





What is it Fitness Advocate:

-Established in 2017, we are a promotional company whose primary goal is to raise awareness of healthy services and options available to the public to improve health, wellness and fitness.



Our Vision:

Is to promote all aspects of health, wellness, and fitness to the public so they may have a healthier future.

Our Motivation:

According to the Canadian Medical Association Journal, obesity is expected to surpass smoking as the leading cause of preventable morbidity and mortality. (CDN avg deaths related to smoking per year is 230,000)

According to the Public Health Agency of Canada obesity is expected to put a 4.6 to 7.1 billion dollar strain on the Health Care system.

According to data from the Canadian Diabetes Association 4.2 million Canadians are expected to have diabetes by 2020, which is expecting to put a 16 billion dollar strain on the health care system.

Our communities medical system is already operating at capacity. What does the future hold?



What does this mean for the Health, Wellness and Fitness Industry?

-It's in a growing phase: From now until 2021 the industry added value, which measures an industry's contribution to the overall economy, is expected to grow at an average annual rate of 3.4%. Comparatively, Canada's GDP is forecasted to grow at an annualized rate of 1.8% over the same period. This translates into a growing phase better than the Canadian Economy.

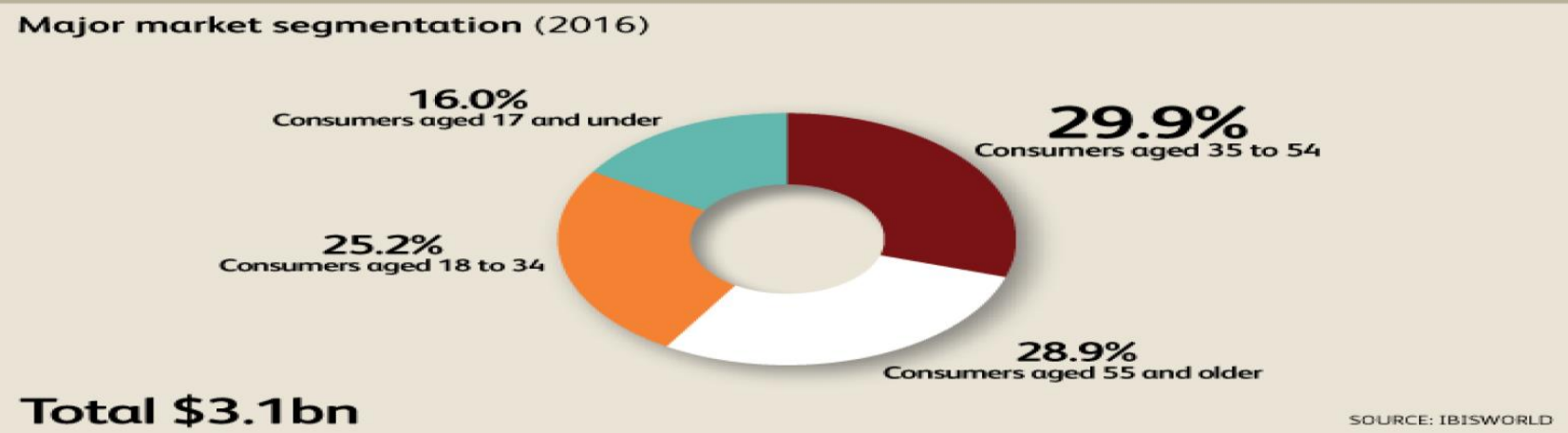
-Growth will only continue to rise over the next few years as businesses, health care insurance providers and the medical community, will increasingly provide incentives for gym memberships to help lower health care costs directly benefiting the industry.

-Projected Revenue growth from 3.1 Billion to 3.6 Billion by 2020.

-A yearly profit of 247.2 million with 1.2 billion dollars in wages being paid out per year employing roughly 58,000 plus people.

