



In partnership with



WEforum, a Women's Education Forum, is a female-led organization comprised of hundreds of women volunteers who share a passion for promoting health and wellness. WEforum focuses on educating and empowering the community by developing youth programs and concentrating on women, who spend more dollars on healthcare and suffer higher rates of chronic illness than men. Statistics also say they are the primary decision-makers as it relates to healthcare for the entire family. WEforum's goal is to change the healthcare paradigm by concentrating on behavior modification.

To accomplish this, WEforum developed 5 Pillars of Health: Eat, Move, Breathe, Sustain and Connect for Life. Together these pillars create a well-rounded platform of information to guide one towards a healthy life. Across these pillars, WEforum has developed programs that have been co-sponsored with local community leaders and educational institutions. The programs focus on a range of topics including promoting a healthy lifestyle with educational activities for early detection and prevention. Many WEforum programs target specific community needs such as: Wise Up: Teen Advocacy Group, teens promoting health and wellness; Curious Gardener Summer Camp, science, reading, math, and art taught around soil and the garden; WEforum Lecture Series, based on a variety of health and wellness subjects; Step Up: Advocates Changing Tomorrow, environmental advocacy; and WEsupport, Women Helping Women, support for women with children diagnosed with ADHD.

The money raised through our health and wellness educational conferences and annual Fit Crawl event fund free educational health and wellness programs and services developed by Monmouth Medical Center (MMC), an RWJ/Barnabas Health facility.

In partnership with MMC and other community organizations that share our vision, we strive to enact positive changes in our collective community health care outcomes. WEforum is committed to spreading knowledge on how to live a happier, healthier and more balanced life.

*'When you educate a woman,
she empowers her family,
and together
WE can evolve a community.'*

Due to COVID-19, all in-person classes for the Fit Crawl will comply with the CDC guidance and rules outlined by the State of N.J. Executive Orders in place to govern fitness facilities. Participants will be required to wear masks, be temperature screened, answer questions required by the fitness facilities, and maintain physical distancing. Those who do not comply will be asked to leave. There are no refunds for non-compliance with COVID-19 protocols. For more information on what to expect at your fitness facilities, [click here](#)

<https://covid19.nj.gov/faqs/nj-information/reopening-guidance-and-restrictions/are-gyms-open-what-rules-or-safety-guidance-must-they-follow#direct-link>



In partnership with

**Monmouth
Medical Center**

**RWJBarnabas
HEALTH**

Why do a pub crawl when you can do a Fit Crawl?

Since 2016, WEforum has organized, marketed and promoted an annual Fit Crawl to motivate our community to “Move for Life”. Partnering with local health and wellness studios, vendors and other local partners, the event allows each participant a sampling of 3 fitness/wellness classes followed by a “Happy Hour” at a local venue.

This year, the Fit Crawl 2021 will deviate from our traditional event format due to Covid-19 and instead of a one-day event with back-to-back classes, we will have 8 days of a full schedule of events, 80+ staggering studio classes and lectures from April 17th to April 24th. Classes and lectures will either be live streaming on Facebook, live in-person or pre-recorded. There will be NO live post-crawl event this year, but we will return in full force next year.

We are looking for interested organizations and brands to participate in this year’s 6th Annual WEforum Fit Crawl 2021 who see themselves aligning with our mission, our event and the participants in this demographic. There are numerous sponsorship opportunities including full page ads in the Two River Times (circulation 20,000), newsletters (circulation 10,000+) and social media (1000’s+).

Saturday, April 17th - Saturday, April 24th

Studio Classes Live Streaming and Pre-recorded

Lectures Live Streaming or Pre-recorded

**Attendees: 350+ Monmouth and Ocean county residents, largely female aged 30-60+
with a focus this year on bringing in younger child demographic of 14-17
as well as increasing male demographic**

Past Event Media:

<https://patch.com/new-jersey/redbank/sign-monmouth-countys-fit-crawl-april-13>

<https://patch.com/new-jersey/redbank/calendar/event/1517680800/285670/weforum-fit-crawl-over-20-gyms-to-choose-from>

<https://tworivertimes.com/new-year-of-fitness-weforum-sends-a-message-of-fitness/>

<https://www.gloucestercitynews.net/clearysnotebook/2019/12/why-do-a-pub-crawl-when-you-can-do-a-fit-crawl.html>

<https://parkbench.com/event/weforum-fit-crawl-2020>

Fit Crawl Sponsorship Opportunities and Donations

Sponsorship is a great way to market your organization and help our local community as well. We expect more than 300 participants at our event, which gives you viable exposure to a cross-section of Monmouth County residents.

