

HUMAN FIT

P R O J E C T


ITALY'S FIRST
FITNESS AND WELLNESS EXPO
IN REAL-TIME STREAMING

BECOME A SPONSOR



2024 EDITION

VIESTE, ITALY MAY 21-26



HUMAN FIT is an immersive 6 day event offering educational workshops, fitness sessions, and opportunities for both personal and professional growth. Explore innovative workouts led by top tier unconventional trainers.

Experiment with novel training tools brought to you directly from the inventors themselves.

Join us and experience an event like no other. Let's build a community together!

LEARN

Unique training systems during interactive educational workshops



WORKOUT

Alongside industry-leading trainers from around the world



DISCOVER

New products, healthy lifestyle modalities, and unconventional companies all in one place



CONNECT

With a strong network of trainers, creators, and industry professionals



2023 COACHES



FABIO ZONIN



DAVIDE
COLELLA



EMILIANO DE
BIANCHI



MARK
WILDMAN



JUNIOR LEOSO



MAURIZIO
TANGARI



MIKE FALANGA



TONY
BRAMANTE

COACHES ASSISTANT



GARETH HAMM



CARRIE IDELLE



GEORGE A.
DULAL



GARET
TRANTOW



DANNY COLA



BILL SAFFORD

2024 NEW COACHES



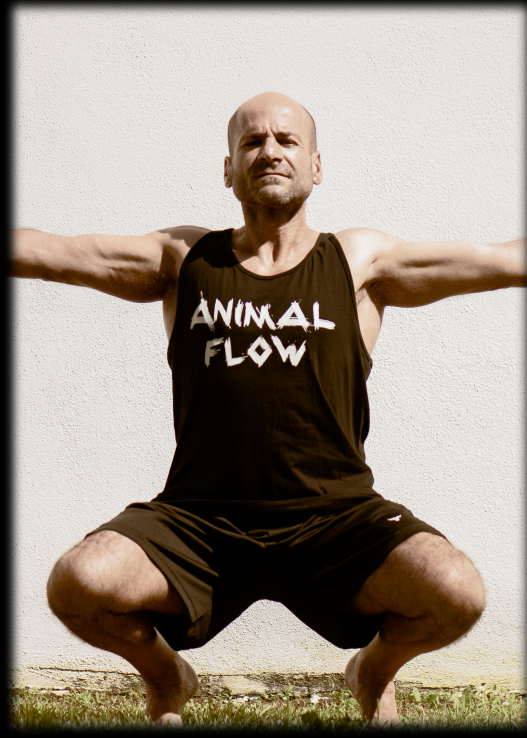
JOHN WOLF



ALBERTO GALLAZZI

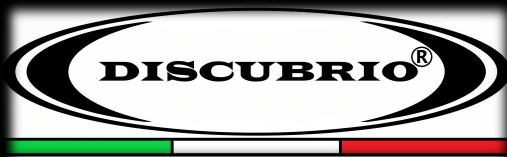
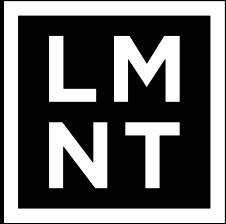


