



FITNESS CENTER

DESIGN | MANAGEMENT | STAFFING | CONSULTING | WELLNESS PROGRAMMING

AdvantageHealth Corporation
Bloomington, MN
612.823.4470
www.advantagehealth.com



AdvantageHealth Overview

ADVANTAGEHEALTH FITNESS CENTER EXPERTISE

- Two decades of fitness center design & management experience
- 250 past & present clients throughout U.S.
- 30 fitness centers and counting
- Presence in 25 states
- Currently manage six Downtown Minneapolis fitness centers located in the largest multi-tenant buildings in the Midwest (outside of Chicago): IDS Center, City Center, SPS Tower, The Marq, Capella Tower & 121 South 8th Street

COMPREHENSIVE SERVICES

AdvantageHealth offers best-in-class fitness center services including:

- Design, planning and consulting solutions
- Management and staffing solutions
- Wellness programming solutions

SELECT REPRESENTATIVE CLIENTS



Key Differentiators

KEY DIFFERENTIATORS

Twenty years of award-winning service has established AdvantageHealth as a best-in-class provider of fitness and wellness services. Here are several key differentiators which sets AdvantageHealth apart from our competitors:

First, AdvantageHealth is a **company of controlled growth** and we **focus on a reasonable number of special projects each year** that fit our company mission, philosophy and business plan. Because of this, we are able to give our clients unsurpassed service. This has allowed us to maintain award-winning wellness programming and our clients are not considered a “number”.

Second, **creative programming is AdvantageHealth’s specialty** and a key factor that differentiates us from our competitors. We do not provide “cookie-cutter” programs but instead customize our programs for our members and clients based on their population, resources, specifications and goals for the program. Our five Downtown Minneapolis fitness centers collaborate to offer the latest innovation and trends in virtual group exercise and wellness programming in the industry.

Third, AdvantageHealth is a **comprehensive fitness and wellness management company**. Our staff recognize that well-being is not merely physical health, but also mental, spiritual, environmental and occupational health as well. Therefore, our programming encompasses the full-spectrum of wellness in order to reach out to all populations from the marathon runners, to higher risk individuals, to those afraid to try their first group fitness class. We also offer a variety of delivery modes for our programming, as we understand that not everyone likes face-to-face programs but perhaps telephonic or online programs instead.

Fourth, **customer service is our number one priority**. We expect our staff to provide outstanding customer service to the members and guests they serve. We hire motivating, enthusiastic and professional staff. It is obvious through our low employee turnover and client references that our staff is best-in-class and a major reason why our programs are so successful.

Fifth, because we are a smaller company we can be **flexible with the needs of our clients**. We have found this to be beneficial to our clients that have a constantly changing work environment and they need the vendors that they work with to have flexibility with programming and deadlines.



Diversity & Inclusion

DIVERSITY & INCLUSION

AdvantageHealth's goal as fitness and wellness professionals is to **create a welcoming and inclusive environment that fosters success and positive energy around movement for people of all abilities and cultures.** We believe that all of our employees and clients should feel valued, welcomed, integrated, and included and we accomplish this by focusing on communication, education, accountability, and responsibility. There are many strategies that we integrate to accommodate and make comfortable all participants in our programming.

We believe that first impressions matter, whether we are meeting with participants in person or online. We make sure to communicate clear class descriptions and equipment options so that participants know exactly what to expect. We emphasize that all levels and abilities are welcome, which can help reduce fear amongst new participants. In addition, we offer more challenging classes for those that need it. Our instructors will always show modifications for exercises.

It's important to AdvantageHealth to make sure that we create a welcoming space for our classes. Our instructors arrive early, set the mood in the room and greet participants with a smile. This also applies to our online classes. Our instructors provide many options for the exercises so that participants can choose the version that feels most appropriate. This step alone can reduce the anxiety associated with the fear of embarrassment often associated with uncertainty.

Our instructors are accommodating. If they notice participants who might need special considerations, such as an individual wearing a brace or assistive device, a pregnant woman or any other concern, we take time to ask them about any precautions their doctor may have provided and even walk them through modifications that they can utilize during our classes as needed.

Our instructors have personality! They clearly introduce themselves and describe the plan for the day. By doing so, participants know what to expect, rather than fear what comes next. In our introductions, we will make a statement suggesting that participants listen to their bodies and modify or change any exercise as needed. In other words, our staff remove the pressure of performing at the same level as the instructor or other classmates, and encourage personal body awareness.

We understand that people have different learning styles. Therefore, we **"Tell, Show and Do"**. Clear verbal instruction paired with a sharp demonstration assures that those who may have visual or auditory impairments will feel included and comfortable. We show modifications and adaptations for high-impact or high-intensity exercises. We demonstrate all levels of the exercise, rather than sticking with the highest intensity. We encourage participants to choose the version of the exercise that suits them best in order to build success and inclusion, regardless of experience or fitness level.

Using inclusive language is a priority for our staff. We aim to utilize inclusive words like **"we," "let's," "ours" and "us,"** which helps to create a team mentality. These words signify that everyone is working together rather than alone and group camaraderie is born. We also stick with gender-neutral terms to welcome and include diverse participants such as **"everybody," "team," "group," "squad,"** etc. We place focus on effort rather than competition and help participants tune into the intrinsic rewards of exercise. Feeling strong or energetic helps encourage a healthy lifestyle. External or superficial motivation creates competition, judgment and isolation, which can reduce the cohesion of a class experience.

