



**PF Independent**  
FRANCHISEE COUNCIL

# 2024 PARTNERSHIP OPPORTUNITIES

**Connecting You with Planet Fitness Franchisees**



# ABOUT THE FRANCHISEE COUNCIL

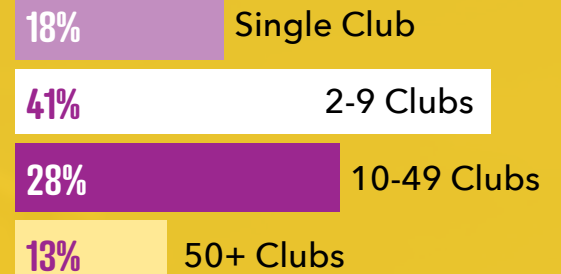
The PF Independent Franchisee Council (PFIFC) is the national trade association representing Planet Fitness® franchisees. PFIFC members own and operate more than 2,000 locations, ranging from single-club operators to franchise groups with more than 150 locations. The organization is dedicated to preserving 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

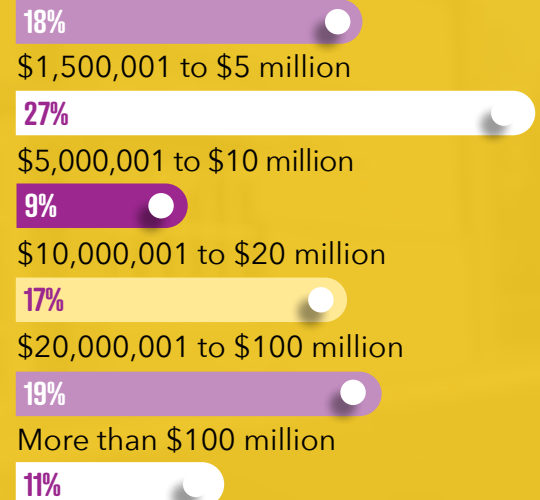
This increased visibility can lead to more networking opportunities to build relationships and develop your business with this growing brand. Contact Ronnae Williams at [ronnaew@pffranchisee.org](mailto:ronnaew@pffranchisee.org) or 678-941-0296 for more information.

