

2021



PARTNERSHIP OPPORTUNITIES

Connecting You With Planet Fitness Franchisees



PF Independent
FRANCHISEE COUNCIL

About the PF Independent Franchisee Council

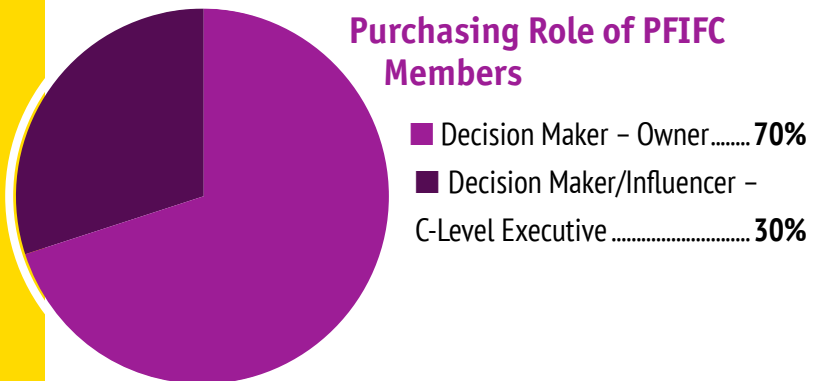
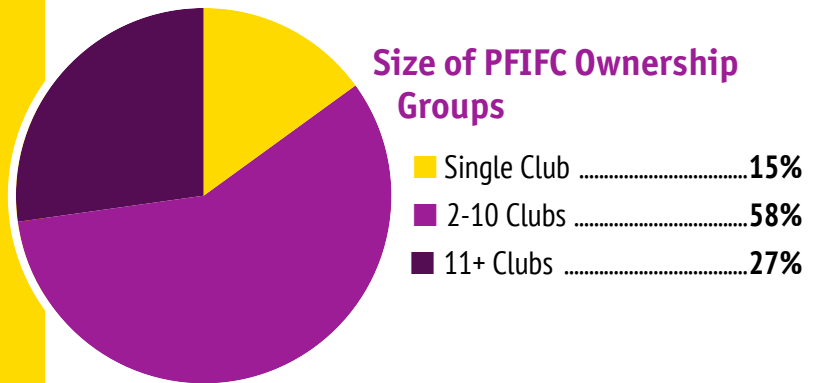
The PF Independent Franchisee Council (PFIFC) is the national trade association representing Planet Fitness® franchisees. PFIFC members own and operate more than 2,000 locations, ranging from single club operators to franchise groups with more than 100 locations. The organization is dedicated to preserving and enhancing the business interests of all Planet Fitness franchisees and to collaborating with the franchisor to improve brand equity for all stakeholders.

Partnership is one of the best ways for a business to increase visibility within the PFIFC membership. Help your business be seen by Planet Fitness decision makers by:

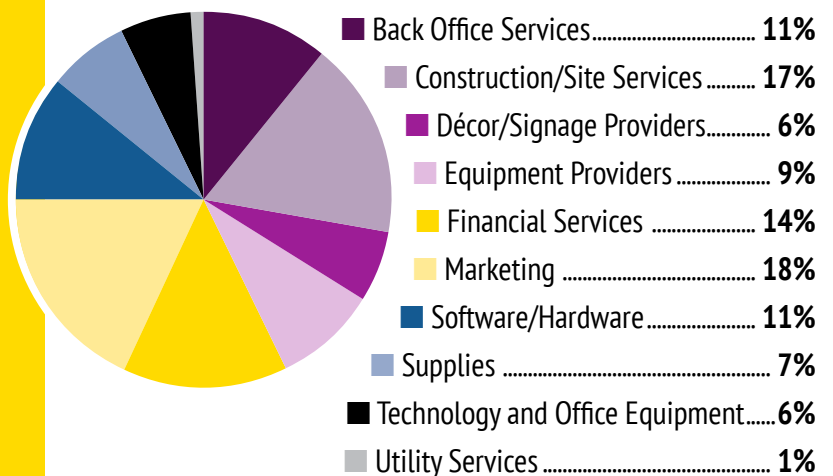
- Becoming an associate member and securing a listing in the annual Products & Services Directory
- Sponsoring or exhibiting at the annual convention
- Advertising in PFIFC's quarterly publication, *Geared Up*
- Reserving digital advertising on the PFIFC website or weekly e-newsletter
- Sponsoring a monthly educational webinar or franchisee town hall

This increased visibility can lead to more networking opportunities to build relationships and develop your business with this growing brand. Contact Kristi Hoffman at kristik@pffranchisee.org or 678-737-2396 for more information.

