



# NATIONAL FITNESS CAMPAIGN CAMPAIGN BRIEFING







# AMERICA'S LARGEST PUBLIC-PRIVATE WELLNESS PARTNERSHIP



**CELEBRATING** 500TH  
Healthy Community this Year



**NOW FUNDED**  
to welcome 1000 Healthy  
Communities by 2025

**OUR MISSION** : to Build Healthy Communities

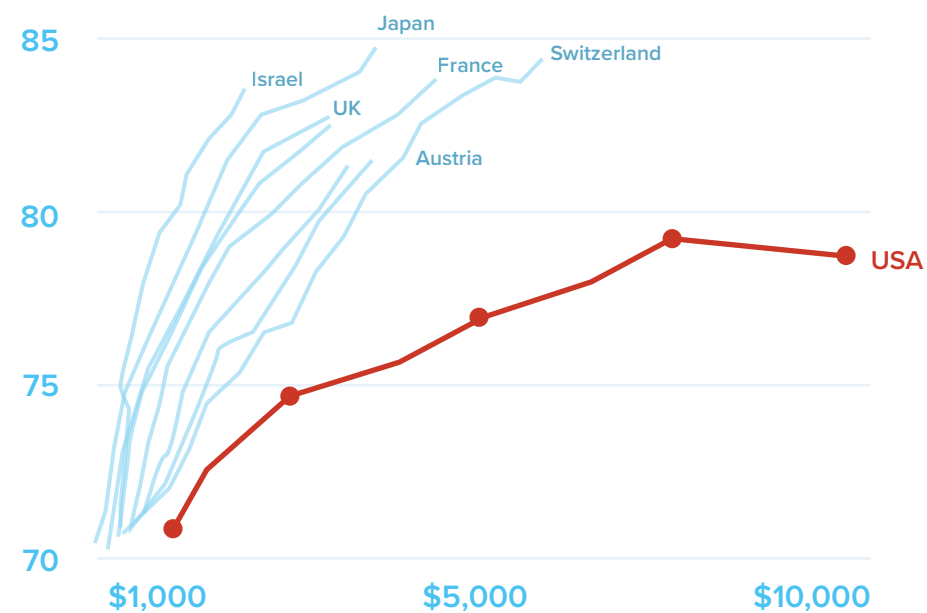




# WHY WE DO IT

**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

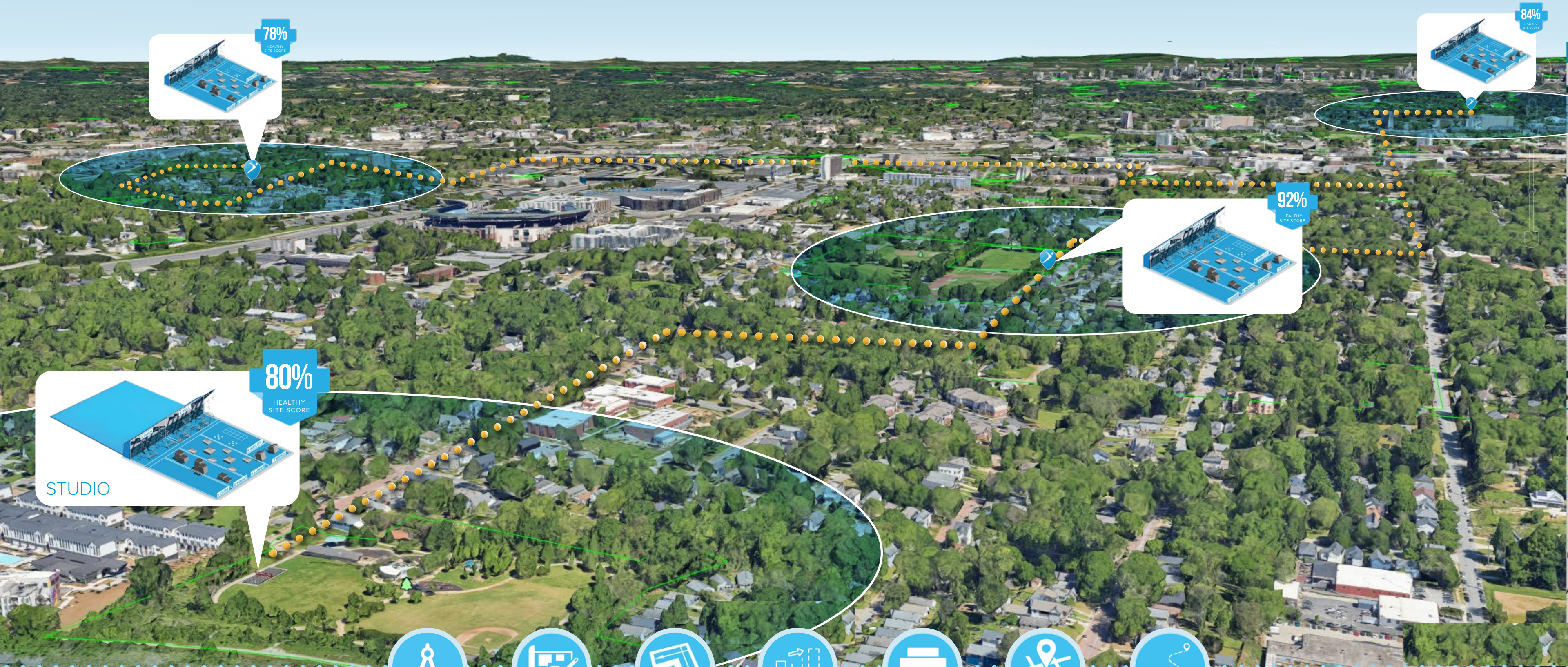






# FITNESS COURT | HEALTHY INFRASTRUCTURE PLANNING

## MULTI-SITE FUNDING FOR HEALTH IMPACT



STUDIO

**BUILDING HEALTHY COMMUNITIES**  
MULTI-SITE PHASING FOR HEALTH IMPACT  
