



NATIONAL FITNESS CAMPAIGN CAMPAIGN BRIEFING



AMERICA'S LARGEST PUBLIC-PRIVATE WELLNESS PARTNERSHIP

CELEBRATING 750TH
Healthy Community this Year



NOW FUNDED
to welcome 1000 Healthy
Communities by 2026

OUR MISSION : to Build Healthy Communities

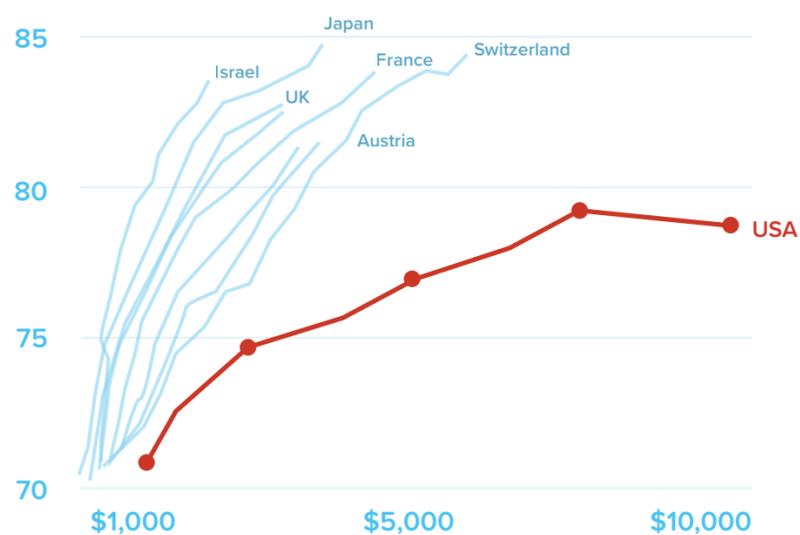


WHY WE DO IT

TO MAKE WORLD CLASS FITNESS FREE



Life Expectancy vs Health Expenditure



UNDERSTANDING THE PROBLEM

AMERICA IS FACING A HEALTH CRISIS CAUSED BY SEDENTARY LIFE-STYLES AND CITIES DESIGNED FOR CARS. USA SPENDS MORE MONEY THAN ANY OTHER ON HEALTHCARE WITH POOR RESULTS.



BECOMING THE SOLUTION

WHEN COMMUNITIES ARE DESIGNED TO SUPPORT WELL-BEING, HEALTH OUTCOMES CHANGE!



BROUGHT TO YOU BY





FITNESS COURT | HEALTHY INFRASTRUCTURE PLANNING

MULTI-SITE FUNDING FOR HEALTH IMPACT



BUILDING HEALTHY COMMUNITIES
MULTI-SITE PHASING FOR HEALTH IMPACT
HEALTHY SITE SCORE (HSS)



PLANNING



PHASING



LAYOUTS



PROJECTIONS



SCORES



MAPPING



TRAILS



CAMPAIGN OVERVIEW

WHAT WE DO

A COMPREHENSIVE COMMUNITY WELLNESS PROGRAM

DESIGN & PLANNING

LAUNCH & PRESS

EXPERT CONSULTING

PUBLIC ART

GRANT FUNDING

AMBASSADOR TRAINING

INSTALLATION

MOBILE APP





FITNESS COURT

COMMUNITY WELLNESS HUB

STUDIO



OUTDOOR WELLNESS CENTER CONFIGURATION:

FITNESS COURT® STUDIO



HIIT



YOGA



ZUMBA



DANCE



STRETCH



KICKBOXING



TAI-CHI

COMMUNITY WELLNESS PROGRAMMING

WELCOMES ENTIRE COMMUNITY MAYORS WELLNESS SERIES

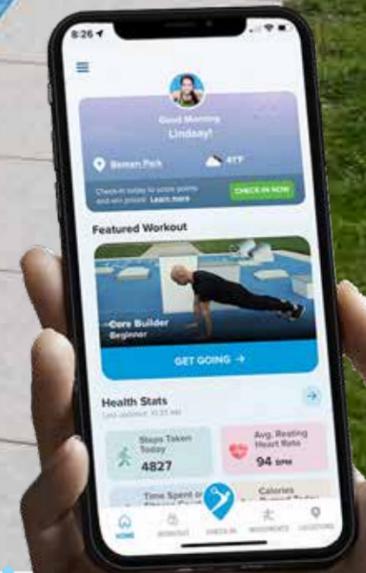


FITNESS COURT

WORLDS BEST OUTDOOR GYM

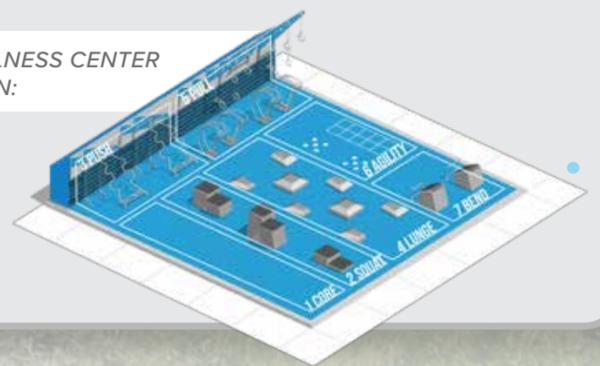


**7 MOVEMENT
FULL BODY WORKOUT**
FUNCTIONAL TRAINING SYSTEM
DIGITALLY ACTIVATED
Coach in your Pocket



OUTDOOR WELLNESS CENTER
CONFIGURATION:

