

FREE HEALTH, FITNESS & DANCE

PROMOTIONAL PARTNERSHIP OPPORTUNITY

Increase your class attendance & membership in 2020.

Sign up now to be included in Active's Promotional Offers



WHAT'S IN IT FOR YOU?

- › Active's promotions reach millions of consumers which in turn will drive hundreds of new members to your centre
- › There's no financial outlay to take part
- › It's great free advertising for your centre - with your centre listed on the promotional website/s
- › Past promotions include: Always sanitary products, Organix Goodies, and Lucozade Free60 Sport
- › Great range of promotions to be added during 2020



exciting promotions for 2019

WHAT'S THE OFFER?

- › Consumers can choose a 'free session' from a selection of activities (see page 3 for further details)
- › You choose which classes you want to include in the offer
- › You can include any restrictions you want - to make it work for you, i.e. you may wish to just make the offer available for days, times or classes that are less busy



your centre listed on each website

FREE EXPERIENCES PROMOTION

FREE HEALTH & FITNESS & DANCE

PROMOTIONAL PARTNERSHIP OPPORTUNITY

PAST PROMOTIONS

Past promotions include:

› **Lucozade Free Sport**

One of the biggest free sport promotions ever offering free sessions for a diverse range of sports including, fitness session, cycling, basketball..

› **Always (sanitary products)**

A fantastic promotion looking to drive female participation in sports across the UK

› **Organix Goodies**

Organix promoted the health and nutritional benefits of the brand through this nicely targeted promotion.

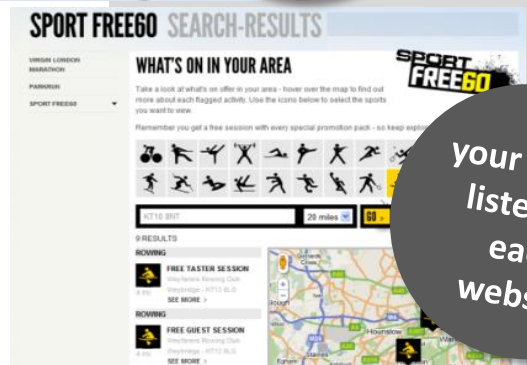
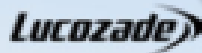
› **RBS Royalties Gold Benefits**

Offered as a benefit to gold account holders as part of their member benefits package, the bank was looking to both thank account holders but also encourage a healthy lifestyle

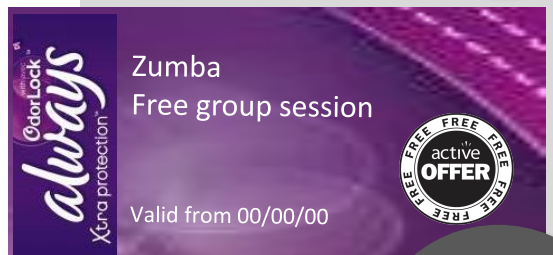
... and many more



high profile promotions



your centre listed on each website



great promotions for 2019

Royalties Gold
Freetime Activities Guide



FREE EXPERIENCES PROMOTION

FREE HEALTH, FITNESS & DANCE

PROMOTIONAL PARTNERSHIP OPPORTUNITY

THE FREE EXPERIENCES

You specify the activities you offer e.g. Body Pump, Personal Training, Street / Hip hop, Salsa, Karate, Squash, Badminton, Tennis etc. and the nature of the session e.g. free intro session, free group session, free day pass etc.

Here's just a few of the ones we currently offer:-

- › **Group Fitness Class**
 - The offer is a **'free intro group class'**

- › **Gym Session**
 - You can offer a **'free gym session'** or a **'free day pass'**

- Personal Training**
 - You can offer a **'1 to 1 intro session'** or an **'intro group session'**

- › **Dance**
 - The offer is a **'free intro group class'** for different styles of dance

- › **Martial Arts**
 - You can offer a **'1 to 1 intro session'** or an **'intro group session'** for disciplines such as **Karate, Taekwon Do, Judo** etc.

- › **Boxing**
 - You can offer a **'1 to 1 session'** or an **'intro group session'**

- › **Racquet Sports**
 - You can offer a **'free intro session'** or **'free court hire'** for **Tennis, Badminton, Squash** etc.

- › **Swimming**
 - The offer is a **'free swim'**



attract
new
members



you choose
which
activities
you offer

FREE HEALTH, FITNESS & DANCE

PROMOTIONAL PARTNERSHIP OPPORTUNITY



HOW DOES IT WORK?

- › Your centre is listed on the promotional website/s which will reach hundreds of thousands of consumers
- › The consumer goes on the website and calls you to make a booking for a Free session
- › You can manage the voucher holders in the same way you currently manage new people who are interested in joining your club or a new class.
- › All vouchers are easily identified by the Active stamp

all
vouchers
easily
identified



WHAT NEXT?

- › Sign up online via the link in the email we sent you
- › Once you've signed-up we'll send you a welcome pack confirming your participation and everything else you need to know



ideal
for

ANY QUESTIONS?

- › **Call our team**
0344 372 7511
- › **Or email:**
offers@activeconsultancy.com

sign up
now to be
included

- › Chains
- › Individual clubs
- › Individual instructors