



Are you passionate about promoting health and wellness while supporting a diverse and inclusive community? [Social X MKE](#), a leading diversity, equity, and inclusion consulting group, invites you to sponsor our annual #SXFIT24 30-day challenge taking place from January 2-31, 2024!

Since 2017, we've championed the start of each year by encouraging individuals to devote just 30 minutes a day to exercising and prioritizing their well-being. Whether it's yoga, running, dancing, or hitting the gym, this challenge is about finding what moves you and committing to it for a healthier lifestyle. While most participants engage in the challenge independently, we foster a supportive community by hosting various fitness classes throughout the month. It's an opportunity to connect like-minded individuals and introduce them to businesses and experiences aligned with health and wellness. At the end, we celebrate the champions by providing a coveted swag bag filled with health and wellness goodies.

Your sponsorship would not only support this initiative but also align your brand with our commitment to promoting well-being and fostering a connected, diverse community. Join us in making a positive impact on individuals' lives through health, wellness, and community engagement!

Our Following: An X'er is a forward thinking, educated professional who has a passion for socializing and networking through a variety of activities. X'ers are excited about diversity and enjoy socializing with like-minded individuals of all ethnicities.

Email Newsletter - 5,400 Subscribers	LinkedIn - 1,130 Followers
Instagram - 6,500 Followers	Vimeo - 8,900 unique views in 2023
Facebook - 4,400 Followers	Website - 8,900 unique visits in 2022

SPONSORSHIP LEVELS

Private Class Sponsor: Commitment to host/cover a private fitness class

- Sponsor will cover expenses for private fitness class, hosting a class for 10 - 25 people.
- Sponsors will have the opportunity to welcome attendees and talk about their business.
- Brand placement on all #SXFIT24 signage ([flyer](#), [website](#), [video](#))
- Opportunity to add marketing materials in our #sxfit24 champion swag bags (15 count)
- Sponsor featured in #SXFIT24 recap [video/reel](#) and [photography](#) - This video will be a recording of the event used by Social X MKE as a marketing piece to try to retain talent in the Greater Milwaukee area through unique experiences. This footage will highlight the experience

Drop-in Class Sponsor: Commitment to provide a discount to attendees for a public class

- Sponsor will provide a fitness class at an introductory/discounted rate (\$15 max suggestion)
- Sponsors will have the opportunity to welcome attendees and talk about the business.
- Brand placement on all #SXFIT24 signage ([flyer](#), [website](#), [video](#))
- Opportunity to add marketing materials in our #sxfit24 champion swag bags (15 count)
- Sponsor featured in #SXFIT24 recap [video/reel](#) and [photography](#) - This video will be a recording of the event used by Social X MKE as a marketing piece to try to retain talent in the Greater Milwaukee area through unique experiences. This footage will highlight the experience

Nutrition Sponsor: Commitment to provide food and/or drink donation

- Sponsors will cover expenses for bottled water or healthy snacks for 25 people.
- Brand placement on and all #SXFIT24 signage ([flyer](#), [website](#), [video](#))
- Opportunity to add marketing materials in our #sxfit24 champion swag bags (15 count)

Challenge Sponsor: Commitment to provide free items for challenge winners

- Sponsors will provide swag bag items for 15 winners.
- Brand placement on all #SXFIT24 signage ([flyer](#), [website](#), [video](#))
- Opportunity to add marketing materials in our #sxfit24 champion swag bags (15 count)

For more information on #SXFIT24 or the Social X MKE contact the Health & Wellness Director, Tenia Fisher at tenia@socialxmke.com or info@socialxmke.com