



# NATIONAL FITNESS CAMPAIGN

2022 MVP Health Care Statewide Campaign Briefing





NATIONAL FITNESS CAMPAIGN  
BROUGHT TO YOU BY



## WHO WE ARE

National Fitness Campaign is a San Francisco based social enterprise and consulting firm.



## WHAT WE DO

NFC develops partnerships with cities, schools and sponsors to build healthy communities.



NATIONAL FITNESS CAMPAIGN  
CAMPAIGN STORY

1979  
FITNESS COURT®  
INVENTED

1980-2000  
CAMPAIGN  
EXPANDS

2012  
NEW CAMPAIGN &  
WORLD CLASS TEAM

2018 - PRESENT  
WELCOMING OUR  
500TH HEALTHY  
COMMUNITY

2030  
NFC REACHES 10,000  
COMMUNITIES

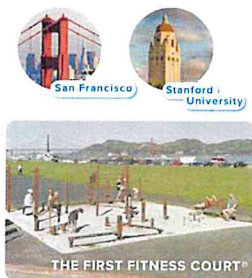
1979

1980

2012

2018

2030



DESIGN TEAM





NATIONAL FITNESS CAMPAIGN  
CAMPAIGN MISSION



OUR MISSION

**BUILD A FREE OUTDOOR FITNESS COURT®**  
WITHIN A 10 MINUTE BIKE RIDE OF EVERY AMERICAN