We celebrate our successes! Our instructors will conclude a class by acknowledging with the group all the hard work completed. We reflect on how great it feels to finish a workout and to have done it together, allowing them a moment to **celebrate and build community.** Our instructors aim to create a space where everyone can feel successful and united in the team experience of movement!

AdvantageHealth Overview: Services

FITNESS CENTER DESIGN, PLANNING & CONSULTING

- Consultation and planning
- Fitness center design and layout
- Lighting, HVAC, storage recommendations
- Fitness equipment selection, layout, and installation
- Member amenities – locker rooms, towel services, retail, etc.
- Access and security planning
- Marketing strategies and promotion
- Policies and procedures development
- Participant enrollment, medical release, and consent forms
- Membership sales, billing, and tracking
- Membership management planning
- Staffing and operations



FITNESS CENTER MANAGEMENT & STAFFING

- Establish wellness program tied to measurable goals and objectives
- Develop/administer fitness center enrollment, medical release and consent forms
- Oversee member management, recruitment and retention
- Develop safety, security and emergency action plans as well as fitness center policies and procedures
- Evaluate effectiveness of programs
- Assess population through HRA, biometric screenings and needs & interest survey
- Implement innovative health promotion programs
- Third party vendor set up & management, (i.e. towel service, fitness equipment, massage)
- Client fitness center website design and maintenance
- Manage retail sales, (i.e. clothing, small fitness equipment, nutrition products)
- Fitness and wellness program administration
- Employee orientations on equipment and facility
- Personal training (one-on-one) or small group fitness training (two to four participants)
- Staffing and supervision of fitness facility
- Analysis of facility utilization and program participation



AdvantageHealth Overview: Staff

FITNESS CENTER STAFF RESPONSIBILITIES

- Manage membership administration
- Oversee daily operation of fitness center
- Provide new member orientations
- Enforce policies and procedures
- Provide fitness assessments
- Provide personalized exercise prescriptions
- Offer one-on-one personal training (fee-based)
- Instruct group exercise classes (i.e. boot camp, tabata, circuit, HIIT, walking/running club, toning)
- Coordinate specialty group exercise instructors (i.e. Zumba, yoga, Pilates, group cycle, CrossFit)
- Coordinate basketball, pickle ball, dodgeball and other team-based leagues
- Provide basic nutritional consultations
- Develop health education materials and a resource library
- Partner with client on health/wellness initiatives
- Manage vendor services (i.e. towels, equipment maintenance, massage, etc.)
- Wipe down equipment and maintain a clean facility
- Wash, fold fitness center towels (if applicable)
- Provide monthly, quarterly and annual reporting to client



ONSITE STAFF QUALIFICATIONS

- AdvantageHealth onsite fitness staff will have earned an accredited degree within the health and wellness field.
- Staff maintain at least one certification in individual and/or group fitness.
- Most staff hold many certifications and are trained in multiple fitness specialties.

AdvantageHealth Philosophy

INTEGRATING OUR PHILOSOPHY

- Create and sustain positive behavior changes through innovative wellness initiatives.
- Cultivate and enhance a culture of well-being by capturing senior level support.
- Inspire individuals to lead healthy lifestyles with motivating physical activity programming that targets the many facets of health.
- Provide seamless fitness center operations utilizing professional onsite staff.
- Uphold our client's reputation as an employer of choice by crafting an annual operating plan based on the needs of the population.



Competitive Advantage: Wellness Programming Solutions

WELLNESS PROGRAMMING SOLUTIONS

WELLNESS CHALLENGES: Incentive campaigns & wellness challenges are designed to create awareness around healthy behaviors, while providing rewards. Typically 3–12 weeks in length, these powerful programs target risk areas and address total well-being backed by the latest research.

GROUP EXERCISE: AdvantageHealth group exercise classes are a great way to build healthy and resilient bodies, while keeping you engaged and motivated. Led by our onsite staff, all basic onsite and virtual group exercise classes (30+ options) are offered at no additional cost to our clients.

SPECIALTY GROUP EXERCISE: These innovative, trend setting classes are led by certified and experienced instructors. Classes can meet weekly, monthly, or can be added to the existing group exercise schedule. Classes include Yoga, Pilates, Zumba and Kickboxing, just to name a few.

INDIVIDUAL & GROUP PERSONAL TRAINING: Whether working with beginners or experienced athletes, AdvantageHealth personal trainers provide professional training programs based on the member's unique needs, bringing new challenges and ideas to their plan. Members will reap positive benefits as our personal trainers help them obtain the positive results they have been looking for.

WELLNESS SPEAKER PROGRAMS: AdvantageHealth seminars allow employees to interact with specialists on popular topics. Choose from over 200 seminars that are presented by a variety of health professionals, coordinated to accommodate schedules and needs.

ACTIVITY CLUBS: Finding the motivation to exercise can be difficult for many people. Activity clubs such as Cycling Club, Running/Walking Club and Triathlon Club are designed to motivate participants with similar interests and goals, making exercise seem easier and more enjoyable. Plan your organization's activity clubs around seasonal or annual events. Clubs can meet weekly, monthly or for a pre-determined number of sessions.