## SIZE OF PFIFC OWNERSHIP GROUPS

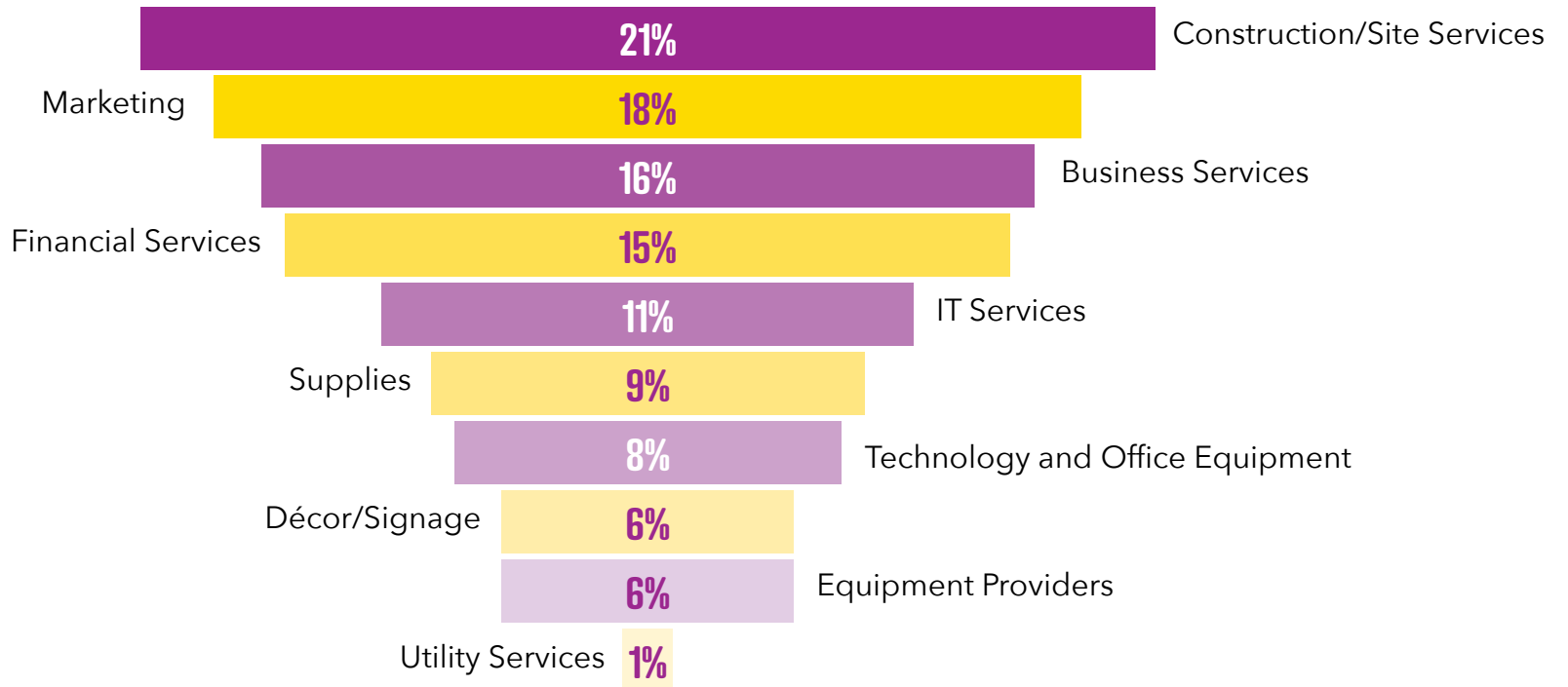


## MEMBERS' BUDGETS

Less than \$1.5 million



## SERVICES OFFERED BY PFIFC ASSOCIATE MEMBERS



## YOUR AUDIENCE

Owner/CEO  
**37%**



C-Level Executive  
**19%**



Director/Vice President  
**39%**



Manager  
**7%**



Other  
**3%**





# Showcase your products and services to Planet Fitness franchisees through

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



## PRINT 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, the Products & Services Directory and on our website is included with your PFIFC associate membership. Complement your company listing with an advertisement to enhance your exposure. Please see the Advertising Specifications on page 9 for more detail on print and digital ad specifications.

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 publication guaranteed special positions are an additional 10%.

	1 ISSUE	2 ISSUES	3 ISSUES	4+ ISSUES
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
2024 - Issue 1	Jan. 30	Feb. 6	March
2024 - Issue 2	April 23	April 30	June
2024 - Products & Services Directory	June 11	June 21	August
2024 - Issue 3	July 16	July 30	September
2024 - Issue 4	Oct. 29	Nov. 5	December



# print, digital and virtual advertising

## MEETING SPONSORSHIP OPPORTUNITIES

Associate members can sponsor a variety of in-person and virtual meetings to reach PFIFC members.

PFIFC hosts quarterly town halls for professionals in various areas of the business, including club operations, marketing, HR, enterprise value and store development/real estate/construction. Associate members looking to reach specific departments within PF ownership groups may select a town hall sponsorship, or for those seeking a broader audience, associate members may develop and present educational content to members on a webinar hosted and marketed by PFIFC. Limited webinar and town hall sponsorship opportunities are available, and town halls sell out quickly.

Sponsorship options are available for monthly virtual Board of Directors meetings, or a select number of opportunities exist to sponsor quarterly in-person Board or Committee meetings. These highly sought-after live options allow you to be face to face with PFIFC leadership and sponsor a meal for the group.

Contact Ronnae Williams at 678-941-0296 or [ronnaew@pffranchisee.org](mailto:ronnaew@pffranchisee.org) for more information.