*LET'S BRING PEOPLE OUTDOORS AND MAKE WORLD CLASS FITNESS FREE!*



NATIONAL FITNESS CAMPAIGN  
2022 CAMPAIGN OVERVIEW



A COMPREHENSIVE  
COMMUNITY WELLNESS  
PROGRAM



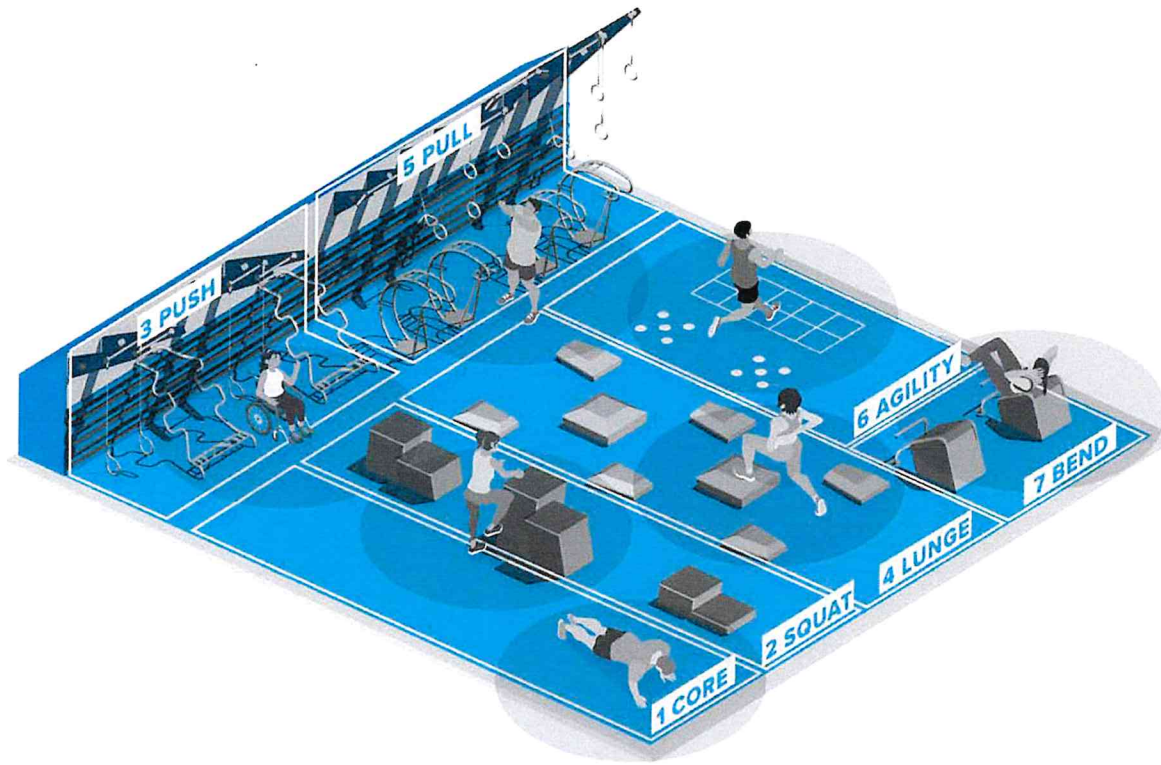




FITNESS COURT®  
WORLDS BEST OUTDOOR GYM







# **FITNESS COURT®**

FUNCTIONAL TRAINING SYSTEM  
THOUSANDS OF EXERCISES

## 7 MINUTE FULL BODY WORKOUTS



CORE



SQUAT



PUSH



LUNGE



PULL



AGILITY



BEND





 **FITNESS COURT®**



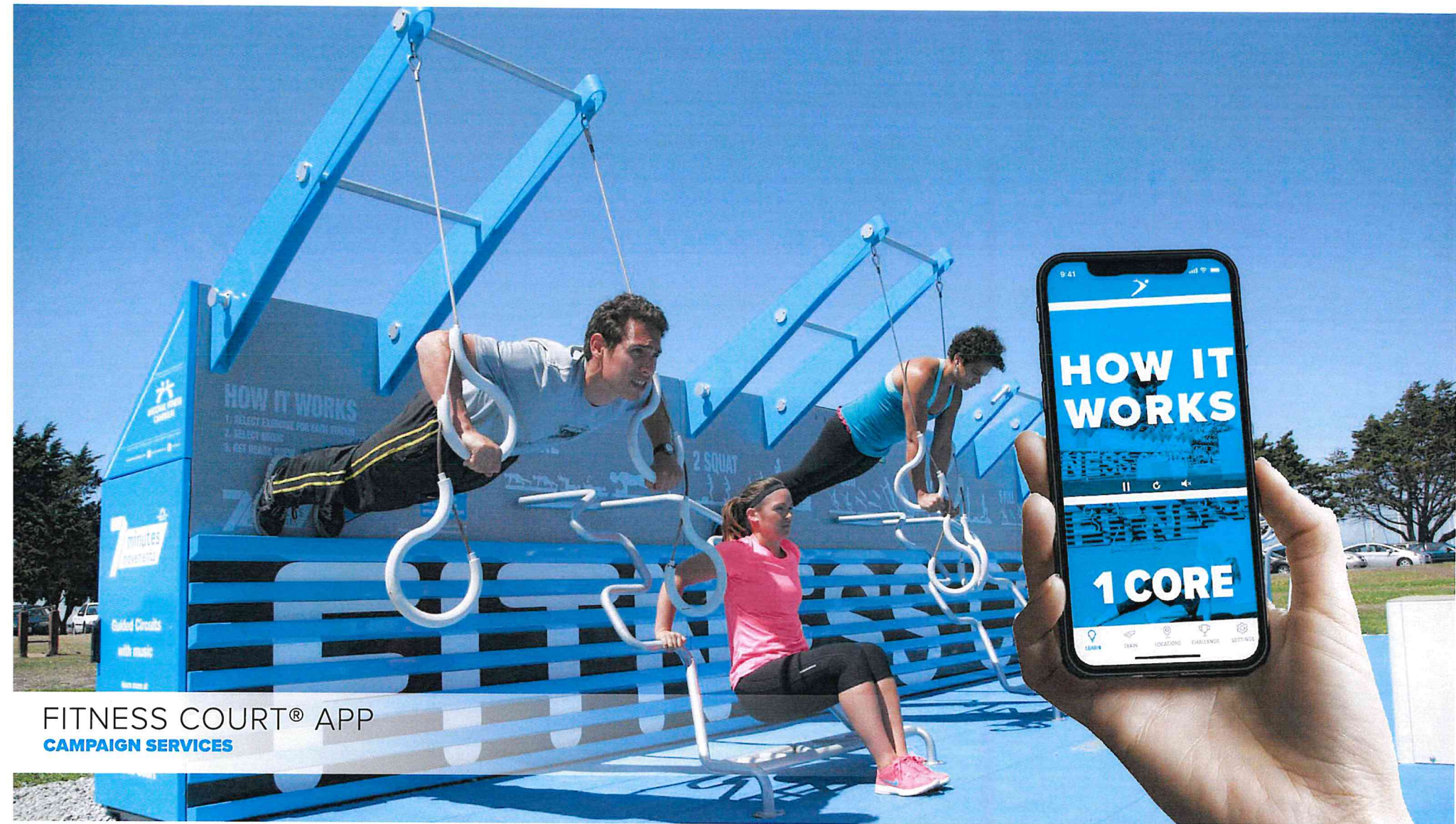
**ADULTS OF ALL AGES AND ABILITY**

**I am glad to see movements to improve balance.**

*- Carol Claybaker, Senior Resident of Janesville, WI*







FITNESS COURT® APP  
CAMPAIGN SERVICES



NATIONAL FITNESS CAMPAIGN  
**CAMPAIGN SERVICES**



**LAUNCH**



**DATA & IMPACT**



**MEDIA & PRESS**



**FREE WORKOUTS & GROUP CLASSES**

A wellness culture to engage people in healthy communities!