HEALTH EDUCATION & WELLBEING SOLUTIONS: AdvantageHealth partners with registered dietitians, massage therapists, behavior well-being specialists and other health and wellness resources to offer services to fitness center members and non-members.

COMMUNITY ENGAGEMENT: Our health and wellness focus is not only within the programs and services we provide in the fitness center and to our clients, but also within the communities our members live and engage in. Community involvement includes food drives, blood drives, fundraising and volunteer events. The Sandwich Man, Appetite for Change, Wilderness Inquiry and Soles4Souls are just a few of the organizations we support.


WELLNESS COMMITTEE: According to reports from the Wellness Council of America, 70% of the associated costs of illness in this country are preventable. Americans are eating more, moving less and more stressed than ever before. Wellness Committee members meet monthly to advise on wellness programs and services that keep members healthy, informed and engaged. Team members:

- Represent peers by sharing ideas and needs from work areas and colleagues
- Provide feedback on all wellness programs, classes, services, events, and more
- Offer suggestions and communication strategies for addressing barriers, accessibility, inclusion, etc.
- Be a voice of support for a culture of wellness, carrying the message from the Wellness Committee back to the workplace.



Competitive Advantage: Programming Examples

Fitmas Kickboxing




Today Dec. 18, 1pm

- 4 workouts
- Holiday Waltz
- 12 Strikes of Fitmas
- Light up the Tree

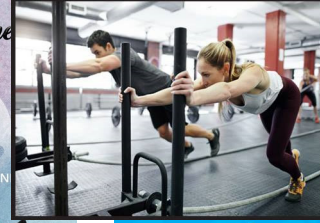
Santas got a Brand New Bag
Let's Go

Relax & Renew
Yoga



RELAX REFRESH RENEW

Thursday, September 20
Faculty Conference Room
5:30-7:00pm



FREE Functional Fitness Clinic

Wednesdays @ Noon
To register e-mail: Fitnesscenter@umassmed.edu
March 7-28th
Learn how to properly lift, move, push and pull weights. Learn movement patterns that apply to every day tasks and chores. Build a stronger spine and core.

STARTING SEPTEMBER 3rd

RUN/WALK with a TRAINER
Every Monday @ 7am



Get your steps or miles in with a trainer!
Meet outside the ASC building by the green @7.
We will walk & run laps around the green.
All fitness levels welcome.

Wednesday Strength & Conditioning
OUTDOOR BOOTCAMP

wednesday July 25
4:30pm w/ Leah
Weather permitting



Pre-registration required
E-mail Fitnesscenter@umassmed.edu

Get Active today with

Couch to 5K



October 5th-26th
Fridays @ Noon
All fitness levels welcome.
To register E-mail: Fitnesscenter@umassmed.edu
Running Clinic with a Couch to 5k focus!
Great for walkers, new runners, injured runners, those looking to correct their form, breathing technique and for anyone looking to increase their endurance!

HAPPY ST. PATRICKS DAY

GO GREEN Raffle


Earn tickets to our prize raffle by:

- Wearing Green
- Taking the Shamrock Hop Class
- Take the running clinic

Shamrock Hop!

MARCH 15th

Plyometric Cardio Class
FRIDAY @ 11:15AM



Running Clinic
Friday @ Noon
All fitness levels open!



Renew Your Vows Day

New Years Resolution Renewal

Did you know that by February 85% of gym goers have quit on their New Years Resolutions?

Join us all day Thursday, February 14th!

- Renew those health vows -
- Commit to a heart healthy habit -
- Contribute to our facility vision board -
- Create new goals with an action plan -
- Work with staff to make it happen with free programming and coaching-


Commit to be FIT!



Thursdays at 12:30
February 7- February 28

Limited spots available
4 class commitment needed

INDOOR ROWING CLINIC



E-mail: Fitnesscenter@umassmed.edu to register

MAY 9th
Ride for a cause

SPIN-A-THON



ASC UMASS Medical Fitness Center Presents

National Employee HEALTH & WELLNESS DAY

May 6, Monday 11-2pm

50 + Vendors Free Samples
Contests Prizes Demos
Educational Resources & More


FREE • EVERYONE WELCOME

Indoor Running Clinic
November 16th, 12pm

Theme: Core Strength & Injury Prevention for Running

Great class for all fitness levels or for those who are injured. There will be NO RUNNING!

To register:
E-mail Fitnesscenter@umassmed.edu



Rally a team to see how many miles you can cover in 2 hours. Each teammate will be responsible for completing a 15 minute heat.

Wednesday, May 9
Time: 4-6 pm
ASC Fitness Center
Minimum \$5.00 entry
*** PRIZES to winning team***

If you wish to participate but don't have a team let us know and we can place you!

To register e-mail Nursingexcellence@umassmemorial.org

ALL PROCEEDS WILL BE DIRECTLY DONATED TO THE COMMUNITY CLOSET

UMMMC Memorial is developing a Community Closet to help patients that are being discharged without necessary clothing. The Closet will provide clothing to patients in need prior to discharge. Help support the start of the Community Closet with your donation. Every little bit counts!