Partnership Profile



Services Offered by PFIFC Associate Members



PFIFC Franchisee Convention Opportunities

The PFIFC Franchisee Convention is our annual member event. The convention is filled with educational general sessions, breakout sessions, entertaining networking events and a lively trade show. This is a premier opportunity to network with franchisees and gain valuable insight from subject-matter experts on the PF® brand and the fitness industry.

2021 CONVENTION: Sept. 28-Oct. 1
JW Marriott Tucson Starr Pass Resort & Spa Tucson, Arizona



Opportunities for Your Company

Exhibitor Booths

(Available to PFIFC associate members)

8'x10' Inline	\$4,000
8'x10' Corner	\$4,500
16'x20' Island.	\$15,000
Additional Attendee Registration.	\$350

Sponsorships

Events: Board and Committee Dinner, Opening Night Cocktail Party, Trade Show, Closing Night Event, Sessions

Food and Beverage: Breakfast, Coffee Break, Snack Breaks

Items: Welcome Basket, Room Drop, Polos, Registration Bags, Logoed Key Cards, Lanyards, Registration Bag Snacks, Water Bottles, Notebooks, Earbuds, Mugs

Other: Keynote Speaker, Signage, Mobile App, Sessions, Registration Desk, Photo Op, Wi-Fi, Email Blasts

Advertising Opportunities

Showcase your products and services to Planet Fitness franchisees through print, digital and virtual advertising.

PFIFC publications are a great avenue to reach the PF franchisee community. *Geared Up*, a quarterly, four-color print magazine, is distributed to all PFIFC members, which make up more than 90% of all franchised clubs.

The annual Products & Services Directory is a resource that franchisees keep and refer to throughout the year to find the businesses that support their organization. A company listing in both *Geared Up* and the Products & Services Directory is included with your PFIFC associate membership. Complement your company listing with an advertisement to enhance your exposure.

Further your connection with PF franchisees by advertising on the PFIFC website, www.pffranchisee.org. You can purchase a banner advertisement on the PFIFC website for as little as \$250/month, and you have unlimited opportunities to submit new or updated ads throughout the year.

New in 2021, business partners may sponsor an educational webinar for PFIFC members. Sponsors may develop and present educational content to members on a webinar hosted and marketed by PFIFC.

Quarterly, PFIFC hosts multiple town halls attended by professionals in various areas of the business including club operations, marketing, HR, accounting/finance and store development/real estate/construction. Business partners looking to promote their products or services to segmented departments within PF ownership groups may select a Town Hall sponsorship. Limited webinar and town hall sponsorship opportunities are available. Contact Kristi Hoffman at 678-737-2396 or kristik@pffranchisee.org for more information.

Associate members receive
10% off
published print and digital advertising rates.

Print publication guaranteed special positions are an additional 10%. Ads must be paid for and submitted by published artwork deadline. Space is not guaranteed, and payment may be forfeited if artwork is submitted after the published deadline.

Print Advertising Rates and Deadlines

		FREQUENCY			
		1 ISSUE	2 ISSUES	3 ISSUES	4+ ISSUES
SIZE	FOUR COLOR				
	Full Page	\$2,700	\$2,400	\$2,100	\$1,800
	Half Page	\$1,900	\$1,600	\$1,300	\$1,000
	1/4 Page Horizontal	\$1,100	\$1,000	\$900	\$800
	1/4 Page Vertical	\$1,000	\$900	\$800	\$700