EVENT SPONSOR: \$5,000

- Name, Link to Business & Logo listed on all Social Media
- Company information on footer of all print materials
- Company information on WEforum Fit Crawl registration page
- Signage on FaceBook streaming or pre-recorded event
- Sponsorship of one feature article in WEforum monthly newsletter / month of your choice
- Company logo on WEforum Website
- 15 Participant Tickets to Fit Crawl

PROGRAM SPONSOR - \$2,500

- Name, Link to Business & Logo listed on all Social Media
- Company information on WEforum Fit Crawl registration page
- Signage on FaceBook streaming or pre-recorded event
- Company logo on WEforum Website
- 10 participants Tickets to the Fit Crawl

COMMUNITY SPONSOR - \$1,000

- Name, Link to Business & Logo listed on all Social Media
- Signage on FaceBook streaming or pre-recorded event
- Company logo on WEforum Website
- 6 participants Tickets to the Fit Crawl

WELLNESS SPONSOR: \$500

- Name, Link to Business & Logo listed on all Social Media
- Opportunity to gift Fit Crawl participants with gift/coupon to business
- 4 Participant Tickets to Fit Crawl

FRIEND SPONSOR: \$250

- Name, Link to Business listed on all Social Media
- Opportunity to gift Fit Crawl participants with gift/coupon to business
- 2 Participant Tickets to Fit Crawl

INDIVIDUAL SPONSOR: \$100

- Name, Link to Business listed on all Social Media
- Donation made in your name supporting Monmouth Medical Center and WEforum health and wellness programs provided to the local,underserved communities
- 1 Participant Ticket to Fit Crawl

GIFT / DONOR

- Provide participants with virtual gift to your business (coupon, free visit, etc...)
- Gifts will be shared via the FaceBook Live Page and other media streams available

Studio Sponsorship (CLOSED)

Fitness and Wellness studios offer 1, 2 or 3 classes for the Fit Crawl on April 17th - 24th, 2021. Studios must actively market to their members and also promote the Fit Crawl on all their social media channels and communication methods.

- Logo Inclusion Marketing Materials*
- Two River Times Advertisement

Due to COVID-19, all in-person classes for the Fit Crawl will comply with the CDC guidance and rules outlined by the State of N.J. Executive Orders in place to govern fitness facilities. Participants will be required to wear masks, be temperature screened, answer questions required by the fitness facilities, and maintain physical distancing. Those who do not comply will be asked to leave. There are no refunds for non-compliance with COVID-19 protocols. For more information on what to expect at your fitness facilities, [click here](#)

<https://covid19.nj.gov/faqs/nj-information/reopening-guidance-and-restrictions/are-gyms-open-what-rules-or-safety-guidance-must-they-follow#direct-link>.



In partnership with



Looking for another option to help support the WEforum Fit Crawl, proudly partnered with Monmouth Medical Center?

Together WE Achieve More! Team Sponsorship

Buy a bundle of tickets for your organization or donate to those in need! This team building opportunity encourages health and wellness participation in our event! You receive personalized sign-up coordination by our Fit Crawl team and priority sign-ups to classes. This is a limited opportunity, so secure your Fit Crawl team today! Contact us for more information.

Social + Media Supporter

Agree to promote and post for our event using all of your social media channels, direct media, your employees and patrons at the Supporter level with your brand and logo visible in all of our materials!

Outright Donation

WEforum in partnership with MMC who shares our vision and strives to enact positive change in our community’s health and wellness. Together we are committed to educating the community on how to live a happier, healthier and more balanced life. Each donation made expands our reach.

Proceeds

All proceeds from our events will go towards free educational health and wellness programs and services that are accessible to the entire community. These programs are supported by Monmouth Medical Center. WEforum focuses on raising awareness and providing information on intervention and prevention.

If you or your organization share our mission and would be interested in collaborating with WEforum and Monmouth Medical Center, please visit our website www.weforumgroup.org for more information and contact us at weforumgroup@gmail.com.

We are innovative leaders who are excited and willing to work with your organization to amplify the message and the reach of our health and wellness mission and events. Please contact us to discuss any ideas or thoughts you have on our events! We are looking forward to working together!

Toni Kilkeary

Partnership Development, WEforum Partnership Development, WEforum
Phone: (724)875-5676
Email: tonikilkeary@gmail.com
Website: www.weforumgroup.org

Gail Tobias

Partnership Development, WEforum
Phone: (917)969-7570
Email: gbain1234@gmail.com
Website: www.weforumgroup.org

Sponsorship / Donor Application

- EVENT SPONSOR** \$5,000
- PROGRAM SPONSOR** \$2,500
- COMMUNITY SPONSOR** \$1,500
- WELLNESS SPONSOR** \$500
- FRIEND SPONSOR** \$250
- INDIVIDUAL SPONSOR** \$100
- TICKETS** \$50
- GIFT / DONOR** Instructions Below

Please print exactly and fill out completely as you wish it to appear in ALL listings.

NAME / ORGANIZATION _____

CONTACT _____ EMAIL: _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

WEBSITE _____

I wish to participate as a **SPONSOR** in the amount of \$ _____

I/we would purchase _____ # of tickets at \$50 each Total \$ _____

I/we cannot attend, but would like to make a tax-deductible contribution of: \$ _____

PAYMENT TYPE: CASH CREDIT CARD CHECK DONATION

CARD TYPE: _____ CARD #: _____

NAME ON CARD: _____ EXP DAT: _____ SEC CODE: _____

SIGNATURE: _____

I/we would like to **DONATE** a participant gift of: _____

Expire on: _____ Donation Details: _____

Please make checks payable to MMCF (Monmouth Medical Center Foundation). A 501(c)3 organization
Monmouth Medical Center Foundation Contact: Evelyn Nitis, (732)923-7525, Evelyn.Nitis@rwjbh.org