Join us for this fun event at the Medical School Campus- Fitness Center

Competitive Advantage: Wellness Challenges

Wellness challenges are the perfect way to infuse healthy habits virtually or in-person into your worksite, while building engagement, resiliency and even community! Typically 3–12 weeks in length, these powerful programs target risk areas and address total well-being backed by the latest research. All challenges include: customization, tracking sheet, administration, promotional materials, educational materials and follow-up evaluation.

All challenges can be offered onsite, virtually or both!

Stress Less

(7-week challenge)



Wellness Survivor

(8 or 12-week challenge)



Resiliency Challenge

(21-day challenge)



Amazing Race to Wellness

(6 or 8-week challenge)



Team Transform

(10-week challenge)



Whole-Being Bingo

(3-week challenge)



Great White Challenge

(3-week challenge)



Fight the Fatigue

(4-week challenge)



30 Days of Mindfulness

(4-week challenge)



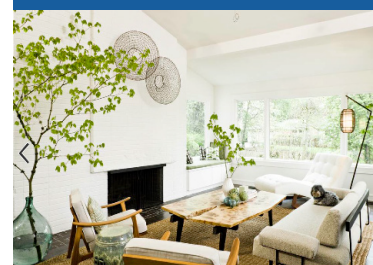
Total Detox Challenge

(4-week challenge)



Simplify Your Life

(3-week challenge)



Slim Down Challenge

(12-week challenge)



Clean Eating Challenge

(3-week challenge)



Deskercise

(4-week challenge)



Strong Bodies

(10-week challenge)



Skyscraper Challenge

(6-week challenge)



Power of Play

(4-week challenge)



Rethink your Drink

(4-week challenge)



Deep Sleep Challenge

(3-week challenge)



Superfood Challenge

(4-week challenge)



New Year, New You

(5 or 10-week challenge)



Hold the Holidays

(4-week challenge)



JustStep!

(8 or 10-week challenge)



Competitive Advantage: Virtual Wellness Programming

VIRTUAL WELLNESS OVERVIEW

AdvantageHealth offers many virtual employee well-being programs to keep your workforce healthy and strong while working remotely during this unprecedented time of COVID-19. Let us help you put together an integrated virtual wellness program for your staff.

VIRTUAL PERSONAL TRAINING: Our certified and professional staff are ready to work with your employees to help them feel more focused and energized to reach their fitness goals from the comfort of their own home. Participants work one-on-one with their trainer online via Zoom or other preferred platform.

WEEKLY WELLNESS EMAIL AND SOCIAL MEDIA CAMPAIGNS: Keep members notified of research backed fitness and wellbeing information as well as ongoing programming within the site. Increase wellness awareness among your members and social media followers.

S.H.A.P.E. WEIGHT MANAGEMENT PROGRAM: S.H.A.P.E. stands for Support Healthy Eating And Promote Exercise, and is a 12-week webinar-based program led by fitness center staff trained in nutrition, fitness, weight management and behavior change strategies. The program focuses on increasing knowledge, coping mechanisms and strategies for managing weight for a lifetime. S.H.A.P.E. includes a weekly 45-minute webinar-based “live” presentation on a designated topic such as goal setting, macronutrients, healthy cooking, meal planning, and workouts to tone and tighten.

LIFESTYLE COACHING: Our health coaches work one-on-one with participants, empowering them to make long-term, healthy changes with physical activity, nutrition, weight management and stress. The 3-6 month program includes bi-monthly online Zoom or phone meetings that build confidence and skills participants can use long past the end of the program. Each session consists of the following topic areas: readiness to change, short-term and long-term goals, motivation, triggers, coping skills and relapse prevention.

VIRTUAL GROUP FITNESS: Our certified staff can teach a variety of group fitness classes over Zoom, Facebook and other platforms. See our sample virtual group exercise class schedule from other fitness centers on our [YouTube Channel](#).

WEBINARS: Most of our AdvantageHealth 200+ seminars can now be offered via webinar.

- **Popular topics during COVID-19 include:** Mindfulness, resilience, stress management, clean eating, office yoga, sleep, physical activity and more.

WELLNESS CHALLENGES: Incentive campaigns and wellness challenges are designed to create awareness around healthy behaviors, while providing rewards.

- **Popular challenges during COVID-19 include:** Stress Less, 100 Mile Challenge, Fit from Home, Resilience Challenge, Superfoods Challenge, Deep Sleep Challenge, 30 Days of Mindfulness and more.



