

FIT GRL

AND ALL THAT JAZZ

GRL  NISSAFIT



NISSAFIT IS A DIGITAL
FITNESS BRAND THAT
HELPS MILLENNIAL
WOMEN CONVENIENTLY
MEET THEIR NUTRITIONAL
AND FITNESS GOALS.

LIFESTYLE INFLUENCER
& PERSONAL TRAINER
MANISSA MONTOUR
HAS HELPED
THOUSANDS OF WOMEN
ALIGN THEIR BODIES.

fit grl

mind ^{and} body xperience

NissaFit x **GRL** joins forces this fall to kickstart **FIT GRL**. The experiential fitness series empowers women to manifest the body, the mentality, and the lifestyle of their dreams. **FIT GRL** immerses women in a total mind, body & soul trance through the design of playfully ambient environments, highly curated, vibey playlists, and chemically triggering workouts.

FIT GRL inspires girls to have fun getting fit.

[FITGRL.EVENTBRITE.COM](https://fitgrl.eventbrite.com)

DATE

SATURDAY

NOVEMBER 17TH, 2018

12PM – 3:30PM EST

LOCALE

1120 WASHINGTON AVENUE

3RD FLOOR

BROOKLYN, NY 11225



a-team

a co-hosted experience

MANISSA MONTOUR IS A 24 YR OLD PERSONAL TRAINER LOCATED IN NYC

Manissa is passionate about empowering women through knowledge and physical activity. She creates to encourage women to lead their healthiest lives and become their healthier selves. Manissa started NissaFit to help WOC millennial women enhance their quality of life despite budget and time constraints. She aspires to inspire growth in every woman she meets



A 360° CONTENT CREATION XPERIENTIAL MARKETING & PRODUCTION AGENCY

formed by a NYC-based trio of millennial women. GRL supports women of color /collectives and /movements building micro-economies in arts, media, and entertainment through the grl.digital/platform and the creative /space.

GRL



grls

demo • psycho • graphies

NissaFit was founded on the hopes of encouraging all ages, shapes, and sizes to be the best version of themselves.



women

62%



men

38%

top cities

NYC

ATLANTA

age range

18-24

25-34

vitals

we're very social

NissaFit transcends digital platforms and transmutes into a tangible movement for healthy and attainable living.

