



Cultivating the **Sit and Be Fit** Niche Market

Sponsorship Opportunities



What is Sit and Be Fit™?

Sit and Be Fit™ is an award winning non-profit committed to healthy aging. The Sit and Be Fit™ TV show with Mary Ann Wilson has been broadcast on PBS since 1987 and is a media success story. The medically based exercise series was originally designed for seniors and anyone needing slow gentle movement, but has proven effective for anyone. Sit and Be Fit™ has a loyal niche market of viewers who set their clocks by the program, which airs 33,000 times annually with 85% penetration in the top 25 media markets.

The nationally syndicated series caters its functional fitness programming to older adults, those who are overweight, rehabilitating from injury or managing various conditions. Surprisingly, it has also developed a large fan base and brand recognition among younger generations growing up with Sit and Be Fit™ on PBS daytime television. The program is popular because it makes people feel and function better, and because of the uniquely likeable program host, Mary Ann Wilson.

Who is Mary Ann Wilson?

Mary Ann Wilson is a registered nurse and founder/host of Sit and Be Fit™. For 23 years, she's been a friendly face on PBS daytime television, connecting with viewers of all ages. Wilson is a recognized leader in the field of senior fitness and the pioneer of chair exercise. She is currently a national spokesperson for the Coalition to Prevent DVT (deep vein thrombosis) and recently appeared on the Today Show. Wilson speaks nationally on topics related to healthy aging and wellness.



Who are Sit and Be Fit™ Viewers?

Sit and Be Fit™ has the unique advantage of reaching a variety of demographics. Seniors are the natural target audience and provide a strong following of the show. In addition, children of seniors continue to play an ever-growing active role in the healthcare decisions of their parents, and awareness among this demographic continues to thrive. Thirdly, an unlikely fan base of younger adults shares awareness of the program after growing up watching Mary Ann on PBS.

There are not many brands or services that have the power to reach three key demographics. Consider the Sit and Be Fit™ potential audience as reported by Trac Media Services:

- Over 48 million adults 18 – 34
- Over 45 million adults 35 – 49
- Over 67 million adults 50+

Not to mention the opportunity to reach sub-sectors, including:

- Older adults
- Those managing chronic conditions
- Overweight individuals
- Those rehabilitating from injury



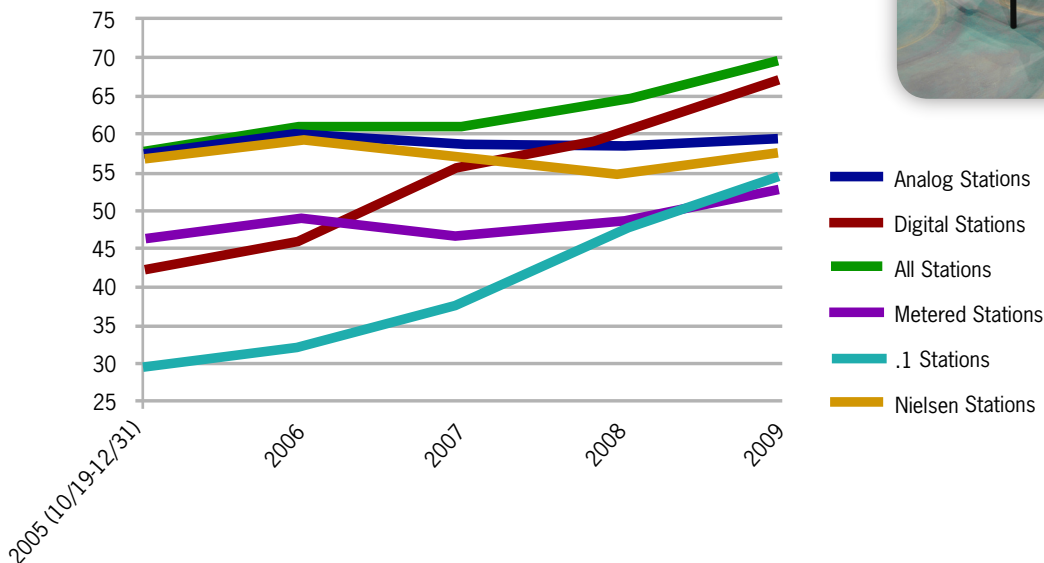
Why partner with Sit and Be Fit™?

SBF's Carriage:

- Airs in 85% of the top 25 U.S. markets
- **Airs 33,000 times annually**
- **Carried in 114 markets representing 70% of the U.S.**
- Carriage has grown 14.8% in the last three years
- Broadcast on PBS available in more than 60 million households



Carriage Growth:



Co-branding opportunity with a nationally recognized reputable brand

- Airs in 85% of the top 25 U.S. markets
- Monthly gross impressions: Adults 55+: 232,000; K2-11: 77,000
- Exposure in hundreds of smaller markets accross the country creates a great promotional opportunity for you to reach active people where you may not currently have national coverage

Sponsorship opportunities within the 30-minute television program

- Highly targeted audience
- Reduced advertising competition due to public television regulations
- Implicit endorsement by Mary Ann Wilson, a trusted national leader in senior fitness for over 20 years

Mission:

Sit and Be Fit™ is a media based non-profit organization committed to healthy aging and improving the quality of life for all through functional fitness and medically safe exercise.

Purpose:

To reach as many people as possible with the message that easy, safe exercise can slow down the aging process, facilitate healing and help the body feel good.

