



# NATIONAL FITNESS CAMPAIGN CAMPAIGN BRIEFING







# AMERICA'S LARGEST PUBLIC-PRIVATE WELLNESS PARTNERSHIP



**CELEBRATING 750TH**  
Healthy Community this Year



**NOW FUNDED**  
to welcome 1000 Healthy  
Communities by 2026

**OUR MISSION** : to Build Healthy Communities

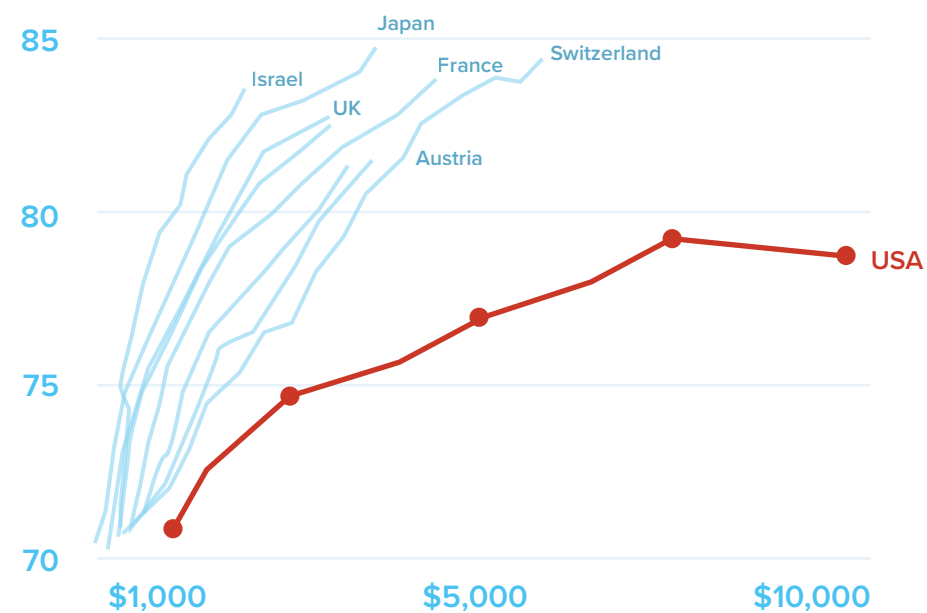




# WHY WE DO IT

**TO MAKE WORLD CLASS FITNESS FREE**

*Life Expectancy vs Health Expenditure*



## UNDERSTANDING THE PROBLEM

AMERICA IS FACING A HEALTH CRISIS CAUSED BY SEDENTARY LIFE-STYLES AND CITIES DESIGNED FOR CARS. USA SPENDS MORE MONEY THAN ANY OTHER ON HEALTHCARE WITH POOR RESULTS.



## BECOMING THE SOLUTION

WHEN COMMUNITIES ARE DESIGNED TO SUPPORT WELL-BEING, HEALTH OUTCOMES CHANGE!