In-person Board or Committee Meeting, includes meal and 30 min. presentation	\$6,000
Virtual Board Meeting Sponsorship, includes 15 min. presentation	\$3,000
Webinar, includes up to 60 min. presentation	\$3,000
Town Hall, includes up to 10 min. presentation	\$2,500

## DIGITAL ADVERTISING

### WEBSITE

Further your connection with PF franchisees by advertising on the PFIFC website, [www.pffranchisee.org](http://www.pffranchisee.org). You can purchase a skyscraper advertisement on the PFIFC website for as little as \$350/month, and you have unlimited opportunities to submit new or updated ads throughout the year.

### NEWS YOU CAN USE

News You Can Use keeps members informed through a weekly email on current happenings within the brand, news from their fellow franchisees and the fitness industry, and other areas of business interest. By choosing to include your ad in the e-newsletter, you ensure you are landing in inboxes regularly. You may also provide new or updated ads for NYCU monthly.

### PRESSING NEWS SPONSOR SPOTLIGHT

Our monthly Pressing News e-newsletter offers members a quick recap of all the Board of Directors, Brand Operating Committees and internal staff have accomplished on behalf of the brand and continues to be one of our most read communications. As the exclusive sponsor, your company can submit either a static ad or a one-minute or less video in the Sponsor Spotlight at the top of Pressing News.

### SPONSORED E-BLASTS

If you prefer an option that allows your business to stand out, consider our e-blast selection. Within the custom email, you can create a message, eye-catching artwork or embed a captivating one-minute video that will be sent to our member base. The tailored message can be sent to a targeted audience within the PF franchisee community specializing in your business area whether finance/accounting, operations, technology, store development, marketing and more.

DIGITAL AD	MONTHLY	QUARTERLY	HALF YEAR
Website Small Skyscraper	\$350	\$945	\$1,750
NYCU Full Banner	\$350	\$945	\$1,750
Pressing News Sponsor Spotlight Video	\$1,500	\$3,000	
Sponsored E-blast (single email)	\$1,500		



# 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. Booths and sponsorships are available exclusively to our Associate Members.

## 2024 PFIFC Franchisee Convention

April 30-May 3  
Hilton Riverside New Orleans  
New Orleans, Louisiana

### EXHIBITOR BOOTHS

8'x10' Inline . . . . .	\$4,500
8'x10' Corner . . . . .	\$5,000
16'x20' Island . . . . .	\$16,000
Additional Attendee	
Registration . . . . .	\$400





# CONVENTION SPONSORSHIPS

Choose from a wide selection of Convention Sponsorships!



## EVENTS

Board and Committee Dinner, Opening Night Reception, Trade Show, Closing Night Party, Sessions, Morning Run/Walk Tour of NOLA

## FOOD AND BEVERAGE

Breakfast, Coffee Break, Snack Breaks, Smoothie Bar, Espresso and Cappuccino Bar, Registration Bag Snack, Welcome Cocktail