COVER WRAP	BACK COVER	INSIDE FRONT COVER	INSIDE BACK COVER	COVER SHEET	ADVERTORIAL
\$2,900	\$2,900	\$2,800	\$2,800	\$1,500	\$1,500

ISSUE	RESERVATION DEADLINE	ARTWORK DEADLINE	PUBLICATION DATE
2021 – Issue 1	Feb. 16	Feb. 24	March
2021 – Issue 2	April 20	April 27	June
2021 – Products & Services Directory	June 8	June 15	August
2021 – Issue 3	July 20	July 27	September
2021 – Issue 4	Oct. 26	Nov. 2	December

Digital Advertising Rates

		FREQUENCY		
		MONTHLY	QUARTERLY	HALF YEAR
SIZE	DIGITAL BANNER AD			
	Small Skyscraper	\$300	\$810	\$1,500
	Full Banner	\$350	\$945	\$1,750

Virtual Advertising Rates

Educational Webinar	\$4,000
Town Hall Sponsor	\$1,500

Advertising Specifications

Print Ad Resolution

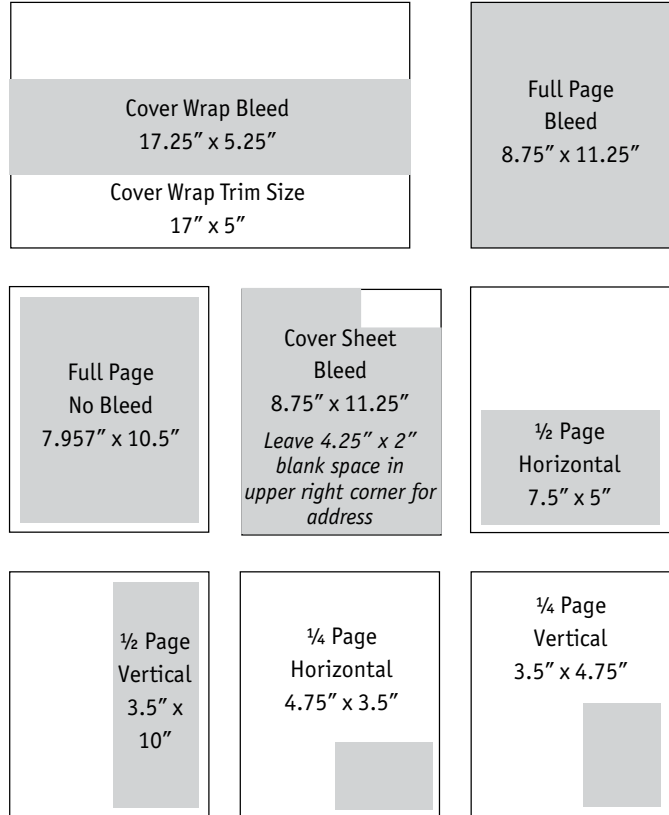
If bitmap images (scans, photos, etc.) are placed, the end resolutions should be high enough to maintain quality. CMYK and grayscale images should be between 300 and 400 DPI. Lower resolution may result in pixelated edges.

Excessive resolution causes much larger file sizes and processing times. Solid black-and-white “line art” images should be free of screen patterns and have an end resolution of between 600 and 1,200 DPI. Line art images (such as a logo) will produce an undesirable half-toned edge if they have been provided in “grayscale.” Instead, please provide line art in a “1-bit color” black-and-white format.

Failure to meet the above standards may result in additional costs and may cause unpredictable reproduction. Effort will be made to notify clients of any problems detected in their files, and they will be given an opportunity to send corrected files or incur charges at prevailing rates.

