



WATCH THE TURF WARS 2018 RECAP



1:16 / 3:35



HD



TONE HOUSE TURF WARS OVERVIEW

TRAIN LIKE ATHLETES. COMPETE LIKE ATHLETES.

An individual-based athletic competition that incorporates strength and conditioning events based around the Tone House workout.



TURF WARS 2017

tonehouseturf wars.com

Sponsors:



Number of participants: 106

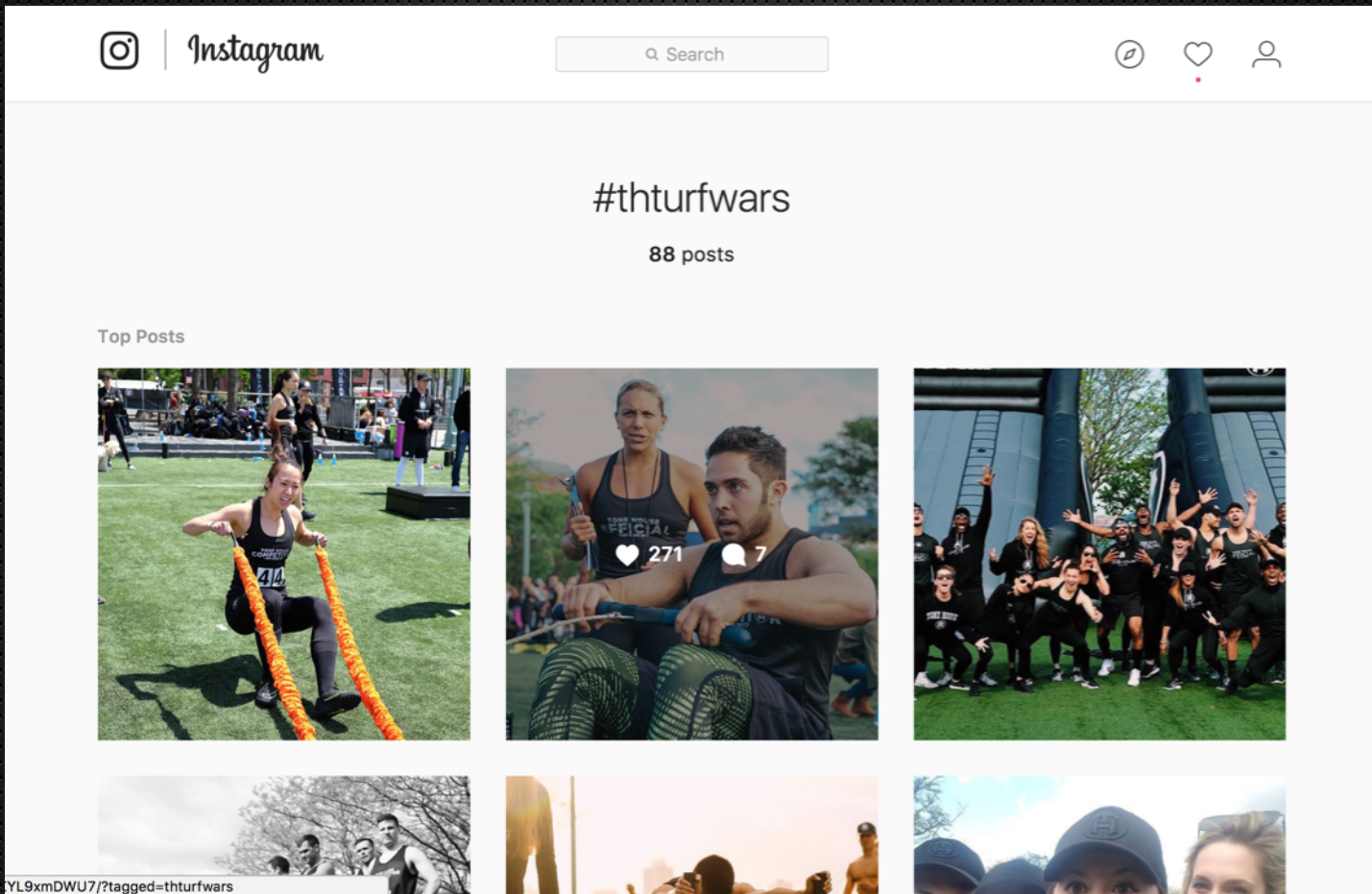
- 46 Females
- 60 Males

Number of social media mentions

- Facebook: 56K+ unique impressions
- Instagram: 127K+ unique impressions
- IG Stories: 356 story views day of
- 5.5K+ unique YouTube video views



TURF WARS 2017



TONE HOUSE TURF WARS 2018

Date: Saturday May 19, 2018

Number of participants: 200+

Location: Pier 46; Outdoor venue on the Hudson River bike/running path with extensive foot-traffic to drive awareness of the brand

Media: We are expecting media coverage from several fitness/wellness outlets and publications both local and national

Number of social media mentions: We are looking to double our social media in 2018

Events: To be decided closer to event day. The competition will be individual-based.