Virtual Wellness Programming

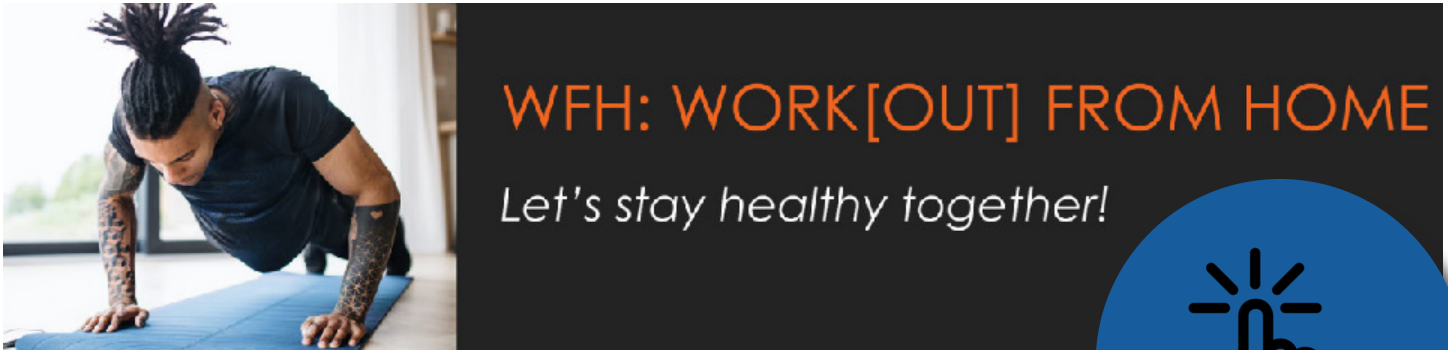


Click on image to watch a quick clip of our virtual wellness programming

Competitive Advantage: Group Fitness Example

GROUP FITNESS SCHEDULES

Below is a sample group fitness schedule that is streamed virtually via Zoom by our fitness center staff.



Move & Mobilize

Jackie
Mondays | 7:15-7:30am

Start your week with a full body stretch. You will get your heart rate up and leave class feeling energized!

[Click to register.](#)

Strength

Sara
Tuesdays | 7:15-7:45am

Sculpt and strengthen your entire body during this muscle-building class. We will use weights for these workouts - get creative with soup cans, water bottles, or other objects if you don't have weights at home!

[Click to register.](#)

Stick Mobility

Paula
Tuesdays | 4:15-4:30pm

This class will be using a stick/pvc pipe/broom handle, to leverage mobility stretches in specific muscle groups throughout the whole body.

[Click to register.](#)

Kettlebell HIIT

Kari
Wednesdays | 4:15-4:30pm

Join in on a fun quick full body 15-minute Kettlebell workout. Expect cardio/strength-based movements to get the heart pumping in 15 minutes. Come to class warm and ready to roll! If you don't have a Kettlebell. You can also use a single dumbbell, weighted plate, backpack, or even a small duffel bag!

[Click to register.](#)

Strength Training

Paula
Thursdays | 12:15-1:00pm

Sculpt and strengthen your entire body during this muscle-building class. We will use weights for these workouts - get creative with soup cans, water bottles, or other objects if you don't have weights at home!

[Click to register.](#)

Bodyweight Burn

Jack
Mondays | 12:15-1:00pm

Bodyweight Burn is exactly as it sounds- a class that uses only your bodyweight. Come to class expecting low impact cardio and strength exercises with high impact options. This class is great for all fitness levels!

[Click to register.](#)

Tuesday Tabata

Jackie
Tuesdays | 12:15-12:45pm

This class is great for all levels - you will complete one exercise for 20 seconds at a time, followed by 10 seconds of rest. This style will blast calories and show results in a short amount of time! Remember, you can do anything for 20 seconds!

[Click to register.](#)

Sweat, Strength, Stretch

Sara
Wednesdays | 7:15-7:45am

This class will give you a total body workout by combining cardio, strength and yoga inspired stretching intervals throughout! Come to the class ready to work but leave feeling accomplished and refreshed.

[Click to register.](#)

Upbeat Yoga Flow

Elizabeth
Wednesdays | 5:15-6:15pm

Upbeat means more flow, more work, and some upbeat tunes. This yoga class will add in some intermediate level poses; some experience is recommended but not required.

[Click to register.](#)

Lower Body Blast

Margaret
Thursdays | 4:15-4:35pm

This quick class focuses on working the abs, glutes, legs and lower back. In only 20 minutes, you're sure to be feeling the burn!

[Click to register.](#)

General

Mondays

This is a calming, stress-reducing class featuring gentle stretching and strength exercises. Recommended for all levels looking for a relaxing, and restorative experience. Great for those newer to yoga or working with special needs or injuries.

[Click to register.](#)

Click on image to see the sample interactive group fitness schedule for AdvantageHealth at City Center

This slow to moderate paced class focuses on the fundamentals of vinyasa yoga including standing, seated, and lying postures. We will gently move from posture to posture to build strength, flexibility, and mindfulness.

[Click to register.](#)

Core & More

Margaret
Wednesdays | 12:15-12:45pm

Looking for a core specific workout? Core and More will focus on the entire core musculature to help your body function as best as possible, as well as strength and cardio intervals.

[Click to register.](#)

Upper Body Burn

Jack
Thursdays | 7:15-7:35am

Shoulders, tris and bis, oh my! An upper body focused workout created to tone your arms, build upper body strength, and work your abs.

[Click to register.](#)

Core & More

Jack
Fridays | 12:15-12:45pm

Looking for a core specific workout? Core and More will focus on the entire core musculature to help your body function as best as possible, as well as strength and cardio intervals.

[Click to register.](#)

Competitive Advantage: AdvantageHealth on YouTube

AdvantageHealth YouTube Channel

- 127 videos have been created by AdvantageHealth within the last year.
- Our certified trainers, yoga teachers and health educators create expert videos on: healthy recipes, health promotion, yoga, stretching, strength training, core, cardio & more!