More about Sit and Be Fit™:

- Recognized by the National Council on Aging as a “Best Practice” program in Health Promotion
- Winner of 18 national awards for excellence in health and fitness media programming
- Doctor recommended
- Designed with a team of healthcare professionals
- Has a unique niche of loyal followers and a dynamic pool of new viewers
- Focuses on exercises that can be done primarily from a seated position
- Ongoing stream of testimonials; life changing results
- Product line includes DVD workouts for Safe Driving, Brain Fitness, Balance and Fall Prevention, Arthritis, Diabetes, Osteoporosis, Fibromyalgia, Parkinson's and Caregivers
- New workouts scheduled for release in the next six months include: Boomers Workout, COPD, Office Workers Workout.

Winner of 18 national awards for excellence in health and fitness media programming



More about Mary Ann:

- Background in geriatrics and post-polio rehabilitation
- Author of several publications including Chair Exercise For Seniors
- Producer of 260 syndicated television programs and 24 VHS/DVD workout products

Exclusive National Sponsor \$325,000

One year exclusive access to Sit and Be Fit's™ T.V. viewers,
consumers purchasing DVDs and visitors to the web site

Option to renew 2nd consecutive year at \$300,000

Option to renew 3rd consecutive year at \$275,000

On Air Benefits:

- Total of 275 hours of on-air recognition
 - Recognition on 20 new episodes and 90 repeat episodes
 - :15+ spot to air at the beginning of each episode
 - :15+ spot to air at the closing of each episode
- Approximately 33,002 program runs
- Total of 66,004 single spot runs

Off Air Benefits:

Products

- :30 promotional spot edited into two new DVD products
- Logo on packaging for two new DVD products
- Promotional print piece inserted into all DVD and VHS packaging
 - Estimated 11,000 DVD/VHS products sold annually

Web

- An average of 7,100 unique visitors per month
- Banner Ad on sitandbefit.org, sitandbefit.com home page
- Option to update banner ad artwork once per month
- One dedicated page on website and database opportunity
- Collect contact information from interested viewers via database on web page
- Web link from homepage

Email newsletters

- Logo recognition and contact information listed on 12 monthly email newsletters
- Monthly distribution-10,000 addresses and growing

Event

- One appearance by Mary Ann Wilson, RN, at an on-site event 30-60 minute event or conference presentation at a site of your choosing
- Travel included

Future opportunity

- First right of refusal for following year
- Discounts on consecutive underwriting
- Upcoming 2011 Updated Marketing and Strategic Plan Launch
 - Brand refresh and increased retail production
 - New Vision Launch – “Capitalizing on our Success”



Gold Sponsor \$250,000

One year shared exposure to Sit and Be Fit's™ T.V. viewers, and visitors to the web site

On Air Benefits:

- Total of 183 hours of on-air recognition
 - Recognition on 20 new episodes and 90 repeat episodes
- :10 spot to air at the beginning of each episode
- :10 spot to air at the closing of each episode
- Approximately 33,002 program runs
- Total of 66,004 single spot runs

Off Air Benefits:

- Products
 - :15 promotional spot edited into two new DVD products
- Web
 - Shared Banner ad on the "Where We Air" page of Sitandbefit.org
 - Option to update banner ad artwork once per quarter
- Email newsletters
 - Logo recognition and contact information listed on six monthly email newsletters



Silver Sponsor \$200,000

One year shared exposure to Sit and Be Fit's™ T.V. viewers

On-Air Benefits:

- Recognition on new season episodes, 40% of yearly airings
- :10 spot to air at the beginning of each episode
- :10 spot to air at the closing of each episode
- Approximately 13,200 program runs
- Total of 26,400 single spot runs
- Total of 73 hours of air time
- 20 total episodes per season

Off-Air Benefits:

- Web
 - Shared Banner ad on the "Where We Air" page of Sitandbefit.org
 - Option to update banner ad artwork once per quarter



The passion shared by Sit and Be Fit™ viewers

"I was in the hospital and unable to walk more than ten yards, I began exercising with you from the TV in my room. To the surprise of the doctors and myself, I walked out of the hospital five months later. I believed then, and continue to believe now, that your exercises did more for my recovery than any of the other treatment procedures."

Monty C. Ph.D., LCDC Houston, TX

"My doctor asked me what had changed sense my last yearly check-up as my blood pressure had changed from 142/80 to 116/70. The only difference was that I had been exercising with Sit and Be Fit™ daily for about 3 months. She said to keep up the good work. A week later I received the results of the blood work and another pleasant surprise, my cholesterol count was 180; down from 207 last year."

Betty T. Fowlervitte, MI

"I just started Sit and Be Fit™ and it is doing wonders for me. It is the only exercise I can tolerate because of Osteoarthritis and neuropathies. My doctor thinks it is a great program. Thanks to Mary Ann Wilson and staff."

Harold C. Graham, WA

"After two years of various painful symptoms, lingering dry mouth, falling hair, swollen legs, severe itching, complicated by shingles, and no remedy since it was an unknown ailment, I discovered the Sit and Be Fit™ exercise program on local TV. I got out of my rocker and began your daily half hour of exercises. Gradually my strength returned, and most of the symptoms disappeared."

Sally L. Mendecino, CA

"You are an inspiration to all your viewers to stay in shape. Since 1945, while a student at Ohio State University, I have been a fashion model, and now at my 79 years, I still do occasional shows and give your Sit and Be Fit™ show much credit for the shape I'm in. On days when I can't be gardening, playing golf or tennis, I can do my exercising with you and your charming voice on TV. What a blessing you are with your programs."

Mary C. H. Redington Beach, FL



Thank you for your consideration

To discuss your sponsorship opportunities, please
contact Mary Ellen Cole at:

- **Phone** **541-944-7693**
- **Website** **www.sitandbefit.org**
- **Email** **maryellen@sitandbefit.org**