



FITNESS LOON

WORK THAT CRAZY OUT



SENIOR WELLNESS INITIATIVE SPONSORSHIP



Helping Loganville Seniors Stay Active, Independent, and Healthy

The **Fitness Loon Senior Wellness Initiative** is a community-supported program that helps older adults in the Loganville area stay strong, mobile, and mentally sharp through safe, instructor-led fitness classes.

The program is built around Fitness Loon's participation in the **SilverSneakers** network, which allows eligible seniors to attend specialized group fitness classes designed specifically for older adults.

While SilverSneakers provides a small reimbursement for each visit, it does not fully cover the cost of operating the program. The **Senior Wellness Initiative** allows local businesses and community partners to help sustain and strengthen these classes so seniors can continue benefiting from them.

Program Impact

- 18-25 active senior participants
- ~10 participants per class
- 4 classes per week
- 1,800-2,200 senior wellness visits each year

These classes **help participants maintain strength, mobility, balance, cardiovascular health, and mental well-being, supporting long-term independence and quality of life.**

COMMUNITY PARTNER

\$100 per month

Also available as: • \$285 quarterly • \$540 for 6 months • \$1,020 annually
Recognition includes: • Listing on the Senior Wellness Initiative webpage • Recognition in social media posts • Recognition in the Fitness Loon monthly email • Ability to leave business cards or brochures in the studio

SUPPORTING PARTNER

\$250 per month

Also available as: • \$715 quarterly • \$1,350 for 6 months • \$2,550 annually
Includes all Community Partner recognition plus: • Logo placement on the in-studio sponsor board • Logo placement on the program webpage • Quarterly sponsor spotlight on social media

LEAD PARTNER

\$500 per month

Also available as: • \$1,425 quarterly • \$2,700 for 6 months • \$5,100 annually
Recognition includes: • Designation as Lead Community Partner of the Fitness Loon Senior Wellness Initiative • Prominent logo placement on the studio sponsor board • Featured placement on the program webpage • Recognition in email and social media communications

Learn more or become a sponsor at:
fitnessloon.com/senior-wellness-initiative