

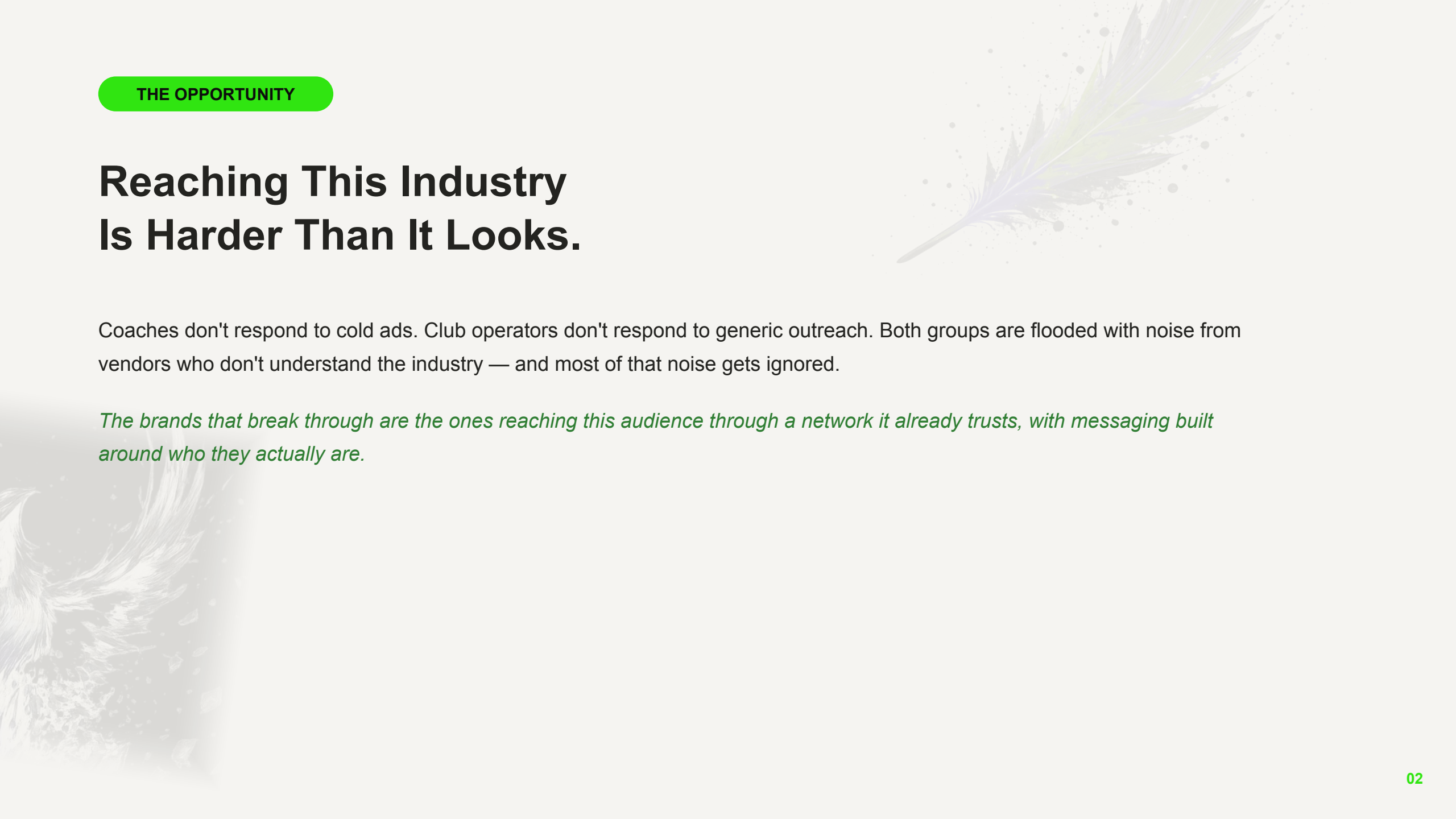


FITAI360 SPONSORSHIP · MEDIA KIT

# Reach Coaches and Clubs Through AI-Powered Outreach.

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Three focused sponsorship products, powered by FitAI360 — Coach360's AI-driven growth engine.



