

Summer 2024 Kids Summer Camps

EXPERIENTIAL SAMPLING & INTEGRATED MEDIA PROGRAM



**LIFETIME[™]
KIDS**

Healthy Living from the Beginning

the **samplingstore**[™]

LIFETIME[®]
HEALTHY WAY OF LIFE



**LIFETIME
KIDS**

Kids Summer Camps *Healthy Living from the Beginning*

SUMMER 2024 SAMPLING & INTEGRATED MEDIA PROGRAM

Life Time Kids Summer Camp is 12 awesome weeks of fitness disguised as fun (June – August). Each week features a new theme – with its own super-cool counselors, fantastic field trips and fun of epic proportions, including daily healthy snacks and beverages. Help guide Life Time parents through the journey of raising happy, healthy kids by providing the clean fuel that keep their kids cranking during camp.

As an Official Sponsor, you will receive all of the following (valued at more than 5X program fee):

- Sampling of up to 100,000 samples* at camp check-in and events (June 1 through August 31).
- Branding on camp marketing and communications.
- Brand logo inclusion on website where family of sponsors are listed.
- Brand content in one camp event email newsletter distributed to registered families.
- Dedicated check-in desk signage for brand with family research QR/URL invitation. Dedicated parent opt-in research for each brand (with brand trial, shopping behavior, multi-attribute, purchase intent, demographics, and more), the first 100 households receiving a \$10 Amazon eGift card reward, PLUS longitudinal purchase conversion research 3 to 4 weeks later w/50 households.
- Digital :30 spot for LT gym screens, full-page *Experience Life Magazine* ad and inclusion in *Experience Life Magazine* annual Back to School guide.
- Clients ship samples directly to clubs.
- Sponsor may also ship samples directly to staff in May (providing content / talking points to educate them) and attend / promote at Camp events (onsite displays must be pre-approved by LT).

Provide healthy snacks & drinks for:

- 119 clubs
- 100,000+ kids / 100,000 samples*
(minimum participation 75,000 samples)
- 5-12 years old

Cost:

Flat fee of \$13,500, turn-key

Samples Due:

By end of May 2024.

* You may supply up to 200,000 total samples of two or more different SKUs for an additional \$5,000 flat fee.

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Kids Summer Camps LOCATION LIST

CLUB INFORMATION		
Club Name	Club Code	State
Vestavia Hills	VST	AL
Biltmore	BLT	AZ
Gilbert	GIL	AZ
Happy Valley-Peoria	HPY	AZ
North Scottsdale	SCT	AZ
Palm Valley	PLM	AZ
Tempe	TEM	AZ
Folsom	FOL	CA
Laguna Niguel	LAG	CA
Roseville	ROS	CA
Centennial	CTL	CO
Colorado Springs	CSP	CO
Flatirons	FLT	CO
Parker-Aurora	PAK	CO
Westminster	WST	CO
Boca Raton	BRT	FL
Tampa	TAM	FL
Alpharetta	ALP	GA
Atlanta	ATL	GA
Johns Creek	JCK	GA
Peachtree Corners	PCH	GA
Sugarloaf	SLF	GA
Woodstock	WDK	GA
Des Moines	DMS	IA
Algonquin	ALG	IL
Bloomington	BLM	IL
Burr Ridge	BRG	IL
Northbrook	NBK	IL
Old Orchard	ORC	IL
Orland Park	OPK	IL
Romeoville	ROM	IL
Schaumburg	SCH	IL
Vernon Hills	VRN	IL
Warrenville	WAR	IL
Castle Creek	CRK	IN
Lenexa	LNA	KS
Overland Park	OVP	KS
Burlington	BGN	MA
MetroWest-Boston	BMW	MA
Summerlin	SML	NV