NATIONAL FITNESS CAMPAIGN

# FITNESS COURT® PUBLIC ART

Each Fitness Court® is a one-of-a-kind work of art.



FEATURED ARTIST : 2021 - KEITH HARING



LOCAL ARTIST



CUSTOM COMMUNITY DESIGNS





NATIONAL FITNESS CAMPAIGN  
2022 CAMPAIGN OVERVIEW



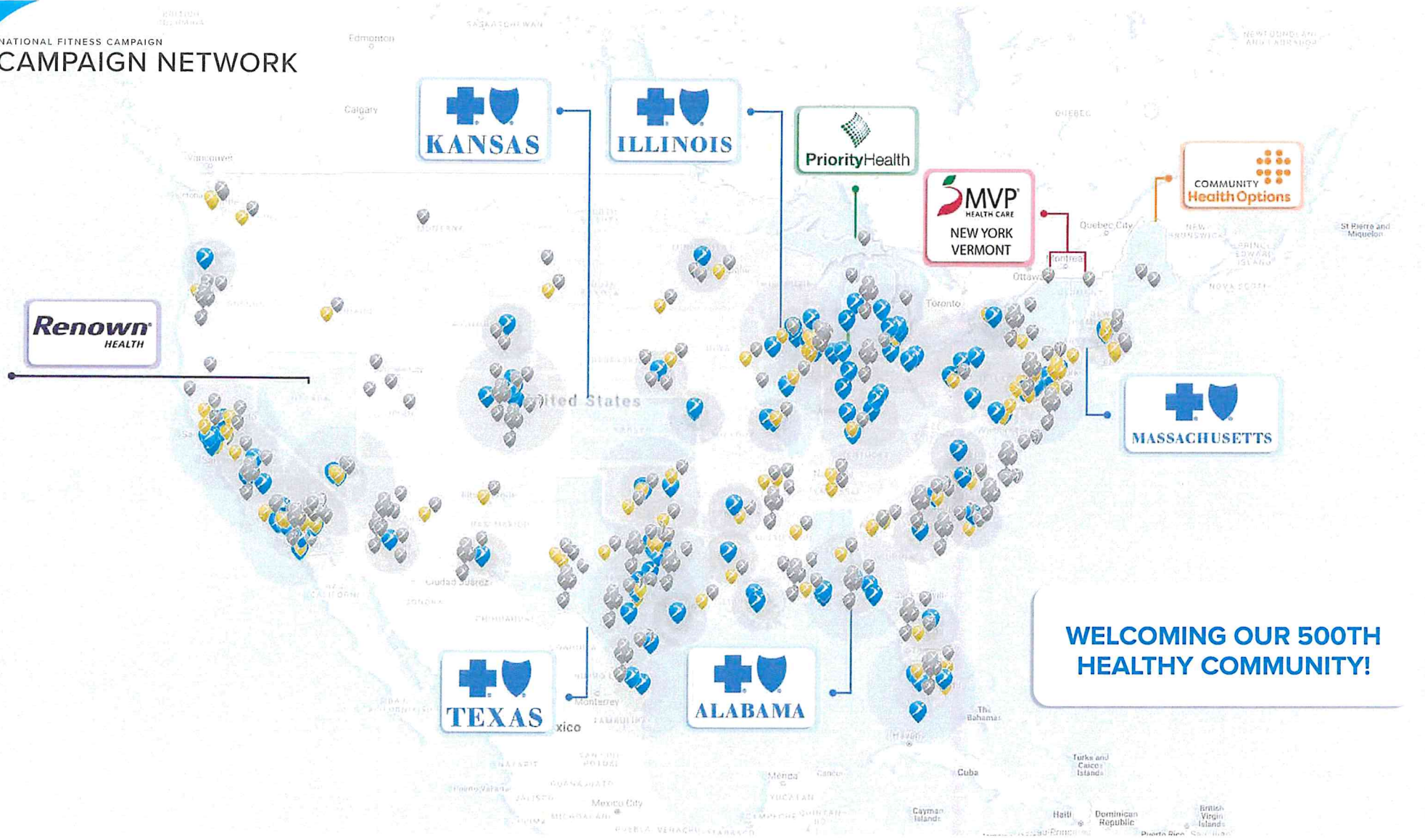
A COMPREHENSIVE  
COMMUNITY WELLNESS  
PROGRAM