AdvantageHealth Corporation
Virtual Wellbeing Programs | Employee Wellness Programs | Managed Corporate

AdvantageHealth Corporation
31 subscribers

HOME VIDEOS PLAYLISTS CHANNELS ABOUT Q

Uploads PLAY ALL

Nutrition Myths
No views • 1 day ago

Pre/Post Workout Nutrition
1 view • 1 week ago

How to Boost Brain Function through Food
4 views • 2 weeks ago

Seated Stretches
2 views • 3 weeks ago

Movement Br
10 views • 3 w

3 Tips For Reading Nutrition Labels
2 views • 1 month ago

Easy Crockpot Chili
7 views • 1 month ago

Foundations of a Push Up
10 views • 1 month ago

5 Minute Warm Up
5 views • 1 month ago

5 Minute Cool Down
7 views • 1 month ago

Sciatica Stretches
2 views • 1 month ago

Kettlebell Lower Body Blast
3 views • 1 month ago

Post Running Stretches
11 views • 1 month ago

Morning Stretching Routine
10 views • 1 month ago

Why is sleep so important?
1 view • 1 month ago

5 Tips for a Healthy Heart
11 views • 1 month ago

20 Minute Bodyweight Tabata
18 views • 1 month ago

Foundations of a Squat
6 views • 1 month ago

Simple Salad Recipe
11 views • 1 month ago

Quick Kettlebell HIIT
12 views • 1 month ago

Mini Band Glute Workout
10 views • 2 months ago

Eight Tips To Be Healthy In 2021
1 view • 2 months ago

45 minute Bands and Bodyweight
12 views • 2 months ago

Staying Hydrated
6 views • 2 months ago

Quick Core
9 views • 2 months ago

Setting Goals for a New Year
5 views • 2 months ago

45 minute Sweat Strength Stretch
9 views • 2 months ago

Core & Obliques 9 29 20
9 views • 2 months ago

Vinyasa Flow 10 1 20
3 views • 2 months ago

Click on image view our YouTube Channel with over 100 videos!