CLUB INFORMATION		
Club Name	Club Code	State
Garden City	GDC	NY
Syosset	SYO	NY
Westchester	WCH	NY
Westwood	WWD	MA
Columbia	CLB	MD
Gaithersburg	GAI	MD
Bloomfield Township	BFT	MI
Canton Township	CAN	MI
Commerce	COM	MI
Novi	NOV	MI
Rochester Hills	ROH	MI
Shelby Township	SHE	MI
Troy	TRO	MI
Chanhasen	ART	MN
Crosstown (Eden Prairie)	CRT	MN
Eagan	EAG	MN
Eden Prairie Athletic	EPR	MN
Edina	EDI	MN
Fridley	FRD	MN
Lakeville	LAK	MN
Plymouth	PLY	MN
Savage	SAV	MN
St. Louis Park	SLP	MN
White Bear Lake	WBL	MN
Woodbury	WOD	MN
Frontenac	FRC	MO
West County-Chesterfield	WCY	MO
Cary	CAR	NC
Charlotte	CHT	NC
Raleigh	RAL	NC
Omaha	OMA	NE
Bergen County	BGC	NJ
Berkeley Heights	BKH	NJ
Bridgewater	BGW	NJ
Florham Park	FLP	NJ
Mount Laurel	MTL	NJ
Princeton	PNC	NJ
Green Valley	GVL	NV
Beachwood	BCH	OH
Deerfield Township	DRF	OH

CLUB INFORMATION		
Club Name	Club Code	State
Dublin	DUB	OH
Easton	ETN	OH
Oklahoma City	OKC	OK
South Tulsa	TUL	OK
Ajax	AJX	ON
Mississauga	MSS	ON
Vaughan	VAU	ON
Fort Washington	FTW	PA
King of Prussia	KOP	PA
Collierville	CLV	TN
Franklin	FKL	TN
Allen	ALN	TX
Austin - North	AUS	TX
Austin - South	SAU	TX
Baybrook	BBK	TX
Champions	CMP	TX
Cinco Ranch	CIN	TX
City Centre Houston	CCH	TX
Colleyville	CLY	TX
Cypress	CYP	TX
Dallas - Addison	DAL	TX
Dallas - Highland Park	DAC	TX
Flower Mound	FLW	TX
Fort Worth - Alliance	FRW	TX
Garland	GAR	TX
Greenway	GRN	TX
Lake Houston	LHT	TX
Mansfield	MNF	TX
Plano	PLA	TX
San Antonio 281	SAN	TX
San Antonio at the Rim	RIM	TX
Sugar Land	SUG	TX
South Jordan	SID	UT
Centerville	CEN	VA
Fairfax	FAI	VA
Gainesville	GAN	VA
Loudon County	LDC	VA
Reston	RES	VA
Brookfield	BRK	WI

Kraft Creative Roots *Past Participation Visuals*

**LIFETIME
KIDS**

**GIVE US YOUR FEEDBACK
AND RECEIVE A \$10 AMAZON EGIFT CARD!***



**CREATIVE
ROOTS**

Access to Creative Roots has been clinically shown to increase hydration levels in children.†

- ✓ Plant-powered hydration
- ✓ Taste kids love
- ✓ 1g of sugar

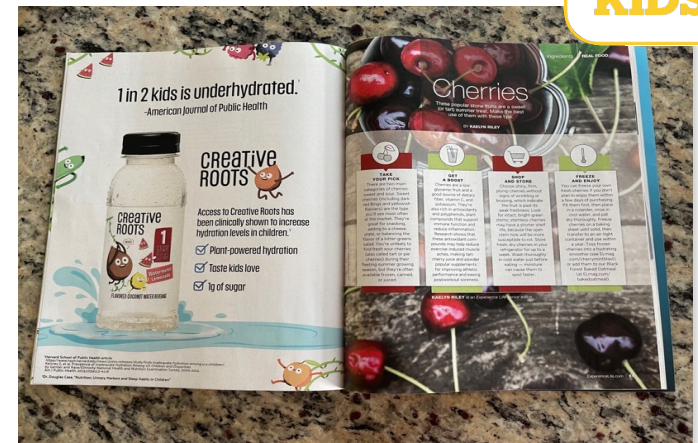
CREATIVE ROOTS
1 GRAM SUGAR
Watermelon Lemonade
FLAVORED COCONUT WATER BEVERAGE



Visit www.CreativeRootsSurvey.com
or scan this QR Code to access the survey

*The first 100 members that fully complete the survey will receive a \$10 Amazon eGift card.
† Dr. Douglas Casa, "Nutrition, Urinary Markers and Sleep Habits in Children"

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LEFT: Counter Sign w/Research URL/QR. TOP: Life Time Experience Life Magazine Full Page Ad. BOTTOM: Parent Sign-in Tabling Visual and Experience Life Magazine Back-To-School Guide Feature.

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