TONE HOUSE TURF WARS 2018

SPONSORSHIP*

BRONZE

- Inclusion in event program marketing materials, social media and press release
- Opportunity to distribute and test products through awards and/or swag bags

\$10K

SILVER

- Inclusion in press releases, event program marketing materials and social media
- Opportunity to distribute and test products at the event and through tent/booth, awards and/or product gifting to all participants (i.e. uniforms, shoes, other gear, recovery products, hydration, etc.)
- Complimentary entry to the Tone House TURF WARS for 2 employees

\$20K

GOLD

- Naming rights for the event, brand inclusion on event logo and on all signage at the event
- Inclusion in press releases, event program marketing materials and social media
- Opportunity to speak at the event
- Opportunity to distribute and test products at the event and through tent/booth, awards and/or product gifting to all participants
- Complimentary entry to the Tone House TURF WARS for 2 employees

\$50K

****Sponsorship of Turf Wars Training Workshops is also available. Please inquire for more information.***

GET IN TOUCH

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IT'S GAME TIME.



APPENDIX

STONE HOUSE OVERVIEW



TONE HOUSE OVERVIEW

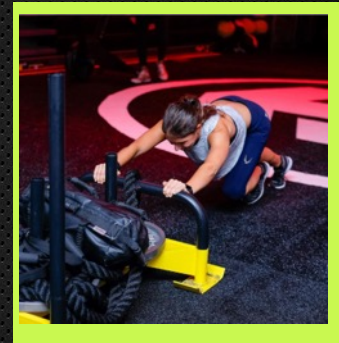
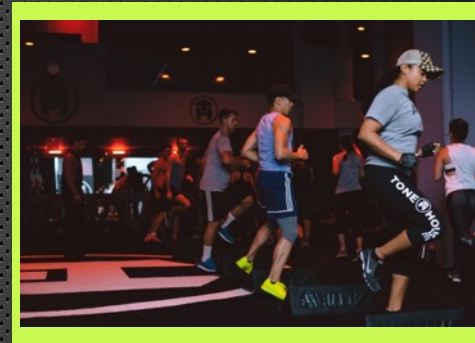
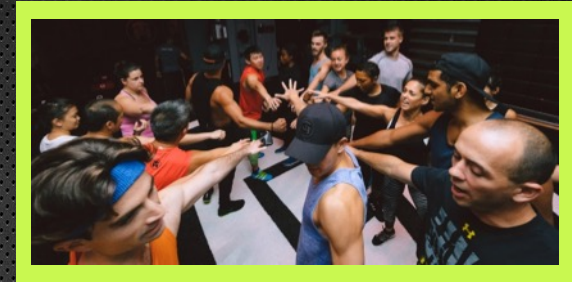


- Tone House^(R) is the first-ever extreme, athletic-based group fitness studio aimed at unleashing the inner athlete in everyone
- Workout sessions are team-oriented, competitive, fun, and supportive, guaranteeing optimal fitness results
- Tone House's goal is to bring elite athlete workouts normally reserved for professional athletes to the mainstream.



THE TONE HOUSE WORKOUT

- **The Breakdown** – Team chant to get you motivated, focused and pumped up
- **The Warm Up** – Dynamic agility drills working in all planes of motion to mentally and physically prepare you for training
- **The Workout** – Movement in all planes of motion, including speed work and strength training combined with resistance and velocity training techniques to generate explosiveness and power
- **Cool Down** – Stretching to aid in recovery
- **The Breakdown** – Team chant so you leave feeling energized, inspired and accomplished



WHAT MAKES THE TONE HOUSE WORKOUT DIFFERENT?

- 1 We train like elite athletes
- 2 We work as a team to create accountability and supportive environment
- 3 We support and challenge our athletes to help them reach their fitness goals



OTHER TONE HOUSE OFFERINGS

Tone House RECOVERY

Recovery-focused Workshops

Cold Tub Therapy

NormaTec Pulse Systems

PT & Athletic Training



Tone House FUEL

Tone House FUEL is a clean-eating program to help maximize recovery and boost results for the goals and body you are striving towards. These delicious, nutrient-dense meals are specially crafted for Tone House Athletes to help your body burn fat, build muscle, prevent inflammation, maximize performance, and achieve optimum health.



TONE HOUSE STORY



- Tone House was created by Alonzo Wilson, a former collegiate and professional athlete as well as private trainer in New York City, and current Wilhelmina Fitness Model
- The high level of physical & mental training he achieved during his formative years shaped his vision that fitness and exercise should be integrated into everyone's life
- Alonzo felt the public was ready and yearning to take their fitness journey to the next level
- His decision to open Tone House stemmed from a desire to fill a void in the industry – allowing the mainstream to experience the extreme in athletic-based training

UNLEASH YOUR INNER ATHLETE

TONE HOUSE FEATURES

The New York Times
NYTIMES.COM

InStyle

well+GOOD
YOUR HEALTHIEST RELATIONSHIP

the
Insider

TheObserver

VOGUE

“

This is a workout for athletes or those serious about wanting to become one, and there is no sneaky way to slack off. The whole experience is a bit like *Cheers*; everybody either knows your name or promptly finds out so they can encourage you when you are [doing] your fourth lap of bear crawling across the Astroturf floor.