instagram

179k+

twitter

26.4k+

youtube

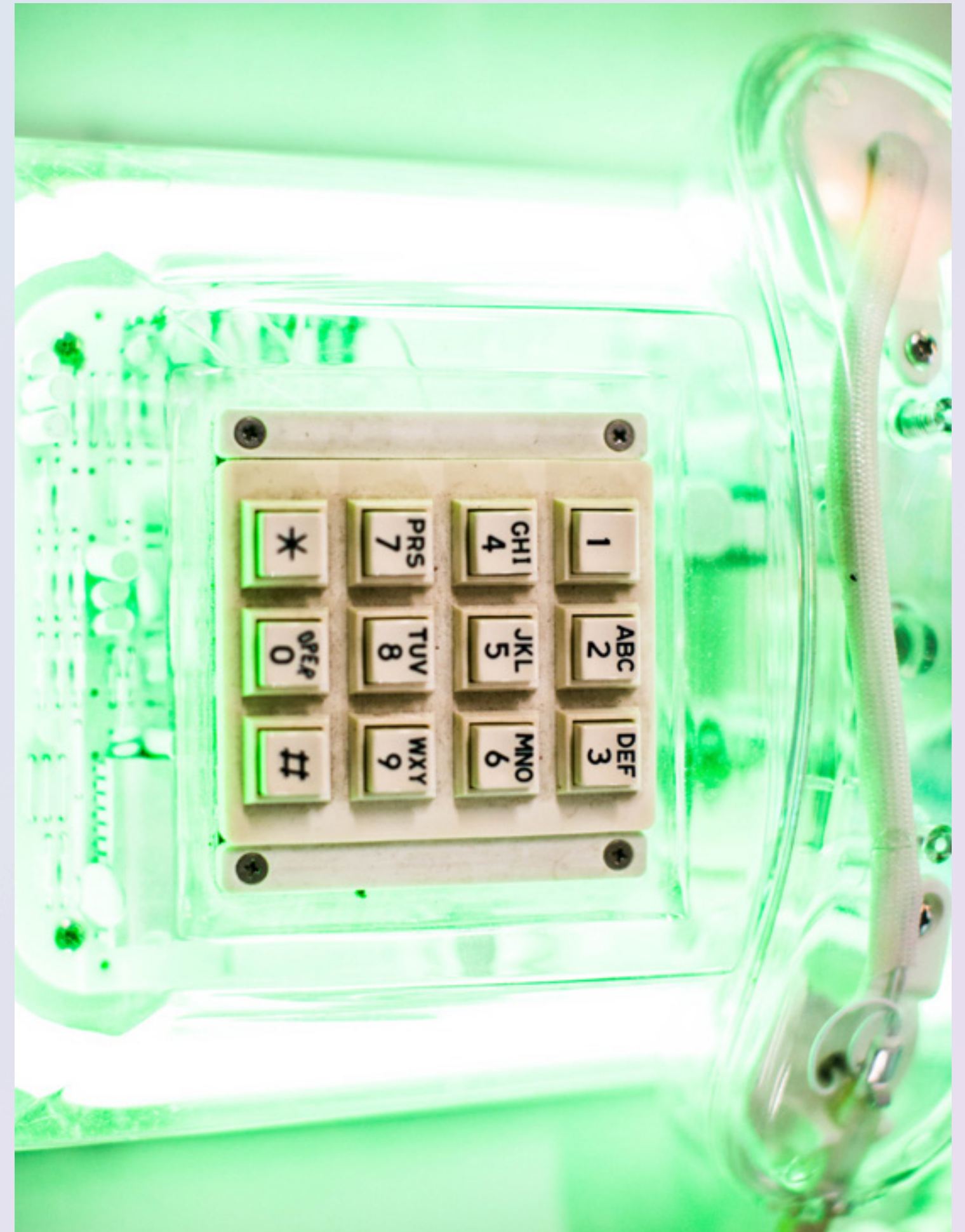
2.3k+

email

30k+

app users

5k+



FIT GRL PLAN

THE ART OF MANIFESTATION

12:30pm · 1:00pm

LEARN HOW THE POWER OF POSITIVE
THOUGHT AND SELF TALK CAN HELP YOU
MANIFEST ANYTHING YOU WANT IN LIFE

GUIDED MEDITATION

1:00pm · 1:20pm

ZEN OUT WITH GRL DIGITAL
THROUGH RELAXING THE MIND AND
STIMULATING THE 5 SENSES

THE ART OF SCULPTING

2:00pm · 3:00pm

A WORKOUT BASED ON HIGH INTENSITY INTERVAL
TRAINING AND CONTROLLED MOVEMENTS

GOAL

LOSE WEIGHT & SHAPE UP!

DURATION



102 MINUTES

LEVEL



NOVICE

EQUIPMENT

RESISTANCE BAND

THE ART OF GRATITUDE

1:20pm · 1:30pm

THINGS ARE OFTEN TAKEN FOR GRANTED
LEARN HOW FAR “THANK YOU” CAN TAKE YOU

GRL TALK

1:30pm · 2:00pm

COME WITH YOUR FEELINGS ON YOUR SLEEVE
SPEAK AND RELEASE WHAT YOU NEED TO
GET OFF YOUR CHEST IN THIS SAFE SPACE



playlist

curated by /galaticGRLs

Sounds inspired by a bunch of GRLs getting together and dancing. And ladies if you follow these instructions exactly...



The New Workout Plan

5:22

Kanye West

Bootylicious

3:27

Destiny's Child

Goodies (Feat. Petey Pablo)

3:43

Ciara

Lady Marmalade

4:24

Christina Aguilera, Lil' Kim, Mýa & P!nk

I'm a Slave 4 U

3:24

Britney Spears

Survivor

4:14

Destiny's Child

SPONSORSHIP

PLAN A

\$1,500

EVENT NAMING RIGHTS

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BRAND INCLUSION IN MARKETING
EMAIL BLAST **and** EVENT RECAP

•

BRAND BOOTH IN PROMINENT LOCATION

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VERBAL ACKNOWLEDGMENT
OF BRAND DURING THE EVENT

•

PROMO PRODUCTS
and BRANDED GIVEAWAYS

PLAN B

\$1,000

BRAND LOGO
PROMINENTLY DISPLAYED DURING EVENT

•

BRAND ACTIVATION OPPORTUNITY
and SOCIAL MEDIA POST

•

INCLUSION IN SPONSOR SECTION
ON RSVP SITE, SOCIAL MEDIA,
and EMAIL BLAST (30K SUBSCRIBERS)

PLAN C

\$500

POST ON @NISSAFITT IG (178k)

•

POST ON @NISSAFITT TWITTER (26.4k)

•

GUARANTEED TAG **and** MENTION

•

LOGO ON FLYER **and** RSVP SITE

THANKS

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