BROUGHT TO YOU BY







# FITNESS COURT | HEALTHY INFRASTRUCTURE PLANNING

## MULTI-SITE FUNDING FOR HEALTH IMPACT







CAMPAIGN OVERVIEW

# WHAT WE DO

**A COMPREHENSIVE COMMUNITY  
WELLNESS PROGRAM**

DESIGN &  
PLANNING

LAUNCH &  
PRESS

SPONSOR  
SUPPORT

PUBLIC ART

GRANT  
FUNDING

AMBASSADOR  
TRAINING

INSTALLATION

MOBILE APP







**FITNESS COURT**  
COMMUNITY WELLNESS HUB

STUDIO



**COMMUNITY WELLNESS PROGRAMMING**

WELCOMES ENTIRE COMMUNITY  
MAYORS WELLNESS SERIES



HIIT



YOGA



ZUMBA



DANCE



STRETCH



KICKBOXING



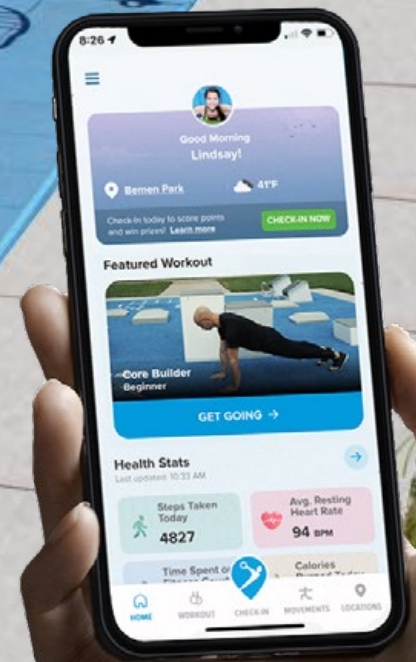
TAI-CHI





# FITNESS COURT

WORLDS BEST OUTDOOR GYM



**7 MOVEMENT FULL BODY WORKOUT**  
FUNCTIONAL TRAINING SYSTEM  
DIGITALLY ACTIVATED | COACH IN YOUR POCKET



CORE



SQUAT



PUSH



LUNGE



PULL



AGILITY



BEND





# FITNESS COURT | ART

EVERY FITNESS COURT IS A WORK OF ART



**WORK WITH LOCAL ARTISTS**  
NFC DESIGN STUDIO



**WORLD RENOWN ARTIST GALLERY**  
KEITH HARING | JEAN MICHEL BASQUIAT



# FITNESS COURT ART OFFERINGS



**Local Artist** *Invite a Local Artist to create a mural that represents your community!*

Support your Local Artist Community with a **\$5,000 Grant to the Artist** provided by NFC!