HEALTHY SITE SCORE (HSS)



PLANNING



PHASING



LAYOUTS



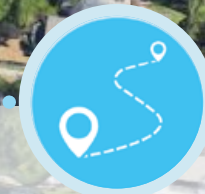
PROJECTIONS



SCORES



MAPPING



TRAILS

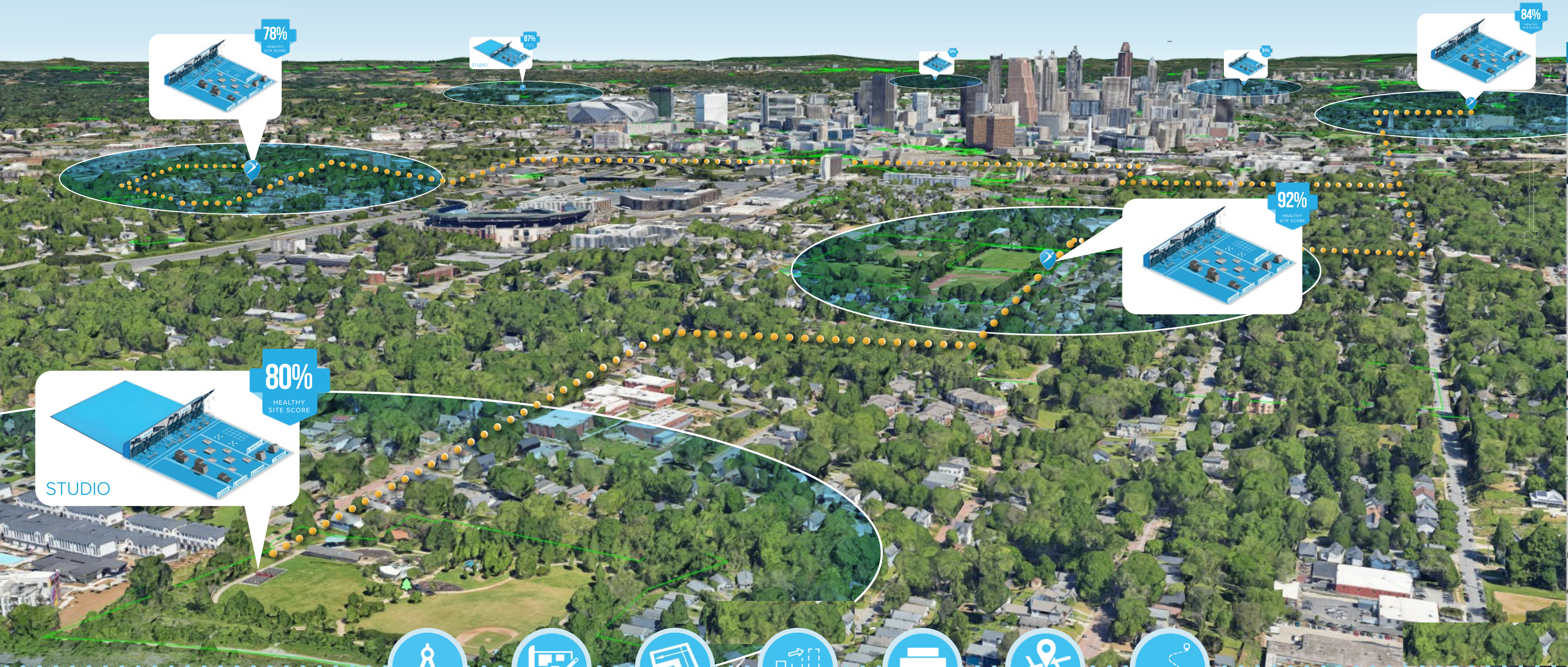




# FITNESS COURT

## HEALTHY INFRASTRUCTURE PLANNING

### MULTI-SITE FUNDING FOR HEALTH IMPACT



**BUILDING HEALTHY COMMUNITIES**  
MULTI-SITE PHASING FOR HEALTH IMPACT  
HEALTHY SITE SCORE (HSS)



PLANNING



PHASING



LAYOUTS



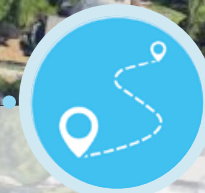
PROJECTIONS



SCORES



MAPPING



TRAILS





CAMPAIGN OVERVIEW

# WHAT WE DO

**A COMPREHENSIVE COMMUNITY WELLNESS PROGRAM**

DESIGN & PLANNING

