

Drive trial with FITNESS & HEALTHY LIFESTYLE ENTHUSIASTS at LIFE TIME destinations & events



The Venue

Step into the world of Life Time— anchored by premier mega-gym hubs where mid-upscale to upscale fitness enthusiasts and families exercise, socialize, and gain tools to live healthier, happier lives. Life Time is where endurance athletes and healthy lifestyle enthusiasts gather, making it the ultimate stage for authentic brand engagement. In addition to a robust membership of more than 3 million men and women, Life Time also hosts year-round athletic events and endurance sports competitions, including marquee marathons, triathlons, and partnered Athlinks events, where your brand can engage with athletes at their peak moments of passion and performance. From healthy food and beverage to beauty, body, and active lifestyle products, Life Time offers natural pairings for our upscale “Healthy Way of Life” communities to build lasting relationships.



Key Demographics

- Age: 18 – 55, heavily skewed 25 – 44
- Gender: Evenly split male/female
- Lifestyle: Fitness enthusiasts; socially active and engaged
- Affluence: Upscale with HH income of more than \$150,000



Locations/Reach

- 229+ locations in 32 states, plus new facilities opening throughout the year
- 3.0+ million members / 300,000 daily visits / 130+ million annual visits
- 130 child centers; 110 locations with summer camp programs



Signage & Consumer Research

- Counter tent cards to encourage members to try your sample and tell brand narrative
- Optional dedicated consumer core and conversion dual research (recommended)
- Optional counter easel card w/ tear pad or QR code for survey

Investment Aggregate across in-club and event channels

Sample Quantity	Cost / Sample
50,000 – 100,000 pilot	32 - 36¢ / sample
100,001 – 250,000	28 - 32¢ / sample
250,001 – 500,000	26 - 28¢ / sample
500,001 – 750,000	24 - 26¢ / sample
750,001 - 1,000,000	22 – 24¢ / sample

Product Sample Distribution

- Men's and Women's locker rooms/spas, children's centers, and other touchpoints
- Special events and athletic competitions
- Custom signage accompanying samples
- Dedicated opt-in consumer research

In-Club Life Time TV Media Options

- :15 second spot (static or rolling, no sound) aired in continuous 9 min loop, approx. 160 times per day per screen (2 – 4 screens per club), 5.7 MM impressions
- \$40,000 media package, discounted under 1MM samples (free 1MM+)

** Minimum program 50,000 units. Staging & shipping quoted based on sample and case specs. Research signage and depth consumer opt-in research optional. Size and weight may affect pricing, shipping & storage costs.*



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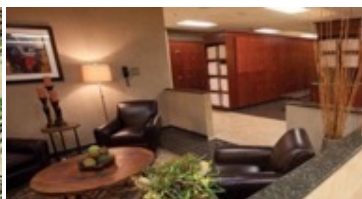
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Life Time champions a healthy and happy lifestyle for its more than 3 million members across 229+ destinations in 32 states in the U.S., with new clubs opening regularly. Life Time destinations offer distinctive programs and services including the following: personal and TEAM small group training, body sculpting, weight loss programming, pilates, studio, cycle, and yoga classes, climbing, tennis, racquetball and squash, swim programming and Ultimate Hoops basketball.



As the nation's only *Healthy Way of Life* brand, Life Time delivers an unmatched athletic resort experience and provides a comprehensive healthy living, aging, and entertainment experience that goes well beyond fitness to encompass the entire spectrum of daily life for individuals, couples, and families of all ages. Full-service LifeSpas, LifeCafe, LifeClinic Chiropractic offices, and children's day care are also located in clubs.



Product sampling in Life Time locker rooms is our recommended means of distributing HBA samples to male and/or female members in a luxury atmosphere, just prior to or following their club activities. This venue is ideal for HBA products that can be used in spas, showers, and locker rooms, or as members exit into the pool areas; and food products that focus on recovery or energy boost (food samples should be under 3 oz.). For opportunities for kids brands in the daycare centers and kids summer camps, please inquire.

How it Works

Life Time supports turnkey product sampling, including product shipments to each participating location through our centralized distribution center.

- Samples are distributed in locker room with waterproof trays w/custom signage or at check-in counters (requires special approval)
- LT staff manages your sampling program and gathers feedback and images for our program recap
- Opt-in consumer research invitation (and optional coupons) are delivered with samples via tear pads or take-one sheets (overwrapped or card-tipped samples with printed communications preferred to keep together)

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Life Time Children's Centers, Summer Camps, and Signature Events



Life Time Kids Clubs feature climbing gyms, miniature basketball courts, an outdoor jungle gym, arts and crafts and learning labs. It's where a healthy way of life begins for kids.

Life Time Kids Programming

- Play Area
- Drop-In Classes
- Kids Academy
- Seasonal Camps
- Sports & Fitness
- Birthday Parties
- Signature Kids Events
- Parent's Night Out
- Kids Athletic Events

Child Centers

130

Kid Participants

80K

Junior Members

310K

Youngest Age

3 mos.

Oldest Age

11 yrs.



Summer Camps

Kids explore, play, and grow all summer long. Each week focuses on a new lesson plan including S.T.E.A.M. (science, technology, engineering, arts, math), and the importance of healthy eating and physical activity.