**FITNESS
COURT®**



CORE



SQUAT



PUSH



LUNGE



PULL



AGILITY



BEND



FITNESS COURT | ART

EVERY FITNESS COURT IS A WORK OF ART



WORK WITH LOCAL ARTISTS
NFC DESIGN STUDIO

WORLD RENOWN ARTIST GALLERY
KEITH HARING | JEAN MICHEL BASQUIAT

FITNESS COURT ART OFFERINGS



Local Artist Invite a Local Artist to create a mural that represents your community!

Support your Local Artist Community with a **\$5,000 Grant to the Artist** provided by NFC!

Additional Funding Required. Example Art: Will be customized for your city



Front Wall Unlocked for Additional Artwork



Custom Art Work with the in-house NFC Art Studio Team

Additional Funding Required. Example Art: Will be customized for your city



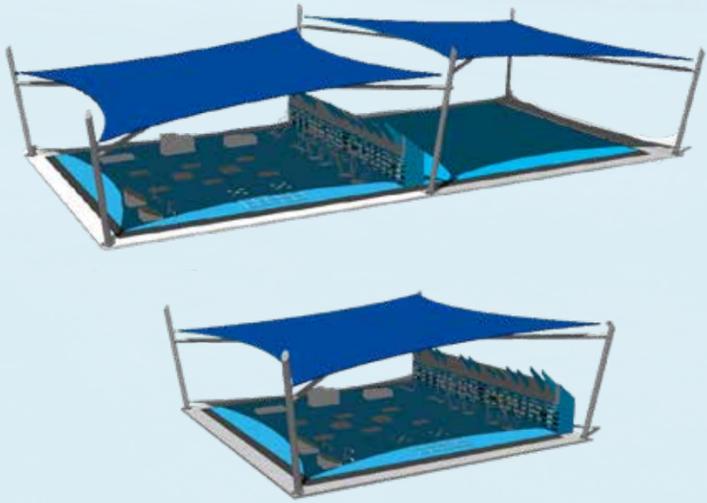
Fitness Court Art Unique design included in your state campaign

Example Art: to be confirmed at Award



NEW!

NOW AVAILABLE FOR
**FITNESS COURTS &
FITNESS COURT STUDIOS**



FITNESS COURT | SHADE
WORLDS BEST OUTDOOR GYM JUST GOT COOLER



**EXTENDED
SEASONAL USE**



**UV & SUN
PROTECTION**



**INTEGRATED
DESIGN**



**ENHANCED
AESTHETICS**



**MADE IN
USA**



**LONG LASTING
MATERIALS**



1. BE A PART OF THE NATIONAL FITNESS CAMPAIGN

AMERICA'S LARGEST PUBLIC PRIVATE WELLNESS PARTNERSHIP

2. HEALTH BENEFITS

MORE TIME OUTDOORS, IMPROVED MENTAL & PHYSICAL WELLBEING

3. HEALTHY INFRASTRUCTURE

PLACES DESIGNED FOR PEOPLE NOT CARS

4. BUILDING COMMUNITY

CREATING A WELLNESS CULTURE THAT IS SOCIAL, CONNECTED AND FUN!