## THE OPPORTUNITY

# Reaching This Industry Is Harder Than It Looks.

Coaches don't respond to cold ads. Club operators don't respond to generic outreach. Both groups are flooded with noise from vendors who don't understand the industry — and most of that noise gets ignored.

*The brands that break through are the ones reaching this audience through a network it already trusts, with messaging built around who they actually are.*

## WHY OUTREACH WINS

# They're Not Waiting for an Ad. They're Waiting to Be Reached.

The data backs up what any coach or operator already knows: passive advertising doesn't work on this audience. Active, personalized outreach does.

69%

of Gen Z have secured a job through Instagram

62%

of Gen Z have found opportunities on social media

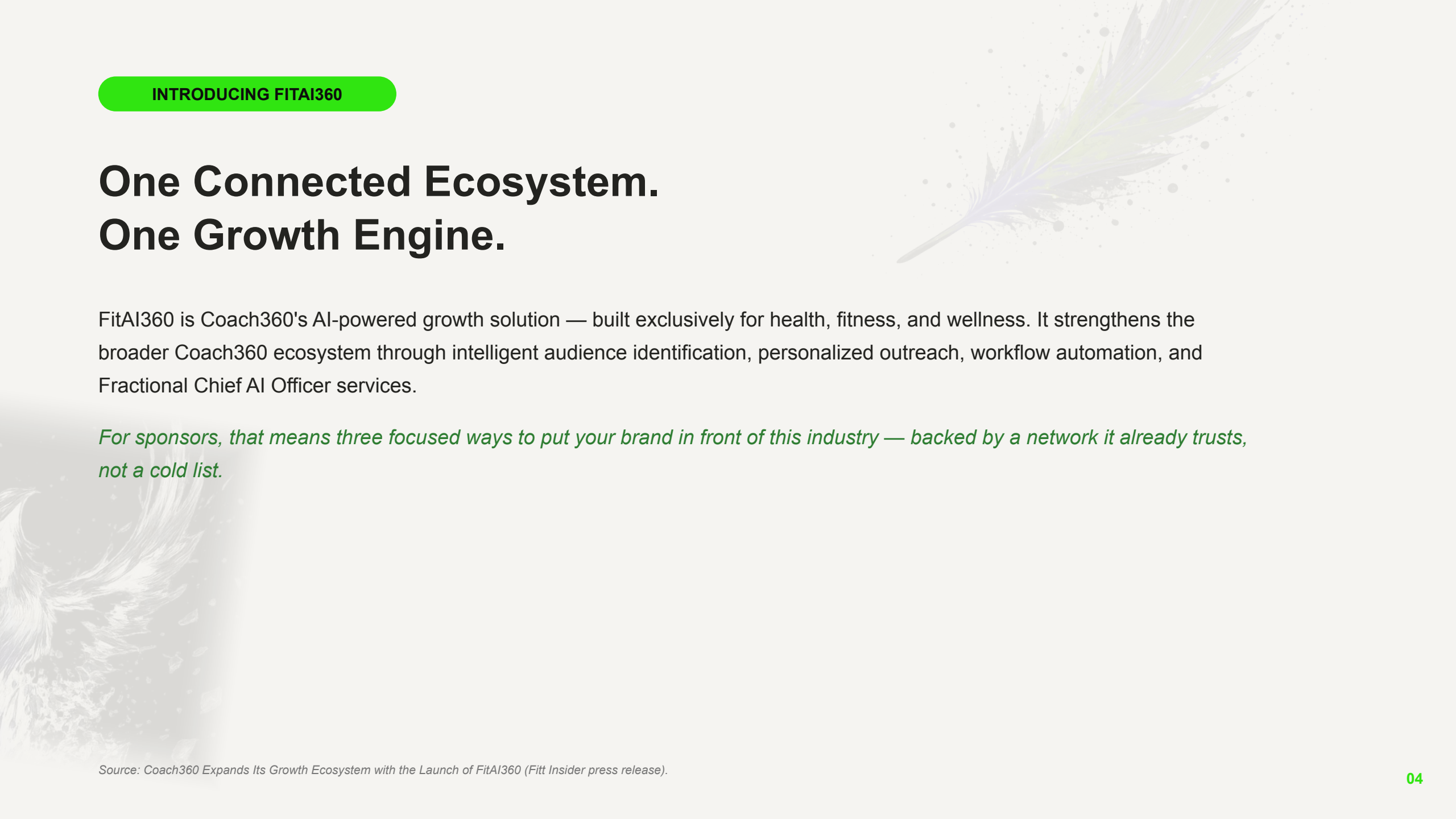
99%

research a brand's presence before engaging

–13%

drop in traditional job board / ad response since 2020

***That's what FitAI360's outreach engine is built for — intelligent audience identification and personalized outreach, not another static ad.***



## INTRODUCING FITAI360

# One Connected Ecosystem. One Growth Engine.

FitAI360 is Coach360's AI-powered growth solution — built exclusively for health, fitness, and wellness. It strengthens the broader Coach360 ecosystem through intelligent audience identification, personalized outreach, workflow automation, and Fractional Chief AI Officer services.

*For sponsors, that means three focused ways to put your brand in front of this industry — backed by a network it already trusts, not a cold list.*



# Get In Front of the Coaches Who Matter.

AI-powered, personalized outreach campaigns that put your brand directly in front of Coach360's network of coaches, trainers, and instructors — not a banner ad they scroll past.

## ✓ Intelligent audience identification

FitAI360 targets the specific coach segments that match your brand — by certification, specialty, or career stage.

## ✓ Personalized, not blasted

Every message is tailored, delivered through a network coaches already engage with.

## ✓ Built for recruiting or brand partnerships

Whether you're hiring coaches or promoting a product to them, the same engine applies.





# Get In Front of the Operators Making Decisions.

AI-powered outreach that reaches club owners, GMs, and multi-unit operators across Coach360's network of 2,000+ connected clubs and studios — the decision-makers, not just a gatekeeper.