Print Ad Specifications

- All advertisements must be provided in a digital format at the correct ad size. If providing a full-page ad with bleed, please include 0.125” bleed around all edges, as well as trim marks.
- Acceptable ad formats: high-resolution PDF, high-resolution JPEG, TIF, EPS, AI and PSD files.
- All color type and images must be CMYK with “spot color” deselected. For best solid black reproduction, it is recommended to use only pure black, not a CMYK mix of inks with black.
- If providing an EPS or AI file, please outline all fonts.
- Small type (less than 10-pt.) built out of process or reversed out of a process color will not reproduce as well as larger type or pure black type. Serif typefaces (such as Times New Roman) are more prone to this problem than sans-serif typefaces (such as Helvetica).
- Emailing is possible for files less than 10MB. Email ads to Kristi Hoffman at kristik@pffranchisee.org
- **Written pre-approval from the franchisor, via the Vendor Management Team at PFHQ, is required to use the Planet Fitness® name, logo or any other Planet Fitness trademark or intellectual property in any way, including on products or in advertisements. Requests for approval must be submitted to the Vendor Management Team (VendorManagement@pfhq.com), via email, no less than ten business days prior to the artwork deadline.**



YOUR AD HERE

Full Banner 421 x 54 pixels





YOUR AD HERE

Small Skyscraper
120 x 240 pixels

Digital Ad Specifications

The following image files are acceptable for website banner ads: GIF, JPG and PDF. File size should be a minimum of 2MB. When submitting your file, you may provide a URL to hyperlink the banner ad graphic. If you have questions regarding file requirements or design specifications, please contact Kristi Hoffman at 678-737-2396 or kristik@pffranchisee.org. PFIFC has final approval on all advertising submissions and may adjust file sizes if needed.

Marketing Bundles

	 PLATINUM \$31,000	 GOLD \$23,000	 SILVER \$14,000	 BRONZE \$10,000
Associate Membership	2021 Associate Membership	2021 Associate Membership	2021 Associate Membership	2021 Associate Membership
Convention Booth	One 8'x10' corner booth including one registration	One 8'x10' corner booth including one registration	One 8'x10' inline booth including one registration	One 8'x10' inline booth including one registration
Convention Registration	Registration for up to three additional attendees	Registration for up to two additional attendees	Registration for one additional attendee	Registration for one additional attendee
Convention Sponsorship	Ability to select one level 4 sponsorship item for the 2021 PFIFC Convention	Ability to select one level 3 sponsorship item for the 2021 PFIFC Convention	Ability to select one level 2 sponsorship item for the 2021 PFIFC Convention	Ability to select one level 1 sponsorship item for the 2021 PFIFC Convention
Convention Signage	Recognition on 2021 PFIFC Convention sponsor signage and event mobile app	Recognition on 2021 PFIFC Convention sponsor signage and event mobile app	Recognition on 2021 PFIFC Convention sponsor signage and event mobile app	Recognition on 2021 PFIFC Convention sponsor signage and event mobile app
Print Advertising	<ul style="list-style-type: none"> • One cover-page ad in each 2021 issue of <i>Geared Up</i> • One cover-page ad in 2021 Products & Services Directory • One cover-wrap ad around 2021 <i>Geared Up</i> or Directory issue of your choice – first come, first served • One advertorial in 2021 <i>Geared Up</i> issue of your choice (800 words or less) 	<ul style="list-style-type: none"> • One full-page ad in each 2021 issue of <i>Geared Up</i> • One half-page ad in 2021 Products & Services Directory • One cover-wrap ad around 2021 <i>Geared Up</i> or Directory issue of your choice – first come, first served • One advertorial in 2021 <i>Geared Up</i> issue of your choice (800 words or less) 	<ul style="list-style-type: none"> • One half-page ad in each 2021 issue of <i>Geared Up</i> • One quarter-page vertical ad in 2021 Products & Services Directory • One advertorial in 2021 <i>Geared Up</i> issue of your choice (800 words or less) 	<ul style="list-style-type: none"> • One quarter-page vertical ad in each 2021 issue of <i>Geared Up</i> • One quarter-page vertical ad in 2021 Products & Services Directory
Digital Advertising	<ul style="list-style-type: none"> • Banner ad on PFIFC Convention event mobile app • Full banner ad in weekly News You Can Use for 12 months 	<ul style="list-style-type: none"> • Push notification from PFIFC Convention event mobile app • Full banner ad in weekly News You Can Use for six months 	<ul style="list-style-type: none"> • Website small skyscraper ad for six months 	<ul style="list-style-type: none"> • Website small skyscraper ad for three months
Logos	Platinum Sponsor and PFIFC Associate Member logos to use on marketing materials	Gold Sponsor and PFIFC Associate Member logos to use on marketing materials	Silver Sponsor and PFIFC Associate Member logos to use on marketing materials	Bronze Sponsor and PFIFC Associate Member logos to use on marketing materials
Pre-Convention Mailing	Complimentary pre-Convention mailing to all PFIFC members (not to exceed 2 lbs.)			
2021 ONLY: Bundle Without Convention	Platinum Without Convention: \$16,450	Gold Without Convention: \$11,250	Silver Without Convention: \$5,290	Bronze Without Convention: \$4,230