JARROD CARDONA



NICOLA PINNA

PAST PARTNERSHIPS

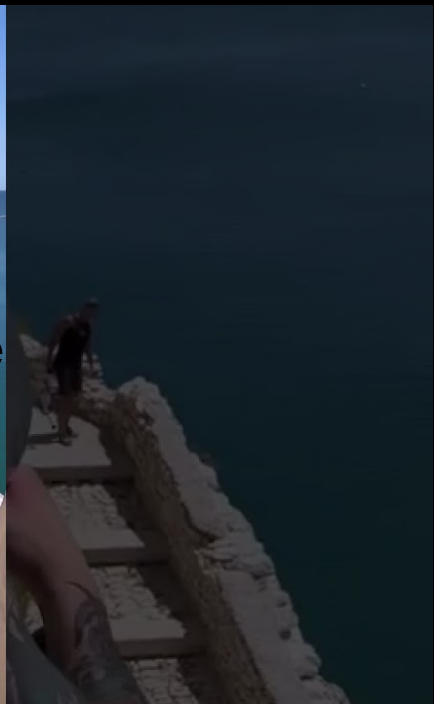


LIDO
TINTARELLA DI
LUNA

Hotel delle  More

RESIDENZA
COLLINA DEI PINI

2023 VIDEOS HIGHLIGHTS



2023 EVENT STATISTICS

BASED ON COACHES AND SPONSORS PROFILES

50 +

PEOPLE ATTENDED

ON TARGET TO TRIPLE THE NUMBER OF
ATTENDEES FOR HUMAN FIT 2024

19

SPONSORS

100,000

AVERAGE REACH

350,000

AVERAGE IMPRESSIONS

80,000

PROFILE VISITS

SPONSORSHIP OPPORTUNITIES



BENEFITS OF PARTNERING WITH HUMAN FIT



CONSUMER ENGAGEMENT

HUMAN FIT WILL PLACE YOU DIRECTLY IN FRONT OF YOUR TARGET AUDIENCE, GIVING YOU THE OPPORTUNITY FOR FACE-TO-FACE INTERACTION WITH YOUR CONSUMERS.

GROW YOUR AUDIENCE

HUMAN FIT WILL LEVERAGE OUR AUDIENCE AND NETWORK OF TRAINERS AND INFLUENCERS TO INCREASE BRAND AWARENESS AND INTRODUCE YOU TO NEW CONSUMERS.

PARTNER WITH HEALTH EXPERTS AND INFLUENCERS

HUMAN FIT WILL UTILIZE OUR VAST NETWORK OF WELLNESS COACHES, FITNESS INFLUENCERS, PREHAB-REHAB EXPERTS, AND NUTRITIONISTS TO PROVIDE MAXIMUM EXPOSURE FOR YOUR BRAND.

LAUNCH YOUR PRODUCTS

HUMAN FIT IS THE PREMIERE DESTINATION TO LAUNCH YOUR PRODUCT, PROGRAM, APPAREL OR BRAND. WE WILL PROVIDE AN OPTIMAL PLATFORM AND AUDIENCE TO GET YOUR BRAND AND/OR PRODUCT DISCOVERED.

DIGITAL ADVERTISEMENT AND PROMOTION

HUMAN FIT HAS A DEDICATED MARKETING TEAM TO PROMOTE YOUR BRAND AND/OR PRODUCT IN CONJUNCTION WITH THE EVENT.



TITLE SPONSOR

\$ 6,000

- **Live Streaming video of your brand during the event, on multiple social media platforms and on-site LED screen.**
- **Opportunity to provide a speaker at the event, present your product on stage and offer a workout with your product.**
- **Opportunity to sponsor: WORKOUT, STAGE, VIP LOUNGE, PODCAST POP-UP, RECOVERY AREA, BEACH VILLAGE.**
- **Opportunity to sponsor the “RUN THE TOWN”, will take place Sunday May 26th. The first unconventional race in Old Town Vieste, Italy.**
- **4m x 4m on-site booth with one table, two chairs. On Request with an extra cost are available, banners, flags, backdrop with your logo.**
- **Logo on participant t-shirts (back of t-shirt).**
- **Logo on the stage backdrop.**
- **Shout outs during the entire event.**
- **Product distribution to all attendees via gift bags.**
- **20 professionally staged photos of your product with our coaches and influencers.**
- **4 professionally edited videos of your product with our coaches and influencers.**
- **Social Media exposure on ALL Instagram posts @[humanfit.project](https://www.instagram.com/humanfit.project), with more than 35K followers: photo and video content, with sponsor logo, that aligns with your brand identity and effectively communicates the value of your brand/product. Content will be shown before, during and after the event.**
- **Free download of the pictures and videos of the event taken by a professional photographer.**



ON SITE BOOTH ONLY

\$ 2,000

- **4m x 4m on-site booth with one table, two chairs. On Request with an extra cost are available, banners, flags, backdrop with your logo.**
- **Logo on the stage backdrop.**
- **Product distribution to all attendees via gift bags.**
- **Social Media exposure with at least one dedicated post on Instagram @[humanfit.project](https://www.instagram.com/humanfit.project), with more than 35K followers: photo and video content, with sponsor logo, that aligns with your brand identity and effectively communicates the value of your brand/product. Content will be shown before, during and after the event (for 1 month).**
- **Free download of professional photo and video content of the event.**

BOOTH

EACH BOOTH MEASURE 4X4 METERS

IT COMES WITH 2 CHAIRS AND A TABLE

ELECTRICITY

NOT INCLUDED BUT AVAILABLE WITH AN EXTRA COST:
FLAGS, BANNERS, BACKDROP WITH YOUR LOGO.

THE ENTIRE PERIMETER WILL BE SUPERVISED EVERY NIGHT WITH SECURITY.



EVENT LOCATION

VIESTE, ITALY

PIAZZA DI MARINA PICCOLA



CONTACTS

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 @betweenoceanandsky

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 @humanfit.project