*Additional Funding Required. Example Art: Will be customized for your city*

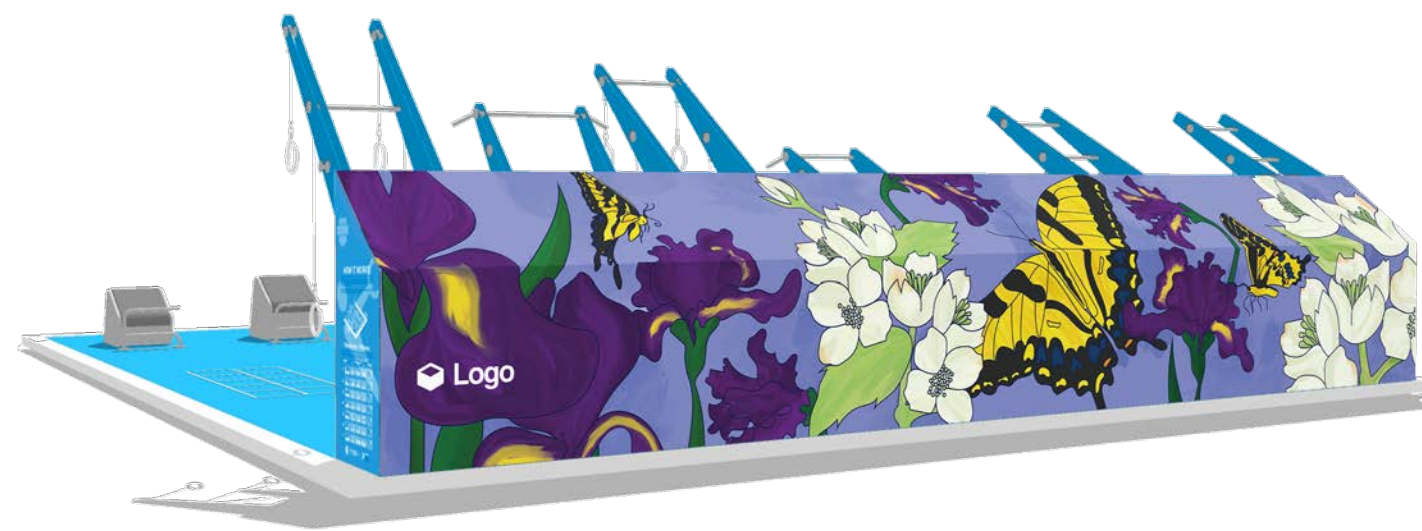


Front Wall Unlocked for Additional Artwork



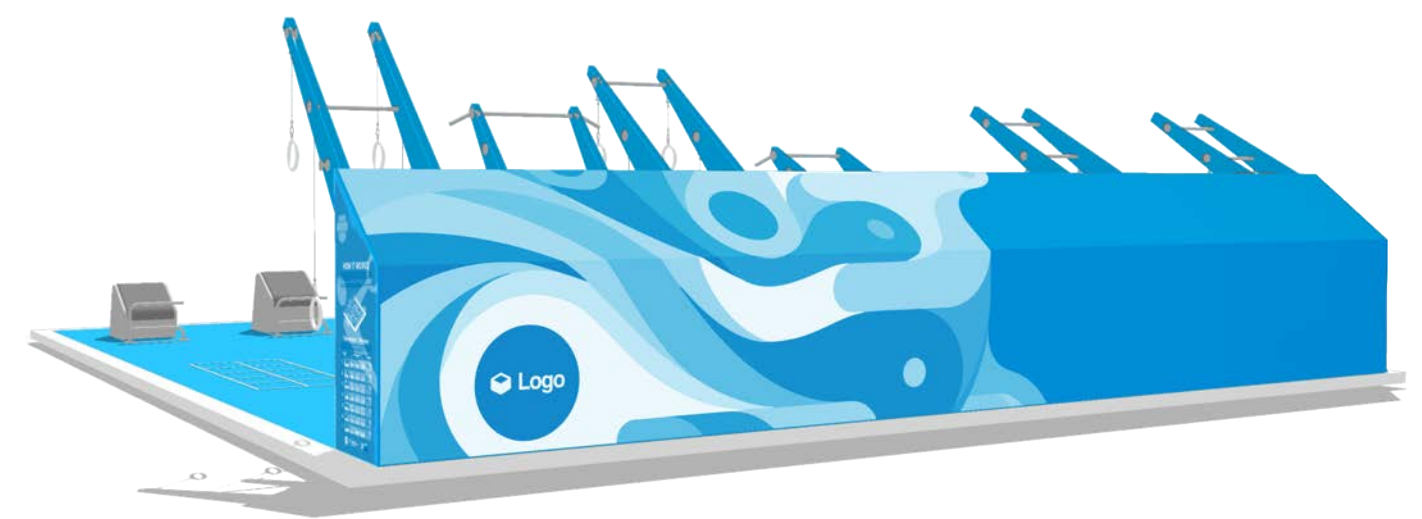
**Custom Art** *Work with the in-house NFC Art Studio Team*

*Additional Funding Required. Example Art: Will be customized for your city*



**Fitness Court Art** *Unique design included in your state campaign*

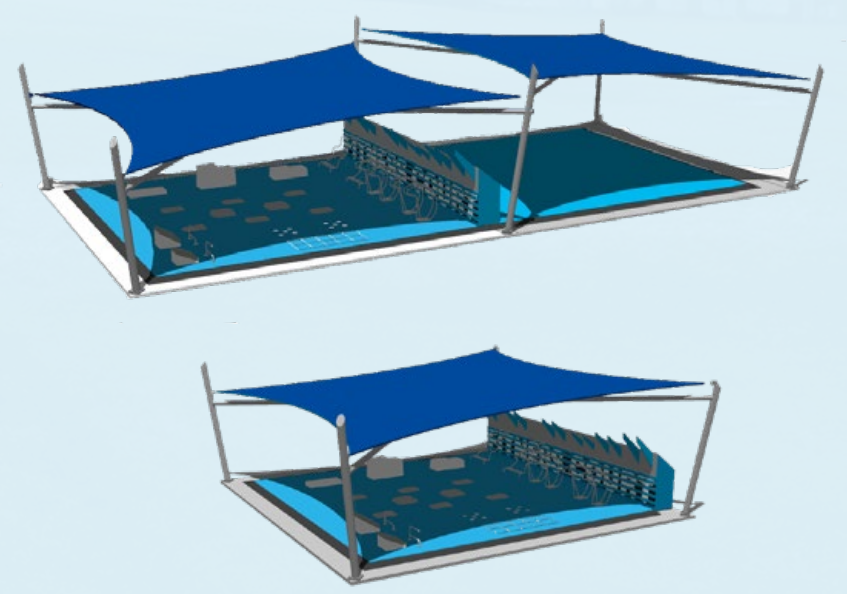
*Example Art: to be confirmed at Award*





NEW FOR 2025

NOW AVAILABLE FOR  
**FITNESS COURTS &  
FITNESS COURT STUDIOS**



**FITNESS COURT | SHADE**  
WORLDS BEST OUTDOOR GYM JUST GOT COOLER



EXTENDED  
SEASONAL USE



UV & SUN  
PROTECTION



INTEGRATED  
DESIGN



ENHANCED  
AESTHETICS



MADE IN  
USA



LONG LASTING  
MATERIALS





# CAMPAIGN IMPACT | NFC

**BUILDING HEALTHY COMMUNITIES**

## 1. BE A PART OF THE NATIONAL FITNESS CAMPAIGN

AMERICA'S LARGEST PUBLIC PRIVATE WELLNESS PARTNERSHIP

## 2. HEALTH BENEFITS

MORE TIME OUTDOORS, IMPROVED MENTAL & PHYSICAL WELLBEING

## 3. HEALTHY INFRASTRUCTURE

PLACES DESIGNED FOR PEOPLE NOT CARS

## 4. BUILDING COMMUNITY

CREATING A WELLNESS CULTURE THAT IS SOCIAL, CONNECTED AND FUN!