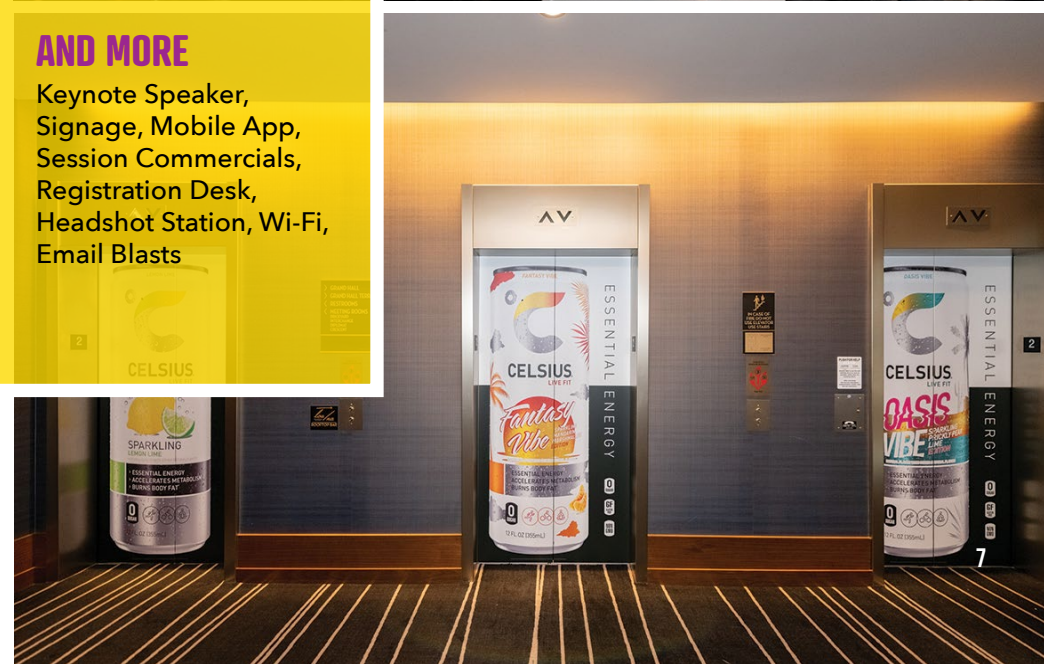


## ITEMS

Welcome Basket, Attire, Registration Bags, Logoed Key Cards, Lanyards, Tumbler, Hurricane Glasses, Air Tags, Roll-up Blanket, Charging Station, Hand Fan, Bottle Opener, Umbrella, Mardi Gras Beads, Office Kit

## AND MORE

Keynote Speaker, Signage, Mobile App, Session Commercials, Registration Desk, Headshot Station, Wi-Fi, Email Blasts







## PLATINUM \$35,000



## GOLD \$25,000

<b>Associate Membership</b>	2024 Associate Membership	2024 Associate Membership
<b>Convention Booth</b>	One 8'x10' corner booth, including one registration	One 8'x10' corner booth, including one registration
<b>Convention Registration</b>	Registration for up to three additional attendees	Registration for up to two additional attendees
<b>Convention Sponsorship</b>	Ability to select one level 4 sponsorship item for the 2024 PFIFC Convention	Ability to select one level 3 sponsorship item for the 2024 PFIFC Convention
<b>Convention Signage</b>	Recognition on 2024 PFIFC Convention sponsor signage and event mobile app; inclusion in mobile app gamification to drive attendees to booth.	Recognition on 2024 PFIFC Convention sponsor signage and event mobile app; inclusion in mobile app gamification to drive attendees to booth.
<b>Print Advertising</b>	<ul style="list-style-type: none"> <li>• One cover-page ad in each 2024 issue of Geared Up</li> <li>• One cover-page ad in 2024 issue of Products &amp; Services Directory</li> <li>• One cover-wrap ad around 2024 Geared Up or Directory issue of your choice - first come, first served</li> <li>• One advertorial in 2024 Geared Up issue of your choice (800 words or less)</li> </ul>	<ul style="list-style-type: none"> <li>• One full-page ad in each 2024 issue of Geared Up</li> <li>• One half-page ad in 2024 issue of Products &amp; Services Directory</li> <li>• One cover-wrap ad around 2024 Geared Up or Directory issue of your choice - first come, first served</li> <li>• One advertorial in 2024 Geared Up issue of your choice (800 words or less)</li> </ul>
<b>Digital Advertising</b>	Full banner ad in weekly News You Can use for 12 months	Full banner ad in weekly News You Can use for six months
<b>Logos</b>	Platinum Sponsor and PFIFC Associate Member logos to use on marketing materials	Gold Sponsor and PFIFC Associate Member logos to use on marketing materials
<b>Social Media Spotlight</b>	Company feature on PFIFC social media channels (Twitter, Facebook, Instagram and LinkedIn)	Company feature on PFIFC social media channels (Twitter, Facebook, Instagram and LinkedIn)
<b>Convention Meeting Space</b>	Complimentary private meeting space (for up to 8) at PFIFC Convention on May 1-2 (limited to 4 - first come, first served)	
<b>Pre-Convention E-Blast</b>	Complimentary pre-Convention e-blast to convention attendees	





## SILVER \$15,000

2024 Associate Membership

One 8'x10' inline booth, including one registration

Registration for up to one additional attendee

Ability to select one level 2 sponsorship item for the 2024 PFIFC Convention

Recognition on 2024 PFIFC Convention sponsor signage and event mobile app; inclusion in mobile app gamification to drive attendees to booth.