Your Annual Investment of \$1,000 earns your company:

- Use of PFIFC Associate Member logo.
- Ten percent off annual insertion rates for your advertisement in *Geared Up* and the Products & Services Directory.
- Company listing in the Products & Services Directory, which is mailed to all franchisees.
- A listing in our web directory with company logo and link on www.pffranchisee.org.
- A listing in our News You Can Use e-news digest with company description, contact info and link to website.

Company Name:												
Company Headquarters Address:												
City:	State:	Zip:										
Website:												
Year Company Started:		Number of Employees:										
Primary Sales Contact Name:												
Primary Sales Contact Title:												
Phone:	Email:											
Secondary Contact Name (optional):												
Contact Title (optional):												
Contact Phone (optional):	Contact Email (optional):											
<p>*Please select up to two (2) business categories that best apply:</p> <table border="0"> <tr> <td><input type="checkbox"/> Business Services Accounting, Human Resources, Legal, Payroll, Tax Credit Processing, Insurance</td> <td><input type="checkbox"/> Marketing Sales Programs, Publications, Promotional Products, Printing, Public Relations, Social Media</td> </tr> <tr> <td><input type="checkbox"/> Construction/Site Services Architects, Furnishings, Flooring, Landscaping, Painting, Roofing</td> <td><input type="checkbox"/> Software/Hardware Equipment, Services, Support</td> </tr> <tr> <td><input type="checkbox"/> Décor/Signage Providers Artwork, Carpet, Décor, Lighting, Signage</td> <td><input type="checkbox"/> Supplies Tanning Accessories, Cleaning Supplies, Safety Equipment, Office Supplies</td> </tr> <tr> <td><input type="checkbox"/> Equipment Providers Tanning Equipment, Exercise Equipment, Massage Equipment</td> <td><input type="checkbox"/> Technology and Office Equipment TVs, Computers, Printers, Office Equipment</td> </tr> <tr> <td><input type="checkbox"/> Financial Services Banking, Brokers, Financing, Estate Planning, Valuations</td> <td><input type="checkbox"/> Utility Services Electricity, Gas, Phone, Cable, Pest Control, Internet, Wi-Fi, Security Systems</td> </tr> </table>			<input type="checkbox"/> Business Services Accounting, Human Resources, Legal, Payroll, Tax Credit Processing, Insurance	<input type="checkbox"/> Marketing Sales Programs, Publications, Promotional Products, Printing, Public Relations, Social Media	<input type="checkbox"/> Construction/Site Services Architects, Furnishings, Flooring, Landscaping, Painting, Roofing	<input type="checkbox"/> Software/Hardware Equipment, Services, Support	<input type="checkbox"/> Décor/Signage Providers Artwork, Carpet, Décor, Lighting, Signage	<input type="checkbox"/> Supplies Tanning Accessories, Cleaning Supplies, Safety Equipment, Office Supplies	<input type="checkbox"/> Equipment Providers Tanning Equipment, Exercise Equipment, Massage Equipment	<input type="checkbox"/> Technology and Office Equipment TVs, Computers, Printers, Office Equipment	<input type="checkbox"/> Financial Services Banking, Brokers, Financing, Estate Planning, Valuations	<input type="checkbox"/> Utility Services Electricity, Gas, Phone, Cable, Pest Control, Internet, Wi-Fi, Security Systems
<input type="checkbox"/> Business Services Accounting, Human Resources, Legal, Payroll, Tax Credit Processing, Insurance	<input type="checkbox"/> Marketing Sales Programs, Publications, Promotional Products, Printing, Public Relations, Social Media											
<input type="checkbox"/> Construction/Site Services Architects, Furnishings, Flooring, Landscaping, Painting, Roofing	<input type="checkbox"/> Software/Hardware Equipment, Services, Support											
<input type="checkbox"/> Décor/Signage Providers Artwork, Carpet, Décor, Lighting, Signage	<input type="checkbox"/> Supplies Tanning Accessories, Cleaning Supplies, Safety Equipment, Office Supplies											
<input type="checkbox"/> Equipment Providers Tanning Equipment, Exercise Equipment, Massage Equipment	<input type="checkbox"/> Technology and Office Equipment TVs, Computers, Printers, Office Equipment											
<input type="checkbox"/> Financial Services Banking, Brokers, Financing, Estate Planning, Valuations	<input type="checkbox"/> Utility Services Electricity, Gas, Phone, Cable, Pest Control, Internet, Wi-Fi, Security Systems											