NATIONAL FITNESS CAMPAIGN  
CAMPAIGN NETWORK



**WELCOMING OUR 500TH  
HEALTHY COMMUNITY!**





NATIONAL FITNESS CAMPAIGN  
CAMPUSES ACROSS AMERICA

AMERICA'S TOP UNIVERSITIES



STANFORD



FLORIDA  
STATE



CU  
BOULDER



BAYLOR



WEST  
VIRGINIA



NEBRASKA





NATIONAL FITNESS CAMPAIGN  
CAMPAIGN FEATURED PARTNERS



*Exciting options like the Fitness Court, reinforces our commitment to giving back to the people and places we call home.*

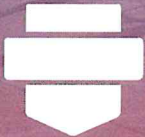
CHRISTOPHER DEL VECCHIO  
**PRESIDENT & CEO, MVP HEALTH CARE**



# 2022 NEW YORK & VERMONT STATEWIDE CAMPAIGN

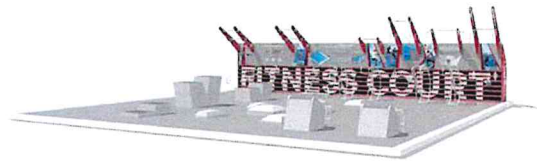


**PRESENTED BY MVP HEALTH CARE**  
LIMITED FUNDING FOR UP TO 15 COMMUNITIES IN 2022



NATIONAL FITNESS CAMPAIGN

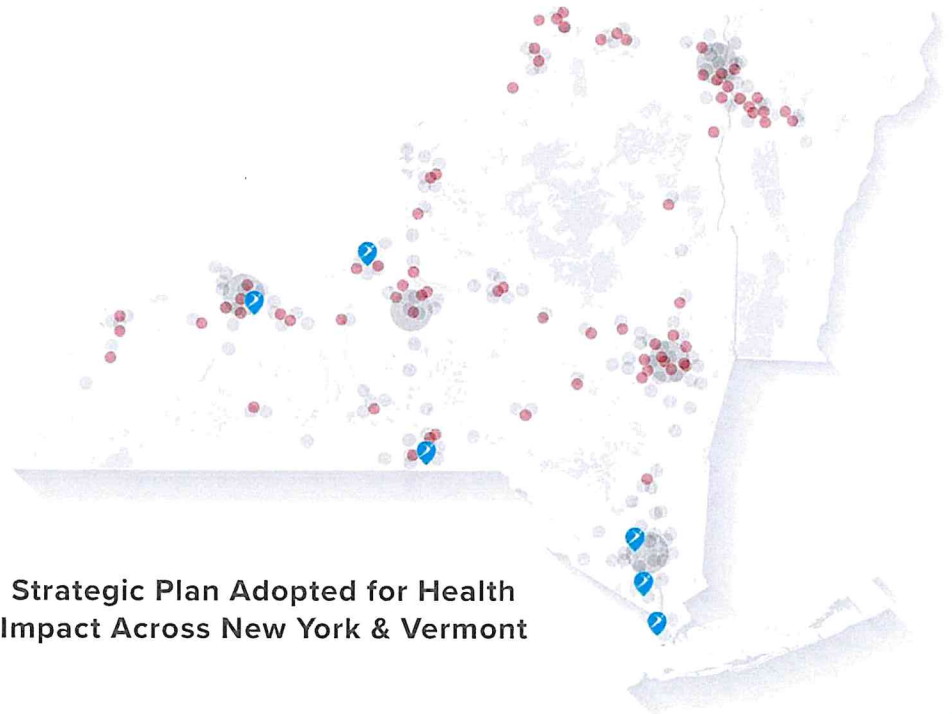
NEW YORK & VERMONT STATE SPONSOR



**\$750,000 in Funding  
Now Available for  
Qualified Site Partners**

Strategic Plan Adopted for Health  
Impact Across New York & Vermont

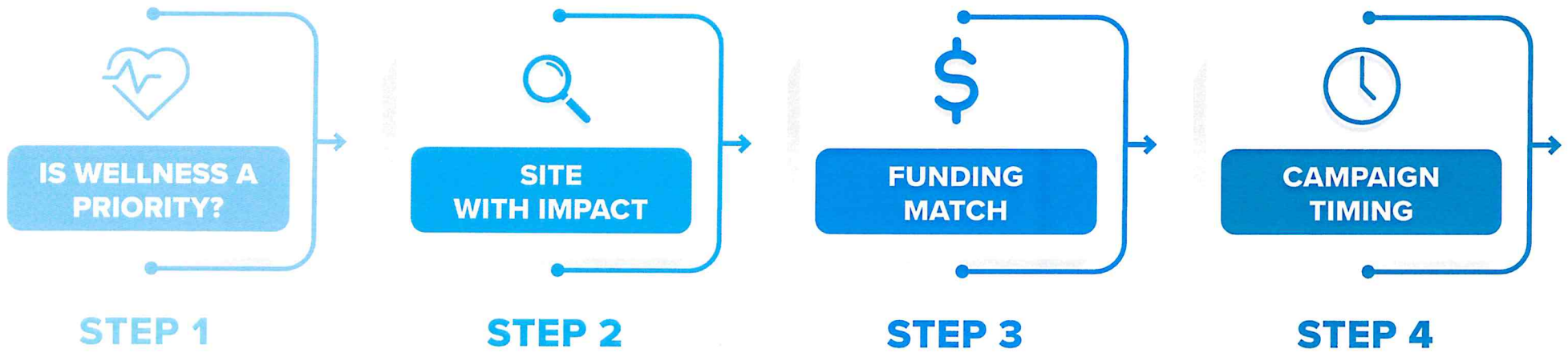
*327 Fitness Courts®  
coming by 2030!*