- One half-page ad in each 2024 issue of Geared Up
- One quarter-page vertical ad in 2024 issue of Products & Services Directory
- One advertorial in 2024 Geared Up issue of your choice (800 words or less)

Website small skyscraper ad for six months

Silver Sponsor and PFIFC Associate Member logos to use on marketing materials



## BRONZE \$10,500

2024 Associate Membership

One 8'x10' inline booth, including one registration

Registration for up to one additional attendee

Ability to select one level 1 sponsorship item for the 2024 PFIFC Convention

Recognition on 2024 PFIFC Convention sponsor signage and event mobile app

- One quarter-page ad in each 2024 issue of Geared Up
- One quarter-page vertical ad in 2024 Products & Services Directory

Website small skyscraper ad for three months

Bronze Sponsor and PFIFC Associate Member logos to use on marketing materials

# MARKETING BUNDLES



# 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.

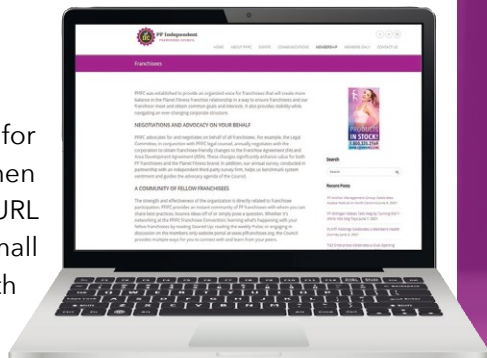
Excessive resolution causes much larger file sizes and processing times. Solid black-and-white "line art" images should be free of screen patterns and have an end resolution of between 600 and 1,200 DPI. Line art images (such as a logo) will produce an undesirable half-toned edge if they have been provided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

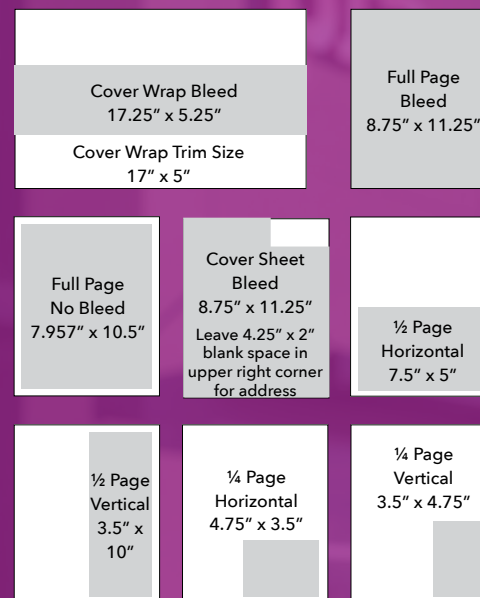
## DIGITAL AD SPECIFICATIONS

The following image files are acceptable for website banner ads: GIF, JPG and PDF. When submitting your file, you may provide a URL to hyperlink the banner ad graphic. Small skyscraper ads should be 120 pixels width x 240 pixels height. News You Can Use banner ads should be 650 pixels width by 150 pixels height.

If you have questions regarding file requirements or design specifications, please contact Jessica Loeding at 678-941-0297 or [jessical@pffranchisee.org](mailto:jessical@pffranchisee.org). PFIFC has final approval on all advertising submissions and may adjust file sizes if needed.



## 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 Jessica Loeding at [jessical@pffranchisee.org](mailto:jessical@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](mailto:VendorManagement@pfhq.com)), via email, no less than ten business days prior to the artwork deadline.