School Break Camps

When school's out, Life Time is in. From teacher in-service days to week-long holiday breaks, Life Time keeps kids entertained with healthy activities.

After School Care

A proud partner to schools around the nation, Life Time offers engaging after-school programming that's convenient and affordable.



Life Time also hosts signature events each year, including its annual Poolapalooza event, which transforms the pool deck into an ocean of fun for kids of all ages. More than 20,000 families also choose Life Time for their child's birthday party. Life Time hosts parties with 200K+ attendees annually.

Please inquire to learn more about sponsorship and sampling opportunities at the Children's Center, Summer Camps, Parties, and Signature Events.

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LIFE TIME MARATHONS, TRAIL RIDES, & LOCAL SPORTS EVENTS SAMPLING OPPORTUNITIES

Life Time Athletic Events produces wildly popular marathons, triathlons, and mountain biking events. From major sports events like the Chicago Marathon, Miami Maratho, and NYC Triathlon to the salsa infused Fitbit Miami Marathon and the gritty Leadville 100, Life Time has an event for all athletes.

For an endurance athlete, it's not just about race day, but the whole race weekend experience. They've put in months—sometimes years—of training to get to the start line, and now it's time to get fired up for their race. One of the weekend highlights is a visit to the race expo where they'll check in, ask questions, and visit with fellow competitors. With a "what can I buy for further self-improvement" mindset, they'll explore aisles of vendors in search of new products, nutrition, and services.

Life Time Athletic Events prides itself on creating a fun and exciting expo experience, bringing in an eclectic and diverse group of vendors interested in connecting with health and fitness enthusiasts. From footwear and apparel to supplements and healthy beverages/snacks, there's something for everyone at a Life Time expo. Come out and join us!



How it Works

We'll work with you to identify which Life Time Athletic Events are a match for your brand. We'll make activation and sample delivery touchpoint recommendations from among these options:

- **Race Bag Sampling:** Product samples placed inside participant packets (cost varies by specs)
- **Other Options** (please inquire):
 - **Race Expo:** A dedicated 10' x 10' booth for your product & ambassadors
 - **Finish Chute:** Food or beverage handed out by volunteers as post-race refreshments
 - **Finish Festival:** A dedicated 10' x 10' or larger space to sample to spectators & athletes, as part of a larger event sponsorship/partnership program



Examples (2027 events & schedule TBA)	Event Participants	Expo Participants
Leadville Trail 100 MTB	2,100	8,400
Leadville Trail 100 RUN	870	3,480
Life Time Chicago Tri	7,300	10,950
Chequamegon Fat Tire Festival	3,700	5,550
Life Time Tempe Tri	1,300	1,950
Chicago Half Marathon & 5K	12,000	18,000
Mack Cycle Escape to Miami Tri	1,800	2,700
Miami Marathon	19,800	29,700
Life Time Tri South Beach	2,300	3,450
Life Time Tri CapTex	1,700	2,550
Silver Rush 50 MTB & Run	1,380	2,760
2XU New York City Tri	5,700	8,550
Life Time Tri Minneapolis	1,600	2,400

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ATHLINKS ATHLETIC EVENT NETWORK SAMPLING

Partnering with Life Time's *Athlinks* Race Director & Timer Network allows you to expand your brand presence beyond Life Time's own athletic events, with 9,000 additional partnered events nationally. *Athlinks* delivers your product samples in race goody bags, at the expo, or even in the finish line chute.



How it Works

We will recommend *Athlinks* race events, confirming an optimal distribution schedule for your products, and getting your brand in the hands of athletes during race week at the right event touchpoints:

- **Packet Pickup:** Inside participant packets
- **Race Expo:** Alongside bibs, shirts & pre-race goodies
- **Finish Chute:** Handed out by volunteers
- **Food Bags:** Pre-arranged post-race fuel



9,000 ATHLINKS
TIMED RACES



10.6M ATHLINKS
TIMED ATHLETES

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LIFE TIME
HEALTHY WAY OF LIFE

GOOD FOOD RULES & INGREDIENTS TO LOOK FOR

*The following ingredients do not meet Good Food Rules
Please keep an eye out for them*

NO ARTIFICIAL SWEETENERS

- Neotame
- acesulfame-K
(acesulfame potassium)
- Aspartame
- Saccharin
- Sucralose

NO ARTIFICIAL PRESERVATIVES

- Nitrites
- Nitrates
- Benzoates
- monosodium glutamate
(MSG)
- GMP
- BHA
- BHT
- Sulfates
- Sulfites
- Sorbates
- EDTA
- TBHQ

OTHER NO'S

- Bleached Flour
- Bromated Flour
- Hydrogenated or partially-
hydrogenated vegetable oils
- Hormones
- High Fructose Corn Syrup
- Carrageenan

NO ARTIFICIAL FLAVORS

- Vanillin
- Caramel
- Cinnamyl Formate
- Carvacrol
- Benzaldehyde
- Amyl Acetate
- "Artificial Flavors"

NO ARTIFICIAL COLORS

- Blue 1
- Blue 2
- Citrus Red 2
- Green 3
- Orange B
- Red 3
- Red 40
- Yellow 5
- Yellow 6 (Sunset Yellow)
- Erythrosine
- Amaranth
- Patent Blue
- Brilliant Blue
- Caramel
- Quinoline Yellow

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THE HEALTHY WAY OF LIFE COMPANY

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