--Vogue

”

UNLEASH YOUR INNER ATHLETE

TONE HOUSE STUDIOS

NOMAD

32 WEST 31ST STREET
NYC

- Lounge (can be utilized for pre or post workout networking)
- Full Service Locker Rooms with Red Flower products
- Recovery Cold Tubs
- Tone House FUEL nutrition



UES

201 EAST 71ST STREET
NYC

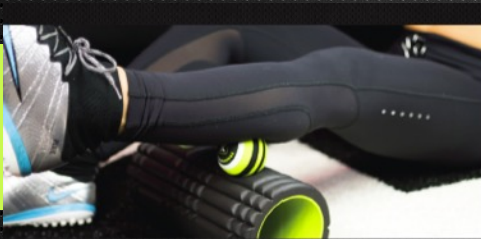
- Lounge (can be utilized for pre or post workout networking)
- Full Service Locker Rooms
- Tone House FUEL nutrition



UNLEASH YOUR INNER ATHLETE

RECOVERY PROGRAMS

We train like athletes and we recover like athletes. Our recovery programs help you rejuvenate your body so you can reach peak performance on and off the turf.



Overtime Recovery: Targeted foam rolling workshops that teach proper techniques to release myofascial trigger points and improve flexibility



NormaTec Pulse: NormaTec uses compression air to improve lower body circulation, leading to more rapid recovery



Cold Tub Therapy: A soak flushes lactic acid out of the body and reduces swelling to expedite recovery

UNLEASH YOUR INNER ATHLETE

BENEFITS OF SPONSORING THE TONE HOUSE TURF WARS

- 1 **Acquire new customers:** We will provide you access to our clientele, who are health and wellness focused consumers
- 2 **Expand brand awareness:** We will help build brand awareness through social media postings
- 3 **Prototype new releases:** Our clients will give feedback on your new products

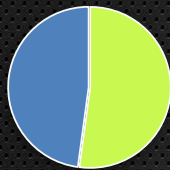


UNLEASH YOUR INNER ATHLETE

1 ACQUIRE NEW CUSTOMERS

CLIENT DEMOGRAPHICS

GENDER

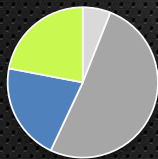


■ Female

■ Male



AGE



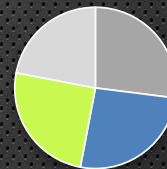
■ 18-24

■ 25-30

■ 31-36

■ 36+

INCOME



■ \$175k & Up

■ \$100K-\$174K

■ \$50K-\$99K

■ \$49K & Under

Tone House athletes are part of your core customer base

UNLEASH YOUR INNER ATHLETE

① ACQUIRE NEW CUSTOMERS

LADIES' NIGHT POP-UP CASE STUDY



- Skin Laundry provided SL masks at the post Ladies' Night reception and for the swag bag
- 49 women (62%) tried the SL masks during the Tone House event
- 28 women (35%) booked first-time appointments at Skin Laundry during the Tone House event

UNLEASH YOUR INNER ATHLETE

2 EXPAND BRAND AWARENESS

TONE HOUSE SOCIAL MEDIA PRESENCE



INSTAGRAM:
26.4K+ followers



FACEBOOK:
7.5K followers



TWITTER:
1.5K followers

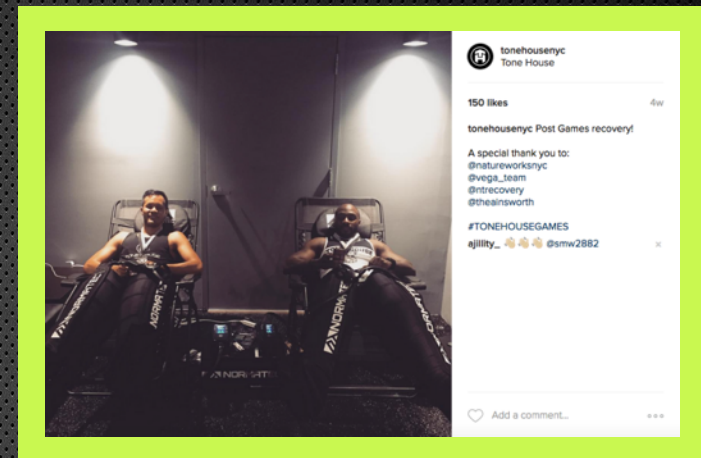


EMAIL:
18K+ subscribers

UNLEASH YOUR INNER ATHLETE

2 EXPAND BRAND AWARENESS

TONE HOUSE GAMES CASE STUDY



- NormaTec provided NormaTec compression boots to help athletes recovery after the Tone House games
- 68 clients generated photo posts using the NormaTec boots and included a hashtag of the event. This led to 154K total social media impressions
- Tone House bought NormaTec compression boots and we have incorporated them into our recovery offerings