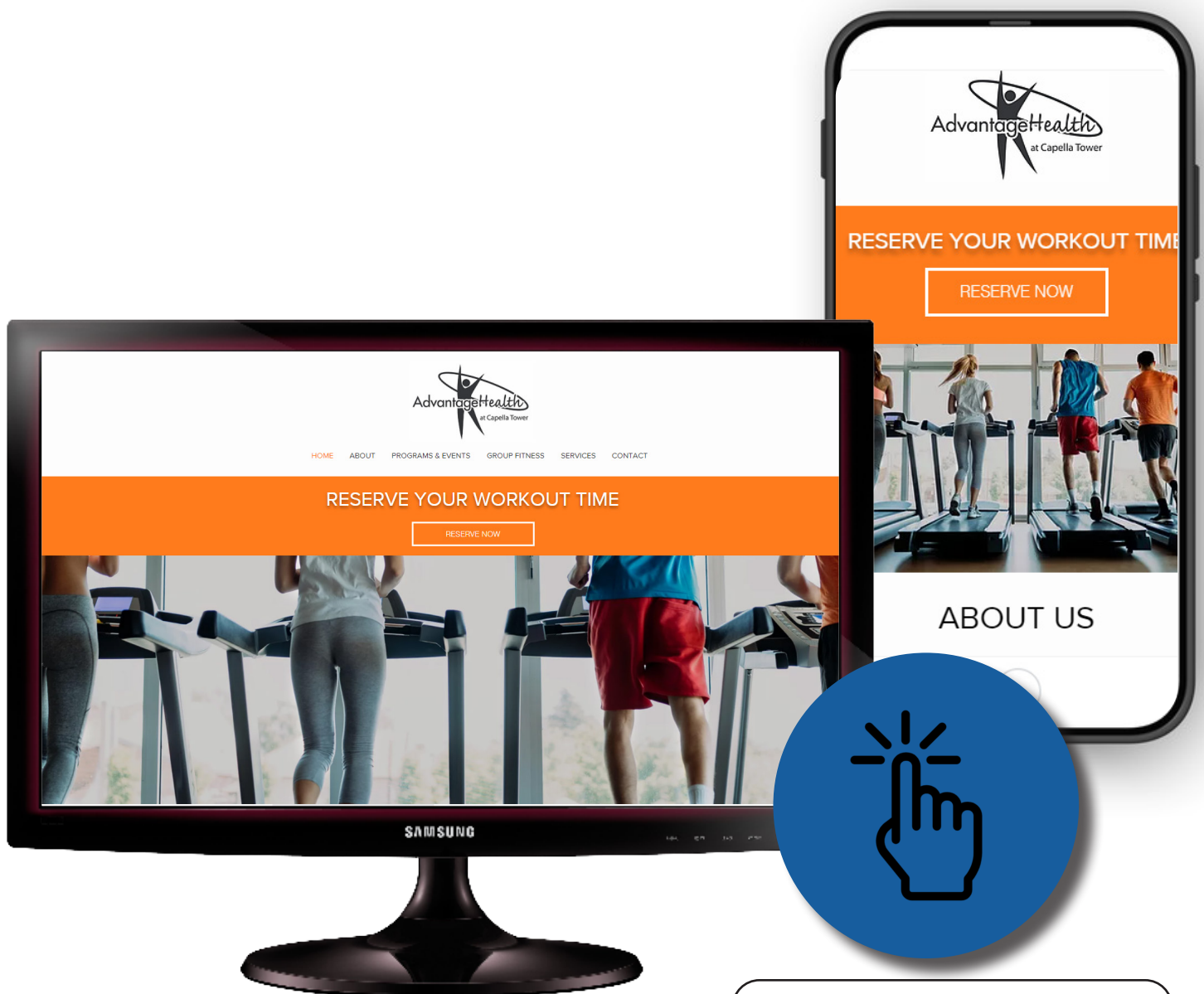
Marketing & Branding: Website Design

WEBSITE DESIGN

- Our website's responsive design works perfect on any device.
- **Roles & Responsibilities:** We can train the onsite fitness staff to make easy updates to the website as our platform is very user friendly, or our dedicated Marketing Manager can make any updates as needed. The Marketing Manager also maintains brand consistency and regularly reviews the site.

WEBSITE ALLOWS MEMBERS TO:

- View current group fitness schedule, wellness program offerings, incentive challenges, personal training specials & more!
- Register for group fitness, personal training, wellness challenges, seminars & more!
- Complete online forms for membership & personal training.

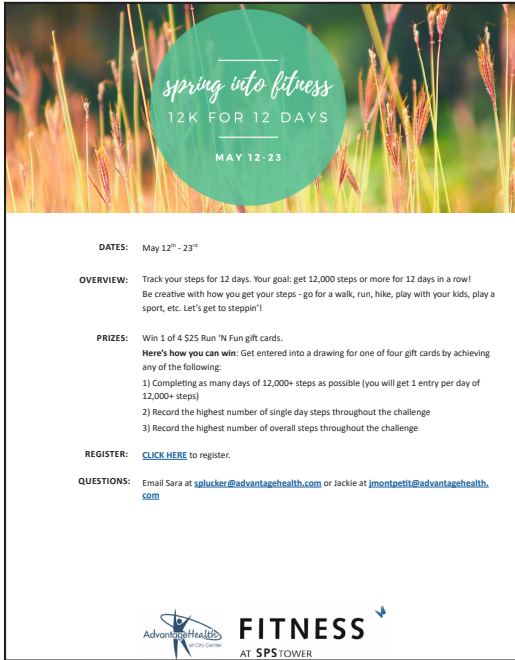


Click on image to see a demonstration of the AdvantAgeHealth at City Center

Marketing & Branding: Programming

WELLNESS PROGRAM MARKETING: EXAMPLE ONE

We also create branded materials to roll out and promote a new wellness challenge and incentive campaigns. For example: program logo, tagline, flyer, social media posts, banner images for social media, and e-blast(s). This step challenge focuses on physical wellbeing as well as mental & emotional wellbeing, highlighting spending time in nature and creative ways to increase one's steps. All items below were designed by our fitness staff and Marketing Manager.



spring into fitness
12K FOR 12 DAYS
MAY 12-23

DATES: May 12th - 23rd


OVERVIEW: Track your steps for 12 days. Your goal: get 12,000 steps or more for 12 days in a row! Be creative with how you get your steps - go for a walk, run, hike, play with your kids, play a sport, etc. Let's get to steppin'!

PRIZES: Win 1 of 4 \$25 Run 'N Fun gift cards.
Here's how you can win: Get entered into a drawing for one of four gift cards by achieving any of the following:

- 1) Completing as many days of 12,000+ steps as possible (you will get 1 entry per day of 12,000+ steps)
- 2) Record the highest number of single day steps throughout the challenge
- 3) Record the highest number of overall steps throughout the challenge

REGISTER: [CLICK HERE](#) to register.

QUESTIONS: Email Sara at spuckert@advantagehealth.com or Jackie at jmontpetti@advantagehealth.com

 **FITNESS**
AT SPS TOWER

PROGRAM FLYER



spring into fitness
12K FOR 12 DAYS
MAY 12-23

SOCIAL MEDIA POSTS

LOGO & TAGLINE



spring into fitness
12K FOR 12 DAYS
MAY 12-23





spring into fitness
12K FOR 12 DAYS
MAY 12-23

 **AdvantageHealth at City Center Fitness Center**
@AHCitycenter · Gym/Physical Fitness Center

Home Groups Jobs Events More

Like Comment Share

About

40 South 7th Street, Ste 122
Minneapolis, MN 55402

MINNEAPOLIS

AH at City Center is a Corporate Fitness Center that specializes in employee wellness programs, group exercise classes, and personal training.

