



1st Annual SMDCC Fitness Challenge

Chamber Olympics

An Event For Chamber Members and anyone else with an interest in Fitness

...combines individual efforts with Team challenges and instant online updates to each Team's standing!

Individuals enter their workout minutes online and earn rewards from local merchants by accumulating time. They are encouraged to form teams and to issue "challenges" to other teams.

Gyms, fitness centers and personal trainers will create an assortment of "**Turn-Key Challenges**". Teams will issue and accept challenges, then meet at the host facility to compete. The host facility would supply the location, equipment, rules and scoring.

The Kick-Off will be a 3-hour event at Progress Park with games, food & beverages, fitness assessments, and opportunities to start earning Olympic points. Fitness trainers and health groups will provide pre-evaluations, along with presentations by table hosts.

Team points can be earned through attending the Fair, participating in assessments, such as balance, flexibility, weight, body mass, and by participating in the **Team Challenges and Team Events**.

We expect to have more than a dozen teams. First responders (police, fire, sheriff) and Chamber members all receive free teams.

Corporate Teams will be encouraged with special pricing and an outreach program.

Goody Bags will be handed out to teams at orientations before the Kickoff and at the Kickoff itself. Information handouts would be very valuable; nutrition, stretching, injury prevention, barriers to habit-change etc.

September 10th to December 7th

Merchants can get involved in several ways:

Milestone Rewards – As participants achieve certain levels of work-out minutes they earn free rewards from local merchants. Each reward is free and no-strings-attached to the participant. A greatly reduced price offer can be a second alternative. For example: A free 20 minute chair massage or a 1 hour massage for \$35 dollars. The goal is to encourage new customers to try you out. Participants receive points for redeeming your certificates.

Drawing Rewards – Every 2 weeks all the redeemed certificates (the milestone rewards) are collected and names are randomly drawn for a random prize. This encourages participants to redeem the certificates and gives other merchants a chance to get their name and product in front of the consumer.

Goody Bags – Every team and team member receives goody bags at the start of the competition. These are offers or sample merchandise from local businesses.

Sponsorships

Sponsorships are available this year for the Chamber Olympics with a wide range of benefits and pricing.



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