

FITMIAMI

— FESTIVAL —



EMPOWER YOUR HEALTH.

FITMIAMI

FESTIVAL



January 25th - 26th
Soho Studios Wynwood
Miami, FL

WHAT TO EXPECT

- Over 10,000 attendees
- Hippest neighborhood in Miami
- 33,000 SQ. FT
- 100+ Vendors
- 50+ classes, speakers, and workshops
- Top athletes and instructors
- Leading Industry brands
- Delicious and nutritious recipes
- Wellness mind and body

TARGET AUDIENCE

This event caters to wellness-minded individuals age 25 - 55 who enjoy an active lifestyle are typically head-of-household with an average income of \$60k - \$150k.



OUR MISSION

FIT MIAMI is an experiential event that educates, empowers and unites our community through the four pillars of health; fitness, beauty, wellness, and nutrition.

“Our mission is aligned with community support, helping nonprofits, building relations with youth sports programs, hunger relief organization, partnering with environmental organizations and local growers, and eating disorder education programs.”

*- Julia Lopez
Founder*



THE MOST EFFECTIVE WAY TO REACH THE LUCRATIVE FITNESS AND WELLNESS MARKET

Connecting directly to consumers, nothing beats
face-to-face.

At FIT MIAMI, our community will be able to
discover, share, and connect with your brand,
allowing you to increase your reach, brand
awareness, and revenue.



DISCOVER
Brands



SHARE
Ideas

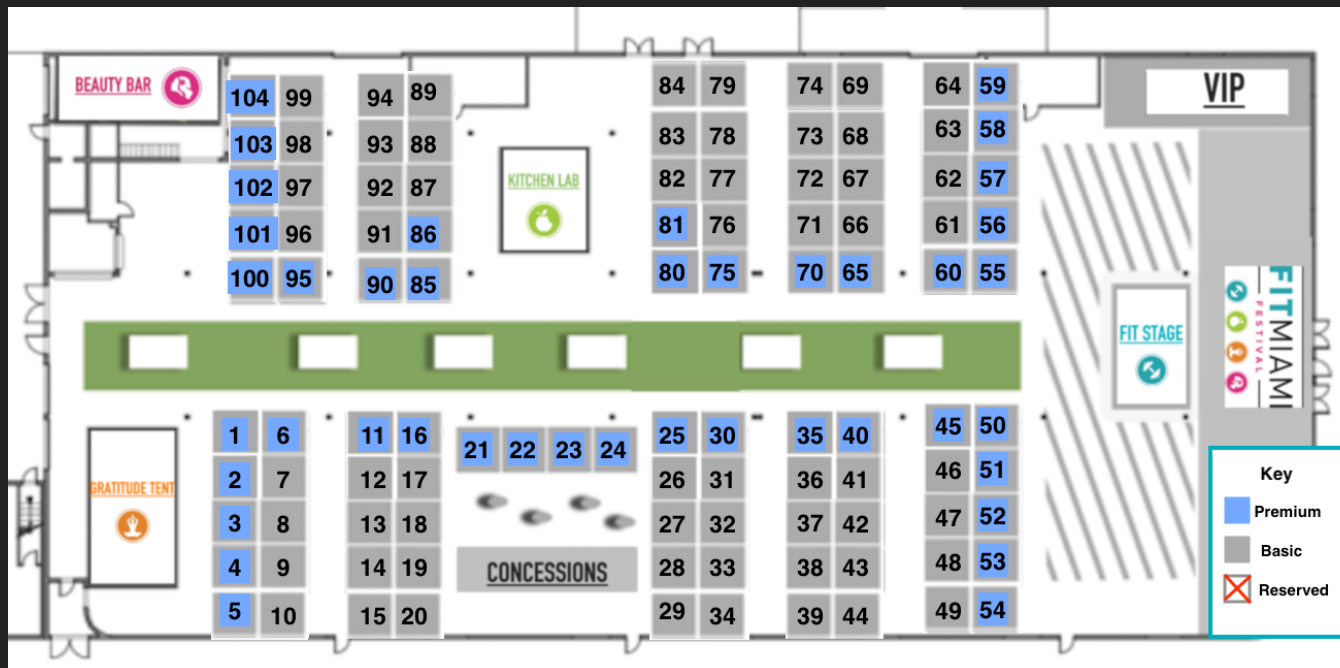


CONNECT
and Grow

EXPERIENCE THE MOVEMENT

Attendees will get to experience the following unique concepts:

- **FIT STAGE**
- **GRATITUDE TENT**
- **KITCHEN LAB**
- **BEAUTY BAR**
- **FRESH MARKET**





FIT STAGE



Everything and anything related to fitness. Join the biggest group training class hosted by master instructors, shop local fitness and athleisure brands, meet top athletes and trainers, listen and learn from our guest speakers, support competitions and more.

- Gyms, Studios, Boutiques
- Sporting Equipment
- Sports Tech & Wearables
- Athletic Gear
- Footwear
- Skilled Trainers





KITCHEN LAB



Get healthy at FITMIAMI Festival. Discover the best local eats and services. Meet the health experts, get insider lessons, tips, and tricks! Check out our kitchen lab, and get a first-hand glimpse at the genius chefs making Miami a healthy place to eat and live.

- Sports Nutrition
- Dietary Supplements
- Chefs
- Organic Products
- Restaurants
- Health Coaches





GRATITUDE TENT



FITMIAMI Festival is all about wellness –mind, and body. That's why we've tracked down all the best treatments, massages and all around wellness routines in Miami to enrich your lifestyle. Keep an active mind and body by adding yoga and meditation to your routine.

- Med Clinics & Spas
- Massage Therapists
- Physical Therapists
- Chiropractors
- Holistic Pain Mgmt.
- Yoga
- Meditation





BEAUTY BAR



FITMIAMI Festival believes in beauty, inside and out. Discover our favorite beauty brands and skincare products, meet our beauty ambassadors and influencers that are beautifying Miami, and learn about local beauty hotspots for him and her.

- Cosmetics
- Skin Care & Anti-aging
- Cosmetology
- Beauty, Hair, and Nails
- Dental care
- Men's Grooming



FRESH MARKET

- Fresh organic and in season produce: vegetables, fruits, cheeses.
- Organic and all natural bath and beauty products from local and international brands.
- Delicious and healthy baked goods.
- Floral boutique.
- Nut butters, marmalades, honey and more.



SPONSORSHIP PACKAGES

General Partnership

- ▶ FITMIAMI Festival: Presenting Rights

Entertainment Partnership

CUSTOM PACKAGES

- ▶ FIT Stage: Presenting Rights
- ▶ Gratitude Tent: Presenting Rights
- ▶ Kitchen Lab: Presenting Rights
- ▶ Fresh Market: Presenting Rights
- ▶ Beauty Bar: Presenting Rights

Exclusive category partnerships available.





PARTNER BENEFITS

Our customized sponsorship packages offer opportunities to build brand awareness, shape consumer attitudes, showcase product attributes and drive sales.

- ▶ Brand activations
- ▶ Brand integration into main stage and specialty events
- ▶ Presenting rights
- ▶ Marketing and social media
- ▶ Personalized booths or event spaces
- ▶ Signage
- ▶ Promotional merchandise
- ▶ Sampling
- ▶ Brand ambassadors
- ▶ VIP tickets
- ▶ Attendee list

CONTACT US

For exhibitor or sponsorship opportunities:



CALL US:
(305) 461-2700



EMAIL US:
Partners@SWARMinc.com



ON THE WEB:
fitmiamifest.com

SWARM

Event Production Agency