SPONSOR SUPPORT

GRANT FUNDING

INSTALLATION

LAUNCH & PRESS

PUBLIC ART

AMBASSADOR TRAINING

MOBILE APP







**FITNESS COURT**  
COMMUNITY WELLNESS HUB

STUDIO



**COMMUNITY WELLNESS PROGRAMMING**  
WELCOMES ENTIRE COMMUNITY  
MAYORS WELLNESS SERIES



HIIT



YOGA



ZUMBA



DANCE



STRETCH



KICKBOXING



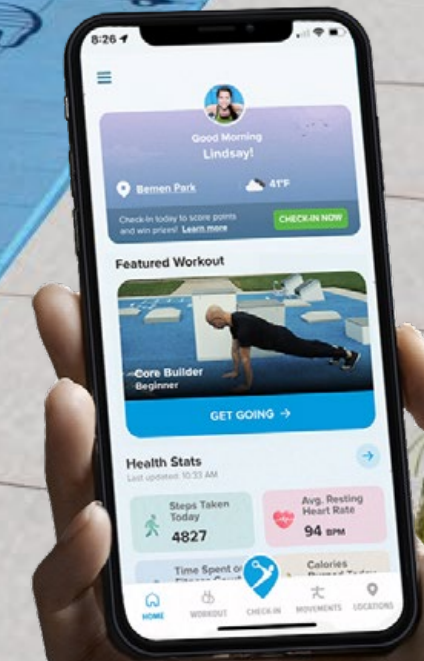
TAI-CHI





# 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® Public Art



**2025 NFC Public Art Collection**  
*No Additional Funding Required*

EACH FITNESS COURT® IS A ONE-OF-A-KIND WORK OF ART.