## 5. REDUCED HEALTHCARE COSTS

HEALTHIER, HAPPIER, PEOPLE





# 2025 STATEWIDE CAMPAIGN



NATIONAL FITNESS CAMPAIGN

# 2025

**200 NEW PARTNERS**

WE'RE PLEASED TO ANNOUNCE THE 2025 CAMPAIGN



# NFC Grant Requirements

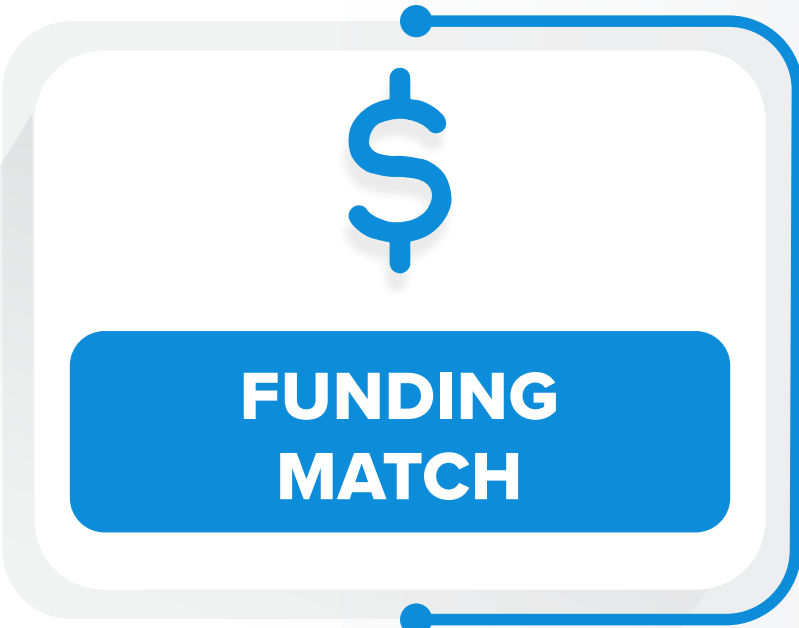
Program Qualification



STEP 1



STEP 2



STEP 3



STEP 4

JOIN THE CAMPAIGN





STEP 1

## LEADERSHIP SUPPORT

*BUILD CONSENSUS / CONFIRM FEASIBILITY  
MUNICIPAL LEADER SUPPORT*

SHARE 3 MINUTE VIDEO







## STEP 2 SITES WITH IMPACT

Supported by NFC's Expert Consulting Services, Identify Site Locations that Meet Criteria for Funding Qualification & Health Impact

**HEALTHY INFRASTRUCTURE PLANNING**  
• VISIBLE • CONNECTED • ACCESSIBLE •

Participate in Virtual Workshop led by NFC Expert Consultants to receive data & qualification information regarding your public spaces. See how your municipality or school benchmarks vs national averages.







## STEP 3 FUNDING MATCH

*NFC GUIDES FUNDING PLAN  
CIP • STATE/NATIONAL • LOCAL SPONSORS*

**GRANT FUNDING AVAILABLE:  
\$30,000-\$50,000 PER SITE**

**PROGRAM FUNDING REQUIREMENT  
\$150,000-\$260,000**

*PER SITE PENDING PROGRAM CONFIGURATION AND  
INSTALLATION METHOD*







## STEP 4 QUALIFY FOR GRANT

- A. PRE-APPLICATION PHASE
- B. GRANT AWARD
- C. BUILD/SITE PLAN
- D. LAUNCH LOCAL CAMPAIGN

SUBMIT GRANT  
APPLICATION





# JOIN US

LET'S BUILD HEALTHY COMMUNITIES  
**TOGETHER**



## Discussion - Q&A

# NEXT STEP



**SCHEDULE VIRTUAL SITE  
REVIEW WORKSHOP LED BY  
NFC EXPERT CONSULTANTS TO  
EXPLORE FEASIBILITY**



## **DISCUSSED AT NEXT STEP:**

- 1. *SITE WORKSHOP & HEALTHY SITE  
SCORE REVIEW***
- 2. *FEASIBILITY & ALIGNMENT WITH LOCAL  
PRIORITIES***
- 3. *FUNDING REQUIREMENT DETAILS AND  
GRANT PROGRAM & AVAILABILITY FOR  
YOUR STATE***
- 4. *NON-BINDING GRANT QUALIFICATION  
PROCESS***