

A smiling woman with blonde hair tied in a ponytail with colorful streaks is in a pool, wearing a blue one-piece swimsuit. She is surrounded by splashing water. In the background, other people are partially visible. The logo 'water in motion' is in the top left corner.

water *in*
motion®

**Sponsor & Partner
Benefits.**

WHY SPONSOR WATERinMOTION®?



WATERinMOTION® is the premiere Aquatic Exercise Program sweeping the nation. WATERinMOTION® reaches more than 6,000 aquatic exercisers daily through 400 certified fitness professionals in over 200 aquatic facilities. Our solid seven-year business model continues to grow and receive accolades through our nationally recognized leadership team. Sara Kooperman, our CEO, earned the Aquatic Exercise Association's (AEA) Global Award for Contribution to the Aquatic Industry, and Connie Warasila, our Program Director and Master Trainer, won the AEA Instructor of the Year award. Setting the standard for excellence, WATERinMOTION® promises brand recognition in this unique and expanding marketplace.

WHAT IS WATERinMOTION®?

WATERinMOTION® sets the standard for water fitness programming, revitalizing the face of aquatic exercise. To keep the member experience fresh, WATERinMOTION® provides new choreography, new music and new marketing every three months to inspire this growing fitness community.

WATERinMOTION® is a licensed aqua exercise program featuring:

- Comprehensive online certifications with an optional 8-hour live training
- Innovative choreography videos featuring top industry professionals
- Companion educational video lectures (each 14-20 minutes in length, similar to TED talks formatting)
- 55 minutes of energizing and customized music
- Extensive choreography booklets, flash cards and quick guides
- A short educational exam guaranteeing a safe, effective and creative class EVERY class



water@scwfit.com // www.waterinmotion.com
Sara Kooperman // 847-562-4020



Upcoming Events

DC MANIA®
February

CALIFORNIA MANIA®
March

FLORIDA MANIA®
May

ATLANTA MANIA®
July

DALLAS MANIA®
August

PHILLY MANIA®
September

MIDWEST MANIA®
October

BOSTON MANIA®
December

Associate Sponsor:
\$2,000 (1-8)
Co-Sponsor:
\$5,000 (1-11)
Premier Sponsor:
\$10,000 (1-21)

YOUR WATERinMOTION® SPONSORSHIP INCLUDES:

Premiere Sponsor Benefits

Co-Sponsor Benefits

Associate Sponsor Benefits

1. Brand recognition on WATERinMOTION® site
2. Website Linkage
3. Brand recognition and link on quarterly released Wautoship reaching every WATERinMOTION® instructor
4. Inserts into WATERinMOTION® Certification welcome bags
5. Logo inclusion in WATERinMOTION® promotional emails
6. Brand recognition in all WATERinMOTION® advertising
7. Student discount coupons included in quarterly released Wautoship package
8. Instructor discount opportunities to certified WATERinMOTION® Instructors
9. Flier distribution at WATERinMOTION® booth
10. Leveraging SCW's (WATERinMOTION® Parent Company's) full email list of over 90,000+ Fitness Professionals for direct communication & brand exposure through eNewsletter and dedicated emails
11. Logo inclusion on 6' x 3' cloth hanging banners provided to each licensed facility
12. Logo inclusion on WATERinMOTION® Expo booth
13. Logo inclusion on quarterly released posters (18" x 24") provided to each licensed facility (2 per facility)
14. Promotional video provided at the conclusion of each WATERinMOTION® quarterly produced training video
15. List of names, home addresses and telephone numbers of WATERinMOTION® Presenters
16. Opportunity to have WATERinMOTION® Staff and/or Presenters wear or utilize branded items throughout the events and filmings - such as product usage, promotional T-shirts, buttons, hats, food sampling, etc.
17. Four-time usage of contact names, mailing addresses and email addresses of all certified WATERinMOTION® Instructors, through a bonded mailing house
18. Access to contact names, mailing addresses, email addresses and phone numbers to all licensed WATERinMOTION® facilities through a bonded mailing house
19. Exclusive Sponsorship: This means that no other exhibitor manufacturing or distributing a same or similar product may sponsor
20. Twelve-time usage of the WATERinMOTION® 1,000+ email list consisting exclusively of aquatic Fitness Professionals
21. Premiere Sponsors retain "right of first refusal" for the next Sponsorship year with a 15% increase