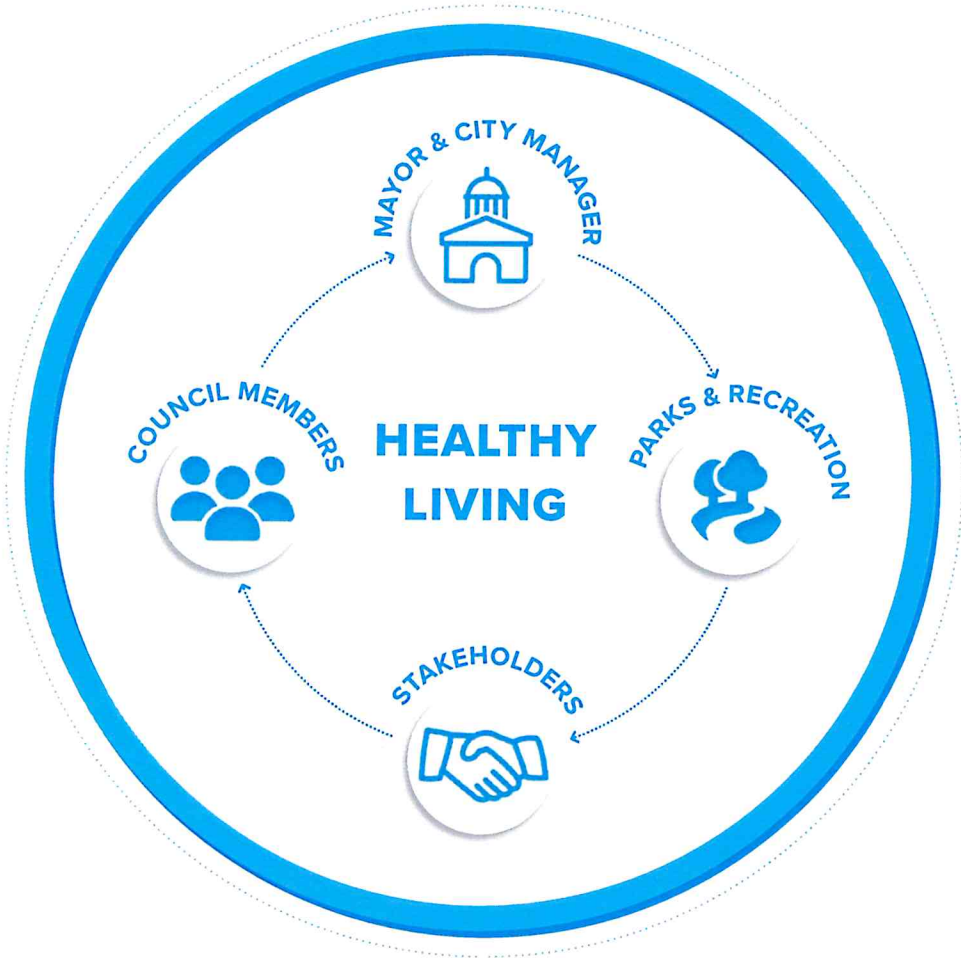


## NFC GRANT PROGRAM



NATIONAL FITNESS CAMPAIGN  
WELLNESS AS A PRIORITY

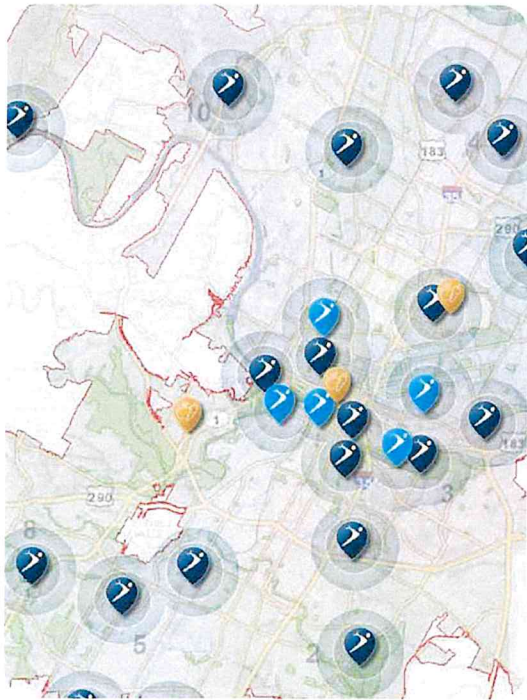
**STEP 1**





## Design & Planning Consulting

Site selection workshop



Phase Plan & Multi-Site Mapping



Circulation Planning



Site Plan Integration



Pedestrian Movement  
Analysis

## STEP 2

### 1 Iconic Sites

Site locations must be recognizable with high visibility.



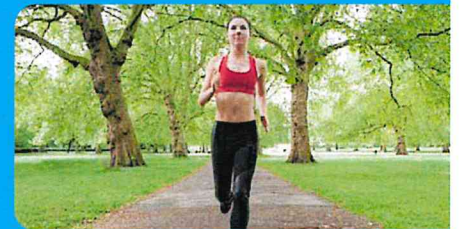
### 2 Accessibility

Site locations must improve access across communities.



### 3 Pedestrian Connectivity

Site locations must be integrated with pedestrian infrastructure.



## 2022 CAMPAIGN FUNDING REQUIREMENT

### NFC PROGRAM FUNDING

The Fitness Court®	
2022 Campaign Services	\$140,000
Freight & Packaging	
Assembly & Art Installation	
Turn Key Fitness Court Assembly	
Art & Graphic Installation	\$25,000
Performed by EIS - NFC Official Certified Installation Partner (separate agreement)	



**\$165,000**

### ART & CUSTOM COLOR OPTIONS



Standard Collection  
