



ISLAND FITNESS **CONFERENCE**

AWAREness
Attitude
(W)illing
(A)dapt
Noting to reach a goal with the
strategy you have that you will have to adapt to
change your method to reach that goal.

SPONSORSHIP KIT



SPONSORSHIP KIT

Dear Island Fitness Conference Sponsor,

On Saturday, November 1, 2025, the municipalities of Greater Victoria will collaboratively host the 34th Annual Island Fitness Conference at the Esquimalt Gorge Park Pavilion. Over 200 fitness professionals will gather for this world class event. Presenters will come from all-over North America to deliver industry leading fitness theory and activity to Vancouver Island.

The Island Fitness Conference is a non-profit event that is made possible through the collaborative support of municipal recreation departments and dedicated community volunteers to strengthen the fitness industry on Vancouver Island.



Island Fitness Conference Committee – 2023

SPONSORSHIP KIT

Sponsorship

The support we have received from both local and international businesses has been tremendous. As the event grows so does the opportunity for sponsorship. In doing so, we look to partner with businesses whose marketing efforts may include targeting Personal Trainers, Group Fitness Leaders, Club Owners, Recreation Department Managers and fitness enthusiasts. The Island Fitness Conference Committee is thrilled to present you with the opportunity of becoming an official sponsor for this year's Island Fitness Conference. We are confident that the branding opportunities this event provides for your company will far exceed your expectations for years to come. Please review the various sponsorship possibilities listed below.

| SPONSORSHIP LEVELS | PRESENTING \$1500 | GOLD \$500 | SILVER In-kind donation | EQUIPMENT To Be Determined | |
|--|-----------------------------|----------------------|-----------------------------------|--------------------------------------|--|
| Event Naming Rights Company name listed in event title as "Presented by" | ✓ | | | | |
| Custom Display in Main Auditorium with company logo Keynote & session location | ✓ | | | | |
| Company Logo on event signage | ✓ | ✓ | | ✓ | |
| Exclusive Equipment used in Active Sessions 4-10 Active Sessions | | | | ✓ | |
| Customized Social Media Mentions and/or contests (Facebook & Instagram) | ✓ | ✓ | ✓ | ✓ | |
| Live Sponsor Announcements on event day Event Emcee and company rep | ✓ | ✓ | ✓ | ✓ | |
| Company logo and website link Conference - Event website | ✓ | ✓ | ✓ | ✓ | |