



FRANCO'S 1ST ANNUAL LOSE DAT® SPONSORSHIP

MARCH 6 - APRIL 28, 2023

Franco's announces the Lose Dat® 8-Week Team Weight Loss Challenge for our **20th Season!**

Lose Dat® has always been centered around the community and has helped over 4,200 participants not only change their relationship with fitness but lose over 35,400 pounds to date. While weight loss is the number one reason people join fitness clubs, finding the right program and community enhances their overall experience. Franco's has strived throughout the years to build a program that offers real results and provides participants with the right tools and education to keep the weight off long-term. The success of Lose Dat® has spread beyond our walls garnering national acclaim at the International Health, Racquet & Sportsclub Association in Las Vegas with Franco's receiving the "Outstanding Community Service" award.

At Franco's, serving the community is the cornerstone of our brand. More than a just a facility, Ron and Sandy Franco and their devoted team of professionals have worked tirelessly since its doors opened in 1988 to bring fitness beyond these walls to promote, educate, and facilitate healthy lifestyles within the community. To celebrate our 20th season, we are offering businesses the opportunity to support a Lose Dat® participant on their 8-week journey as a sponsor, and we want you to be a part of it! To give back to the community, that has built us over the last 35 years, a portion of the sponsorship proceeds will be donated to Lynhaven Retreat, a charity owned and operated by the New Orleans Mission.

About Lose Dat®

Lose Dat® is a Team Weight Loss Challenge comprised of an **8-week program specifically designed for men and women of all shapes and sizes** who are looking to make a measurable physical change in their overall health and fitness. This program offers participants results-oriented fitness workouts led by certified personal trainers, nutritional education from a licensed nutritionist, and team support. The combination of professional instruction, education, accountability, and empowerment programs offer participants the opportunity to achieve life-changing transformations.



Lose Dat® is a huge part of my life - it's a health journey that not only has helped me physically and emotionally; it is the difference between just being alive and actually living life.

John P, 7x Lose Dat® Participant



About LynHaven Retreat

The Lynhaven Retreat, a local charity owned and operated by the New Orleans Mission, is a fresh start for women and their children who have escaped the grips of domestic violence and abuse and want to start a new life. It opens its doors as an emergency shelter for women escaping the dangerous situations of trafficking, physical and sexual abuse and addictions.

These women have made a bold choice to break free from all of these dangerous situations and are now ready to re-engage and become the woman they have always intended to be. As a women's shelter, they provide food, clothing, shelter and spiritual guidance to the homeless, hurting, and hungry. They give these women hope and help them focus on their recovery, reengagement back into society and reunification with their children and family.

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“My life revolved around the three A’s: abuse, abandonment, and addictions. Abuse from those I thought would never hurt me, abandonment from those I thought would never leave me, and addiction to things I would have never thought I would get wrapped up in. After years of roaming, I was searching desperately for something to give my life to, but it was all temporary. I was willing to hurt myself, sell myself, condemn myself... anything to bring an end to the pain I was engulfed in... There was no way out until I found Lynhaven.” -Sirena





SPONSORSHIP OPPORTUNITIES

Franco's Lose Dat® Team Weight Loss Program

A Nationally Recognized, Award-Winning* 8-week Team Weight Loss Program

Franco's is offering sponsorship opportunities to businesses at an introductory rate. Market your business to our program participants and receive exposure to over 10,000 Franco's members plus the local community.



LOSE DAT SILVER SPONSORSHIP

Your sponsorship will make it possible for your Lose Dater to participate in Lose Dat® to start their health journey.

Leaderboard Placement

Your name or business will be listed on leaderboards next to your Lose Dater for 8 weeks

Finale Party

1 ticket to the Lose Dat finale party

PARTICIPANT FEE ONLY

\$700



INTRODUCTORY GOLD SPONSORSHIP

All of the sponsorship perks from the Silver package plus...

Emails (valued at \$125/email)

Your business will be featured as a sponsor on 10+ weekly e-mail blasts to participants during the program + your business logo will be featured with all sponsors on our monthly e-newsletter to all Franco's members.

Digital Signage at our Program Promotional Area (valued at \$350/mo)

All Gold Sponsorships logos will be on a rotating slide on our program / event promotional loop on the 50" flat LED screen located in the main lobby of Franco's where over 2,000 people pass by daily.

Social Media (valued at \$250/mo)

Your business will be featured with all Gold Sponsors in a featured post on our Lose Dat® Facebook page with a link to your website or social media page.

Finale Party (valued at \$75/ticket)

2 total invitations to our finale party. Placement for additional promotional materials at our promotional table located inside the event. Proposed date: May 4, 2023

PARTICIPANT FEE + SPONSORSHIP FEE

~~\$2500~~ | **\$1200**



INTRODUCTORY PLATINUM SPONSORSHIP

All of the sponsorship perks from the Gold package plus...

Franco's Website (valued at \$300/mo)

Your business logo will be featured as a Lose Dat® sponsor on the home page banner rotation on francosmandeville.com for the entirety of the program, plus, a link to your business website or social media page will be listed on the Lose Dat landing page.

Social Media (valued at \$500/mo)

Your business will be featured in a post on both the Franco's & Lose Dat® Facebook pages with a link to your website or social media page.

Print Banner (valued at \$250/mo)

Placement on our custom vertical 2' X 4.5' Platinum Sponsorship banner and stand provided by Franco's, with your business name and logo where it will be displayed at high-traffic locations inside the club and all Lose Dat® events.

Promotional Day at Franco's (valued at \$350/event)

Your business will be given the opportunity to schedule a time slot to set up a promotional table in the main lobby of Franco's where 2,000 members pass per day to promote your goods and services.

Finale Party (valued at \$75/ticket)

4 total invitations to our finale party. Placement for additional promotional materials at our Platinum promotional table located inside the event. Proposed date: May 4, 2023

PARTICIPANT FEE + SPONSORSHIP FEE

~~\$5000~~ | **\$1800**

Cash Donation: ☐ \$100 ☐ \$250 ☐ \$500 ☐ other: ____ ☐ CTA: Please charge my account

YES! I would like to sponsor a participant in the Spring 2023 Lose Dat® Team Weight Loss Challenge.

BUSINESS NAME

BUSINESS REPRESENTATIVE

ADDRESS

EMAIL | PHONE # | WEBSITE

☐ Silver ☐ Gold ☐ Platinum

Checks payable to Franco's

Call 985.792.0205 or email
jminor@myfrancos.com with any questions!

Thank you for your donation. A portion of the proceeds will be donated to Lynhaven Retreat.