## NFC DESIGN STUDIO

Additional Funding Required:  
**\$10,000**



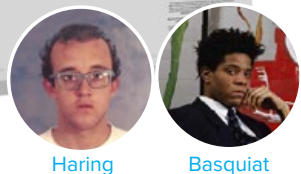
## LOCAL ARTIST

Additional Funding Required:  
**\$25,000**



## FEATURED ARTIST

Additional Funding Required  
**\$35,000**  
*Limited licenses available*







# 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

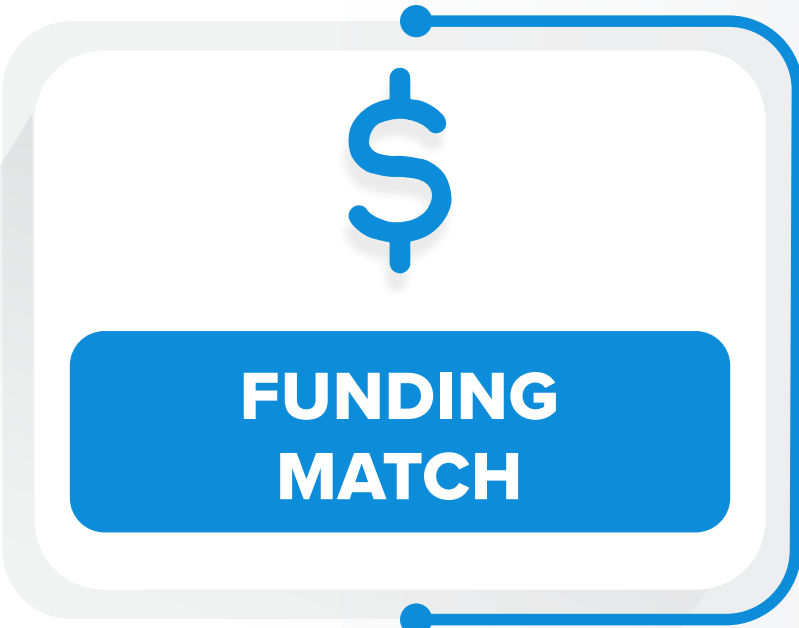
Program Qualification



STEP 1



STEP 2



STEP 3



STEP 4

JOIN THE CAMPAIGN





STEP 1

## LEADERSHIP SUPPORT

*BUILD CONSENSUS / CONFIRM FEASIBILITY  
MUNICIPAL LEADER SUPPORT*

SHARE 2 MINUTE VIDEO







*STEP 2*  
**SITES WITH IMPACT**

*IDENTIFY SITES THAT MEET CRITERIA  
FOR FUNDING*

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

---

**SUBMIT SITES FOR  
CONSIDERATION**







## STEP 3 FUNDING MATCH

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

**GRANT FUNDING AVAILABLE:  
\$30,000-\$60,000 PER SITE**

*GRANT FUNDING TYPICALLY SUPPORTS ABOUT  
1/3 OF FUNDING REQUIREMENT*

**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**





# STEP 4

## GRANT QUALIFICATION PROCESS

### PRE APPLICATION PHASE

- 1 Feasibility Review
- 2 Evaluation Call
- 3 Non-Binding Grant Application

### AWARD PHASE

- 4 Award of Grant Eligibility *(First Come, First Served for Qualified Applicants)*
- 5 Local Adoption by Governing Body
- 6 Develop and Confirm Funding Match

### LAUNCH PHASE

- 7 Shipment for Storage
- 8 Install Concrete Slab and Art Approval
- 9 Fitness Court Assembly
- 10 Press Launch Ceremony



**CAMPAIGN LAUNCHES AND  
FITNESS COURTS OPEN!**

**2025 GRANT  
APPLICATION  
PERIOD NOW OPEN**



Campaign seeking qualified applicants able to meet the 2025 time frame for adoption and local funding match.