## 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 Product & Services Directory, which is mailed to all members
- A listing in our web directory with company logo and link on [www.pffranchisee.org](http://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):	
Please submit a <b>high-resolution company logo</b> (at least 300 DPI JPG, or EPS file) and a <b>50-word or less company description</b> to <a href="mailto:jessical@pffranchisee.org">jessical@pffranchisee.org</a> . Return completed application via email or mail. <b>EMAIL:</b> <a href="mailto:ronnaew@pffranchisee.org">ronnaew@pffranchisee.org</a> <b>MAIL:</b> PFIFC, Associate Membership   One Overton Park, Suite 980, 3625 Cumberland Blvd.   Atlanta, GA 30339		

### Please select up to two (2) business categories that best apply

#### ☐ BUSINESS SERVICES

Accounting, Human Resources, Legal, Payroll, Tax, Insurance

#### ☐ CONSTRUCTION/SITE SERVICES

Architects, Furnishings, Flooring, Landscape, Painting, Roofing

#### ☐ DÉCOR/SIGNAGE

Artwork, Seating, Décor, Lighting, Signage

#### ☐ EQUIPMENT PROVIDERS

Tanning Equipment, Fitness Equipment, Massage Equipment

#### ☐ FINANCIAL SERVICES

Banking, Brokers, Financing, Estate Planning, Valuations, M&A

#### ☐ IT SERVICES

Software, Support, Internet and Wi-Fi

#### ☐ MARKETING

Agencies, Sales Programs, Publications, Promotional Products, Printing, Public Relations

#### ☐ SUPPLIES

Tanning Accessories, Cleaning Supplies, Safety Equipment, Office Supplies

#### ☐ TECHNOLOGY AND OFFICE EQUIPMENT

TVs, Computer Hardware, Printers, Office Equipment

#### ☐ UTILITY SERVICES

Electricity, Gas, Phone, Cable, Pest Control, Security Systems, Cleaning Services

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. Trade show booths must be paid in full prior to the event. Partnership packages 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 (See page 4 for pricing)

- ☐ Issue 1   ☐ Issue 2   ☐ Issue 3   ☐ Issue 4  
☐ Products & Services 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 (See page 5 for pricing)

### SIZE

- ☐ Skyscraper   ☐ Full Banner  
☐ Pressing News Sponsor Spotlight Video (only monthly & quarterly)  
☐ Sponsored E-blast (\$1,500)

### FREQUENCY

- ☐ 1x   ☐ Monthly   ☐ Quarterly   ☐ Half Year

## MEETINGS

- ☐ In-Person Board or Committee Meeting ..... **\$6,000**  
☐ Virtual Board Meeting Sponsorship ..... **\$3,000**  
☐ Educational Webinar ..... **\$3,000**  
☐ Town Hall ..... **\$2,500**

## PARTNERSHIP PACKAGES

- ☐ Platinum ..... **\$35,000**  
☐ Gold ..... **\$25,000**  
☐ Silver ..... **\$15,000**  
☐ Bronze ..... **\$10,500**

## À LA CARTE OPTIONS

- ☐ Associate Membership ..... **\$1,000**  
☐ 8'x10' Inline Booth ..... **\$4,500**  
Booth Number \_\_\_\_\_  
☐ 8'x10' Corner Booth ..... **\$5,000**  
Booth Number \_\_\_\_\_  
☐ 16'x20' Island Booth ..... **\$16,000**  
Booth Number \_\_\_\_\_  
☐ Additional Convention Registration \_\_\_\_\_ x **\$400** = \$ \_\_\_\_\_  
☐ Convention Sponsorship ... \$ \_\_\_\_\_

## BILLING INFORMATION

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

**TOTAL \$**

Company Name: \_\_\_\_\_

Billing Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Billing Contact Phone: \_\_\_\_\_

Billing Contact Email: \_\_\_\_\_

Signature: \_\_\_\_\_

(Signature required.)

Exhibitor Responsibility Clause: To the fullest extent permitted by law, the person/legal entity described as "Exhibitor" in this clause and in this exhibitor contract (regardless whether such person/legal entity is also described as "Exhibitor" in this contract) hereby assumes full responsibility and agrees to indemnify, defend and hold harmless Hilton New Orleans Riverside ("Hotel") and Hotel's owners, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), as well as PF Independent Franchisee Council ("Group"), from and against any and all claims or expenses arising out of Exhibitor's use of the Hotel's exhibition premises. Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's indemnity obligations in this clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises. The Exhibitor understands that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.