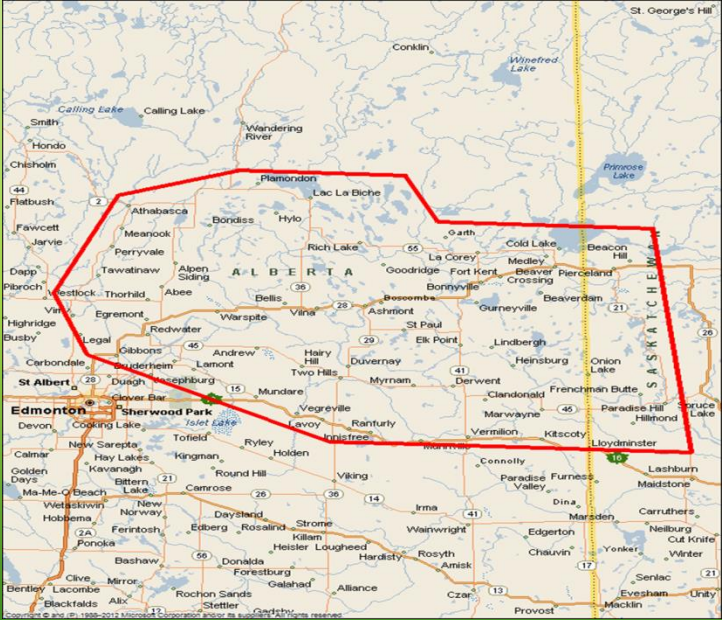


Demographically speaking, what does this mean for the Lakeland?



Demographically speaking, what does this mean for the Lakeland?

2016 Population by Age	157,050	
0 to 4 years	12,044	8%
5 to 19 years	31,033	20%
20 to 24 years	10,231	7%
25 to 34 years	21,343	14%
35 to 44 years	19,670	13%
45 to 54 years	20,648	13%
55 to 64 years	20,258	13%
65 to 74 years	12,242	8%
75 to 84 years	6,671	4%
85 years and over	2,908	2%
Median Age	36.8	





Why am I here?

With average population health concerns rising at an alarming rate, Fitness Advocate is taking action to connect the people/consumer with the products/services. Our EXPO is designed to bring awareness to those seeking health, wellness or fitness advice. As well, it provides a unique marketing platform for entrepreneurs to showcase their services as well as athletes to showcase their sports. The second annual Expo will play host to businesses from all over the Lakeland area as well as Canada.



Event Goals and Targets:

- Single Day Event held on October 20th 2018.**
- Location is Cold Lake Energy Centre Field House.**
- Target of 60 Exhibitors from a compiled list of over 165 businesses/organizations.**
- Host multiple events (strong man competition, model search, guest speaking, seminars) throughout the day.**
- Obtain a crowd draw of over 1000 people to raise self awareness of how to obtain better health.**
- Showcase what is out there for help and support in this industry.**
- Support local businesses and entrepreneurs grow their businesses assisting in community economic growth.**

Long term goal:

- Provide people with options for a healthier life.**
- Assist in reversing the upward trend of obesity, diabetes, make a difference!!**
- Provide an inexpensive marketing platform for local businesses to advertise to a relative or likeminded crowd.**
- Assist in reducing health care costs by eliminating the problem!!**
- Establish this event to be an annual event that grows every year.**



Support Needed:

In order for this show to be a success and be held annually, I am in need of City sponsorship in the form of both cash and in-kind . A break down of last years expenses along with sponsorships are below. As well the formal sponsorship request is provided below. ***See Expo summary from last year. Hand out.

2017			
Costs and Savings			
Item	Value	Savings (donation)	Actual
Key Note Speaker	\$7,500	\$6,500	\$14,000
Venue	\$1,400		\$1,400
Advertising	\$5,000	\$3,300	\$8,300
Show setup	\$7,000	\$500	\$7,500
Man Hours	350		
TOTALS	\$21,250	\$10,300	\$31,550

2018

Request Funding Proposal

Item	Value	Type
Key Note Speaker	\$12,000	Cash
Venue	\$1,400	In Kind
Advertising	\$3,000	Cash and In Kind
Show setup	N/A	
TOTALS	\$16,400	



Return on Investment

- Annual Event in Cold Lake held yearly creating revenue within the city.
- In-expensive promotion of Industry related businesses within the community.
- Increased annual revenue within the community.
- Job creation industry related.
- Influence of change towards a healthier community.



Questions?