114 people like this

147 people follow this

Create Post

Photo/Video Check in Tag Friends

AdvantageHealth at City Center Fitness Center
7h · 9h
Are you joining us for class today?
<https://www.ahcitycenter.com/virtual-class-schedule>

Prilava 12-15, 12-45pm

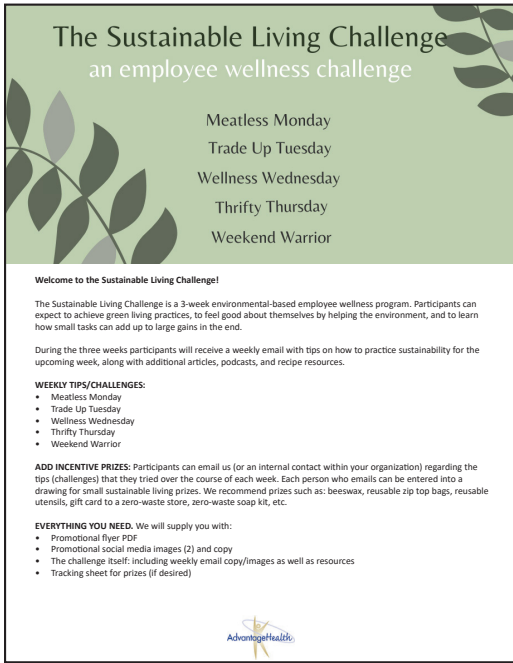
SAMSUNG

BANNER IMAGE ON SOCIAL MEDIA

Marketing & Branding: Programming

WELLNESS PROGRAM MARKETING: EXAMPLE 2

Another example of a sustainability challenge focused on environmental wellbeing, as well as physical wellbeing. All items below were designed by our fitness staff and Marketing Manager.



The Sustainable Living Challenge
an employee wellness challenge

Meatless Monday
Trade Up Tuesday
Wellness Wednesday
Thrifty Thursday
Weekend Warrior

Welcome to the Sustainable Living Challenge!

The Sustainable Living Challenge is a 3-week environmental-based employee wellness program. Participants can expect to achieve green living practices, to feel good about themselves by helping the environment, and to learn how small tasks can add up to large gains in the end.

During the three weeks participants will receive a weekly email with tips on how to practice sustainability for the upcoming week, along with additional articles, podcasts, and recipe resources.


WEEKLY TIPS/CHALLENGES:

- Meatless Monday
- Trade Up Tuesday
- Wellness Wednesday
- Thrifty Thursday
- Weekend Warrior

ADD INCENTIVE PRIZES: Participants can email us (or an internal contact within your organization) regarding the tips (challenges) that they tried over the course of each week. Each person who emails can be entered into a drawing for small sustainable living prizes. We recommend prizes such as: beeswax, reusable zip top bags, reusable utensils, gift card to a zero-waste store, zero-waste soap kit, etc.

EVERYTHING YOU NEED: We will supply you with:

- Promotional flyer PDF
- Promotional social media images (2) and copy
- The challenge itself, including weekly email copy/images as well as resources
- Tracking sheet for prizes (if desired)



PROGRAM FLYER



The Sustainable Living Challenge
a 3-week challenge to help you live more intentionally

April 12th - 30th

Meatless Monday
Trade Up Tuesday
Wellness Wednesday
Thrifty Thursday
Weekend Warrior

SOCIAL MEDIA POSTS

LOGO & TAGLINE





The Sustainable Living Challenge
3 weeks of green living practices

Live better. Feel better.
Starts APRIL 12



E-BLAST DESIGN



The Sustainable Living Challenge
3 weeks of green living practices

Every day is Earth Day.
Starts APRIL 12

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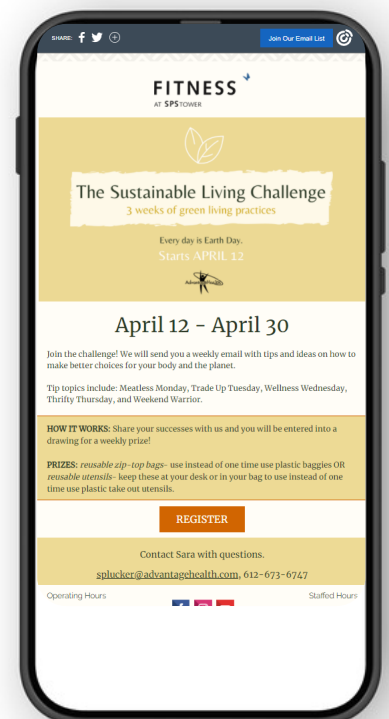
About See All

40 South 7th Street, Ste 122
Minneapolis, MN 55402


MINNEAPOLIS

AH at City Center is a Corporate Fitness Center that

BANNER IMAGE ON SOCIAL MEDIA




FITNESS
AT SPS TOWER



The Sustainable Living Challenge
3 weeks of green living practices

Every day is Earth Day.
Starts APRIL 12



April 12 - April 30

Join the challenge! We will send you a weekly email with tips and ideas on how to make better choices for your body and the planet.

Tip topics include: Meatless Monday, Trade Up Tuesday, Wellness Wednesday, Thrifty Thursday, and Weekend Warrior.

HOW IT WORKS: Share your successes with us and you will be entered into a drawing for a weekly prize!

PRIZES: reusable zip-top bags- use instead of one time use plastic baggies OR reusable utensils- keep these at your desk or in your bag to use instead of one time use plastic take out utensils.

REGISTER

Contact Sara with questions.
splucker@advantagehealth.com, 612-673-6747

Operating Hours Staffed Hours