Please submit a **high-resolution company logo** (at least 300 DPI, JPG or EPS file) and a **50-word or less company description** to kristik@pffranchisee.org.

Return completed application via email or mail. **EMAIL:** kristik@pffranchisee.org

MAIL: PFIFC Inc., Associate Membership | One Overton Park, Suite 980, 3625 Cumberland Blvd. | Atlanta, GA 30339

Applicant agrees to abide by PFIFC's rules and regulations and use PFIFC information in strict confidentiality. At no time is an Associate Member allowed to share or sell PFIFC client information to anyone. Such behavior will result in revocation of PFIFC Associate Membership. Solicitation for services that directly conflict with services provided by PFIFC will result in revocation of PFIFC Associate Membership. PFIFC, at its sole discretion, reserves the right to refuse membership and/or cancel membership at any time. Membership in this program does not imply endorsement by the PFIFC or Planet Fitness Corporation in any way, and members are not to represent themselves as such at any time. PFIFC Partnership Packages and Associate Memberships renew annually on Jan. 1.

Refunds for PFIFC Convention booth cancellations will only be given if the trade show sells out or if the in-person event is canceled due to COVID-19. Partnership packages/booths must be paid in full by March 1 or have a quarterly payment arrangement set up with written PFIFC approval.

PFIFC Partnership Selections

Please select from the partnership packages or à la carte options listed below.

Print Advertising *(See page 4 for pricing)*

- Issue 1 Issue 2 Issue 3
 - Issue 4 Products & Svcs. Directory
- Frequency** 1x 2x 3x 4x+
- Size**
- Full Page Half Page
 - ¼ Page Horizontal ¼ Page Vertical
 - Cover Wrap Back Cover
 - Inside Front Cover Inside Back Cover
 - Cover Sheet Advertorial

Digital Advertising *(See page 4 for pricing)*

- Size** **Frequency**
- Skyscraper Monthly Quarterly Half Year
 - Full Banner

Virtual Advertising

- Educational Webinar \$4,000
- Town Hall Sponsorship \$1,500

Partnership Packages

- Platinum: \$31,000
- Platinum (no Convention): \$16,450
- Gold \$23,000
- Gold (no Convention): \$11,250
- Silver: \$14,000
- Silver (no Convention): \$5,290
- Bronze: \$10,000
- Bronze (no Convention): \$4,230

À la Carte Options

- Associate Membership \$1,000
- 8'x10' Inline Booth \$4,000
Booth Number: _____
- 8'x 10' Corner Booth \$4,500
Booth Number: _____
- 16' x 20' Island Booth \$15,000
Booth Number: _____
- Additional Convention Registrations ____ X \$350 = \$ _____
- Convention Sponsorship \$ _____

Billing Information

Total \$

Make all checks payable to PF Independent Franchisee Council. Visit <https://pffranchisee.org/membership/dues/> to pay with credit card.

Company Name: _____

Billing Contact Name: _____

Billing Address: _____

City, State, Zip: _____

Billing Contact Phone: _____ Billing Contact Email: _____

Signature: _____

(Signature required if securing a booth.)