Included



Premium Collection  
\$8,500

*OPTIONAL*

### CONCRETE SLAB

Can be performed in-house or in-kind

**\$0-\$20,000 EST**

**NFC / MVP  
GRANT  
FUNDING  
AWARD**



**-\$50,000**

**STEP 3**

**TOTAL FUNDING  
REQUIREMENT**



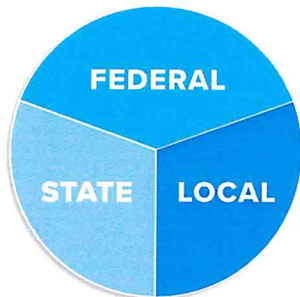
**\$115,000-  
\$135,000**

*Includes standard art collection*



# ALTERNATE FUNDING PATHWAYS

## FEDERAL AND STATE FUNDING



Expert funding consulting  
for eligible partners



OVER **1000**  
SPONSORS NATIONWIDE

## LOCAL AND REGIONAL SPONSORS





## NEXT STEPS

- 1 Feasibility**  
Share Video - Build Consensus
- 2 Qualification Stage - Site Selection Workshop**  
Complete Evaluation Call
- 3 Non-Binding Grant Application**  
Complete Online Application for Grant Eligibility
- 4 Award, Eligibility and Adoption**  
NFC Awards Partnership, Funding Development Begins

NATIONAL FITNESS CAMPAIGN  
DISCUSSION - Q&A



STEP 1



STEP 2



STEP 3



STEP 4

Q&A



SCHEDULE  
EVALUATION  
CALL IF  
APPROPRIATE

NEXT STEP





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