## Mission



Our mission is to provide educational resources and community-based learning united around a common goal of equitable access to exercise for all people.

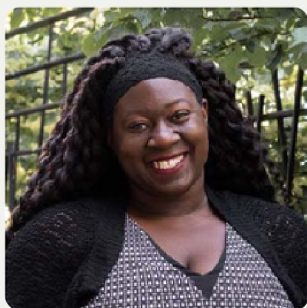


# Meet Our Team & Event Speakers



**Laura Vineyard**

Executive Director  
she/they



**Simone Samuels**

Board Member  
she/her



**Kate Herald Browne**

Board Member  
she/her



**Justice Williams**

Board Member  
he/him



**Katie Feeley**

Board Member  
she/her



**Leah Tsui**

Registered Dietician  
Speaker – she/her



**Damali Fraiser**

KB Coach Speaker  
she/her



**And More to Be  
Announced!**

# About The Event



At the BPFA Inclusive FitPro Summit, we're bringing together fitness professionals of any movement discipline who are transforming the health and fitness industry into a space that is welcoming for all bodies.

Summit is the place for trainers to grow their professional community by connecting with other fitpros who are building thriving, sustainable fitness businesses without predatory sales techniques or other harmful industry tactics.

What to expect: business skills workshops led by industry trailblazers, body-positive fitness demos, and social time to network. Everything we do has hands-on components and action items so participants are empowered to make positive concrete change right away!



## Event Highlight

Educate participants about inclusive fitness coaching.

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Create networking opportunities for FitPros.

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Learn about different movement modalities.

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Strengthen the worldwide movement towards inclusive fitness.

# Event Schedule



**19  
MAY**

## Casual Networking

Participants will have a chance to meet one another and connect in a casual environment prior to the main event to cultivate long-term collaborations.

Location : York University, Toronto, CA



**20-21  
MAY**

## Lectures, Workshops, and Movement Sessions

Learn actionable skills to make fitness spaces more welcoming places for all people. Our collaborative education sessions will give participants a chance to work directly on their own business strategies and coaching techniques in a supportive environment.

Location : York University, Toronto, CA



# Benefits for Sponsor



## **Sponsor a Speaker**

Supporting the work is integral to maintaining this shift to inclusive fitness throughout the industry. Select our Gold or Silver Level sponsorship and have your brand recognized during a select speaker's presentation.

## **Live or Pre-Recorded Company Commercial**

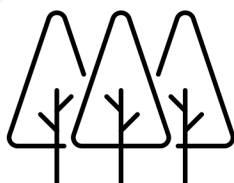
Share your brand's story and connect with the BPFA Inclusive FitPros with a 60-second commercial spot.

## **Swag Bag Merch**

Keep your brand in front of our participants long after they head home with fun swag.



# Sponsorship Package



## Gold Sponsor

Sponsor a Speaker

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Live or pre-recorded company commercial

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Company advertising materials in swag bags

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Individualized company shout-out on social media

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Company logo and name on the website event page

**\$500 USD**



## Silver Sponsor

Sponsor a Speaker

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Company advertising materials in swag bags

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Individualized company shout-out on social media

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Company logo and name on the website event page

**\$300 USD**



## Bronze Sponsor

Company logo and name on the website event page

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Individualized company shout-out on social media

**\$150**

\*All sponsorships are tax deductible for US entities

# Sponsorship Package



## Accessibility Sponsor

BPFA advocates for accessibility in all spaces and strives to live up to those standards with our own courses and events. If you are interested in directly supporting making the BPFA Inclusive FitPro Summit more accessible, check out the options below and email us ([info@bodypositivefitness.org](mailto:info@bodypositivefitness.org)) with what you are interested in. We will work together to build a plan to highlight your sponsorship.

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ASL interpreter fees = \$1,600 USD

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Financial accessibility scholarship (covers registration costs for one student) = \$292 USD

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Armless weight-accessible chairs (up to 600lbs) = \$300 USD

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Childcare for attending participants = \$300 USD

**\$ or In-Kind**



**Thank you!**  
**We can't wait**  
**to collaborate!**

## **Contact**

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