

# MEDIA KIT

## SWEAT 4 IMPACT



H O S T   G Y M   C O N T E N T

# EMAIL TEMPLATE 1

## (EVENT ANNOUNCEMENT)

Hello {gym community name},

We are very excited to announce that we will be hosting Sweat 4 Impact on January 27th and 28th, 2023.

Sweat 4 Impact is an event that raises money to support the efforts of Brace for Impact and the work they do in Haiti that includes:

- Supporting an orphanage that houses 41 Children
- Providing education to 400+ children across 4 schools
- Serving 52,920 School lunches a year
- Providing medical services to over 1,000 people a month at their hospital
- They have also built 8 wells and 8 safe water systems serving 30,000 people, and 600 latrines that serve 4,000 people

In order to IMPACT more people in Haiti we need YOUR support at Sweat 4 Impact, here are the details of this event

Starting the evening of January 27, 2023 we will be performing 1 workout an hour for 24 hours. You can camp out at the gym and complete every workout with us or join us throughout the event for as many workouts as you wish.

Talk to a coach to learn more and sign up here {link} to help us make an IMPACT!

# EMAIL TEMPLATE 2

## (EARLY JANUARY EMAIL)

Hello {gym community name},

January is here, which means Sweat 4 Impact is less than a month away!

This years event has a goal of raising \$100,000 so Brace for Impact can continue doing the following things and so much more:

- Providing shelter, food, and housing to 41 children at their orphanage
- Providing education and daily meals to the 400+ children across 4 schools
- Providing medical services such as basic medical needs, surgery, labor and delivery, and so much more to over 1,000 people a month at their hospital
- Providing clean water and sanitation to thousands within the community

Remember you do not have to complete all 24 workouts to make an IMPACT. Every workout you complete, every post you make, and every donation you help us collect will go a long way in proving a better life for those in Haiti.

For more information please talk with a coach, and sign up here {link} when you are ready.

# EMAIL TEMPLATE 3

## (WEEK OF EVENT EMAIL)

It's finally here - Sweat 4 Impact Week!

This Friday we will kick off the event at {time}. The gym will open up at {time} so that you can set up your resting area and prepare for the workouts.

If you are planning to stay at the gym and complete all 24 workouts here are some tips:

- What to bring:
  - Something comfortable to sit/lay on
  - A pillow and/or blanket
  - Sleep mask
  - Snacks that are easy to eat
  - Water and sports drinks
  - Change of clothes (multiple pairs of socks)
  - Comfortable shoes for between workouts (IE: Slippers)
- How to prepare:
  - Take 1-2 days off from intense workouts prior to the day of event
  - Try to sleep in on Friday morning or grab a nap when you can
  - Consume 100-120oz of water along with some electrolyte replacements the day before, day of, and during the event.
- What to expect:
  - This will be 24 hours that you will never forget so go into it with the mindset to have fun and help the kids in Haiti. You will have some hours that you do not feel super energized, that's okay! Never hesitate to modify the workouts, the goal is to move every hour.
  - Take Saturday night after the event and all day Sunday to relax and recover, your body will need it!

We look forward to making an IMPACT with you!

See you Friday!

## EMAIL TEMPLATE 4

(POST EVENT THANK YOU EMAIL)

We did it!

Together we exceeded the goal we set - raising enough money to fully care for {number of kids} kids for the next year.

We cannot express our gratitude to everyone that helped Sweat 4 Impact achieve this amazing milestone!

Thank you so much for the support and being the best fitness community around!

S O C I A L   M E D I A  
P A G E S   A N D   H A S H T A G S



@sweat4impact



Sweat 4 Impact



#sweat4impact



#braceforimpact46

# S O C I A L P O S T T E M P L A T E 1



Slide #1



Slide #2



Slide #3

Here at {gym name} we are excited to be hosting  
@sweat4impact 2023!

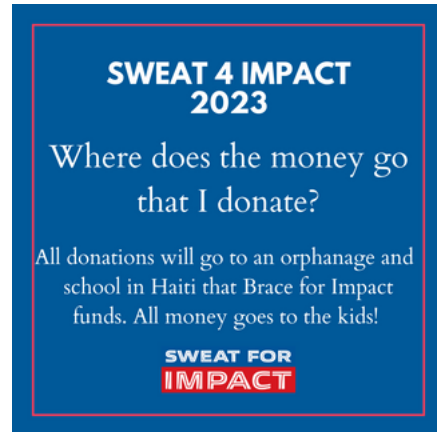
Talk to a coach to learn more about the event and  
how you can take part.

#sweat4impact #braceforimpact46

# S O C I A L P O S T T E M P L A T E 2



Slide #1



Slide #2



Slide #3

We are ONLY 3 weeks away from joining together with gyms across the nation to make an IMPACT for children in Haiti.

Have you signed up yet?

#sweat4impact #braceforimpact46



# S O C I A L P O S T T E M P L A T E 3



Slide #1



Slide #2



Slide #3

In 2 weeks our community is going to join the efforts of dozens of gyms to raise \$100,000 for @braceforimpact46.

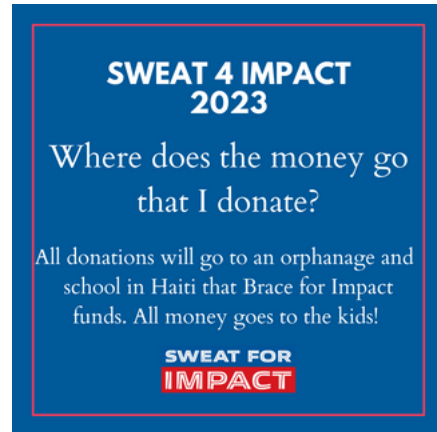
We need your help! If you're able you can do all 24 works, but if not join us for a couple, share our post, and donate to a great organization.

#sweat4impact #braceforimpact46

# S O C I A L P O S T T E M P L A T E 4



Slide #1



Slide #2



Slide #3

This time next week we will be kicking off@sweat4impact 2023.

It's not too late to make an IMPACT.

Sign up today and start spreading the word of all the great work being done by @braceforimpact46.

Every donation helps!

#sweat4impact #braceforimpact46

SWEAT FOR IMPACT  
LOGOS



# Manager FAQs

## **How long does Sweat for Impact last??**

Sweat for Impact starts at 5pm CST on Friday January 27 and ends at 5pm on Saturday January 28, 2023.

## **Do athletes have to do all of the workouts?**

No, we encourage athletes to do what they feel comfortable doing. They can do one workout or all 24 workouts.

## **Are child sponsorships recurring?**

Yes, all child sponsoships are recurring payments on a monthly basis.

## **Can someone make donations recurring?**

Yes, when they are entering their donation, they will check the box to make the donation recurring.