- ✓ **Reaches the actual decision-maker**  
Targeted outreach to owners and operators, not a generic front-desk inbox.
- ✓ **Backed by trust, not a cold list**  
Delivered through a network clubs already engage with for hiring, education, and community.
- ✓ **Built for partnerships, sales, or expansion**  
Sell equipment, services, or new offerings directly to the operators who decide.





# Put an AI Strategist Behind Your Brand's Name.

Sponsors get direct access to Coach360's Fractional Chief AI Officer services — the same expertise strengthening the FitAI360 ecosystem, applied to your brand's own AI strategy and positioning.

## ✓ Embedded AI strategy sessions

Direct time with Coach360's Chief AI Officer to guide your own AI adoption and outreach strategy.

## ✓ Co-branded thought leadership

Your brand featured alongside AI expertise in Coach360News content and events.

## ✓ Executive AI education

Bring practical, fitness-specific AI education to your own leadership team.



# A Network Sponsors Can't Build on Their Own.

**45,000+**

Coaches & trainers reachable through  
Coach Reach

**2,000+**

Connected clubs & studios reachable  
through Club Reach

**4**

Live events per year putting your brand in  
the room — Career Lab ×2, Operator's  
Table, HFA Industry Impact



## PRICING

# Three Products. Monthly Activation.

01

### Coach Reach

**\$1,500/mo**

AI-powered outreach to Coach360's 45,000+ coach network.

02

### Club Reach

**\$1,500/mo**

AI-powered outreach to 2,000+ connected clubs & operators.

03

### Fractional AI Expert

**\$2,500/mo**

Embedded AI strategist access and co-branded thought leadership.

**All three, bundled:**

**\$4,500/mo**

*Save \$1,000/mo vs. standalone pricing*

# Three Steps to Launch.

1

## Define your audience

Tell us who you're trying to reach — coach segment, club type, or geography — and your goal.

2

## FitAI360 builds the campaign

Intelligent audience identification and personalized outreach sequencing, built around your brand.

3

## Launch and track results

Campaigns go live within the Coach360 ecosystem, with performance visibility throughout.



LET'S GET STARTED

# Let's Get Your Brand In Front of This Industry.

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Kathleen Ferguson, Founder & CEO

[kathleen@coach360news.com](mailto:kathleen@coach360news.com) · [coach360news.com](http://coach360news.com)