5. REDUCED HEALTHCARE COSTS

HEALTHIER, HAPPIER, PEOPLE



STATEWIDE CAMPAIGN



NATIONAL FITNESS CAMPAIGN

2026

200 NEW PARTNERS

WE'RE PLEASED TO ANNOUNCE THE 2026 CAMPAIGN

NFC Grant Requirements

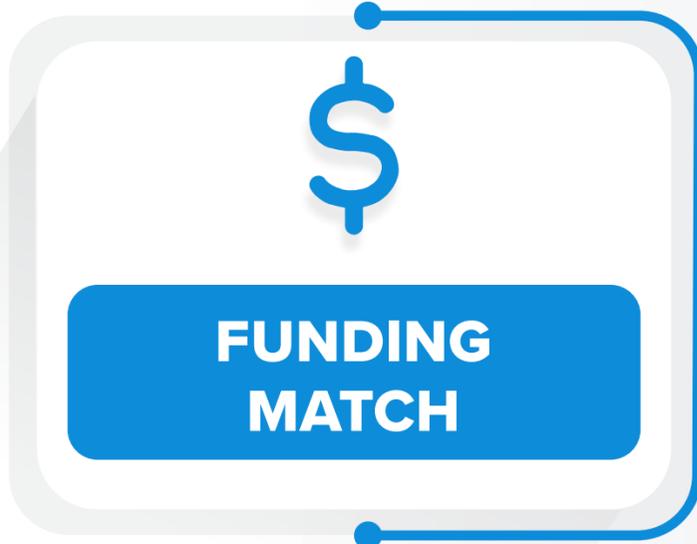
Program Qualification



STEP 1



STEP 2



STEP 3



STEP 4

JOIN THE CAMPAIGN



STEP 1

LEADERSHIP SUPPORT

BUILD CONSENSUS / CONFIRM FEASIBILITY
MUNICIPAL LEADER SUPPORT

SHARE 3 MINUTE VIDEO



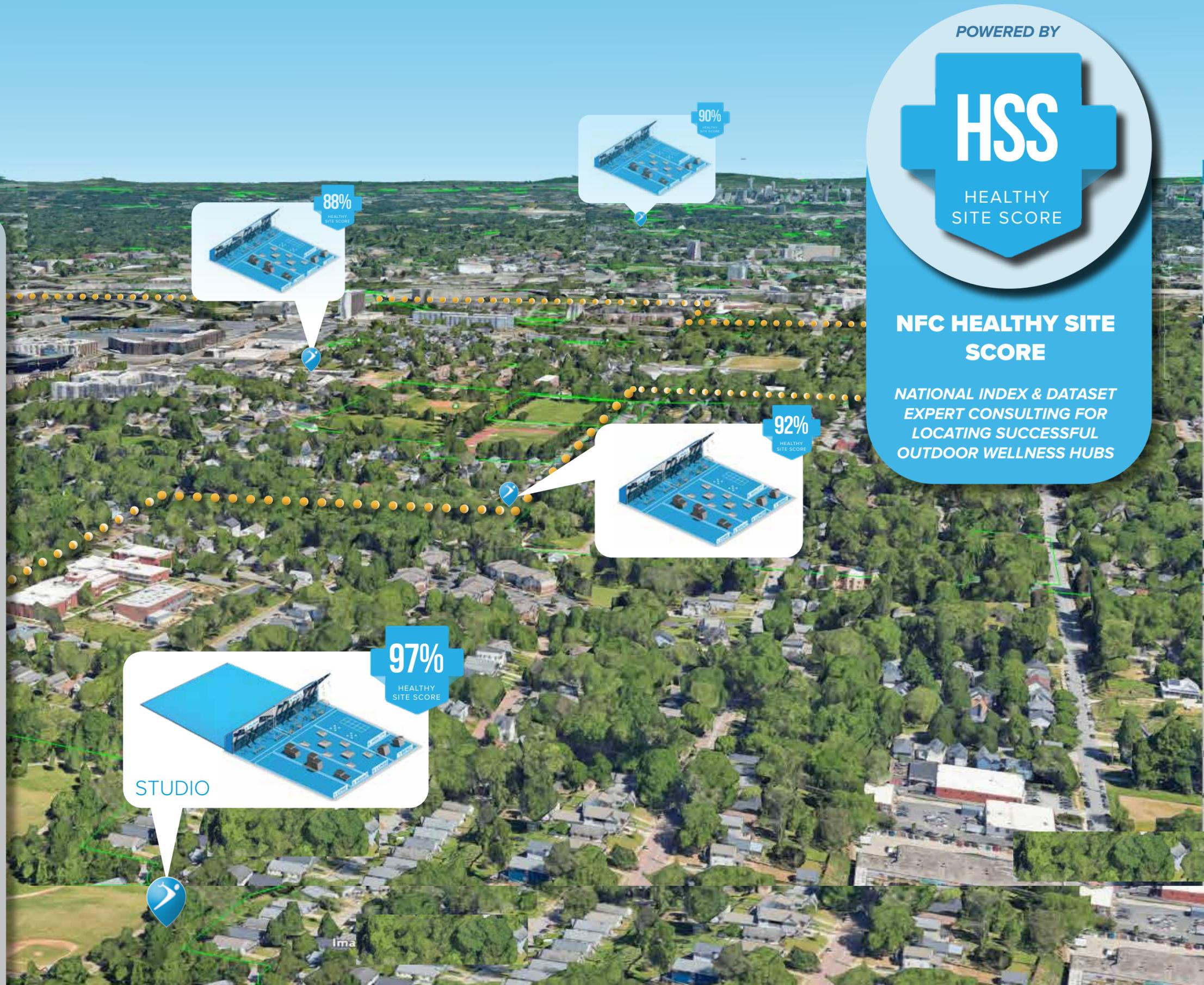


STEP 2 SITES WITH IMPACT

Supported by NFC's Expert Consulting Services, Identify Site Locations that Meet Criteria for Funding Qualification & Health Impact

HEALTHY INFRASTRUCTURE PLANNING
• VISIBLE • CONNECTED • ACCESSIBLE •

Participate in Virtual Workshop led by NFC Expert Consultants to receive data & qualification information regarding your public spaces. See how your municipality or school benchmarks vs national averages.



POWERED BY



NFC HEALTHY SITE SCORE

NATIONAL INDEX & DATASET
EXPERT CONSULTING FOR
LOCATING SUCCESSFUL
OUTDOOR WELLNESS HUBS



STEP 3

FUNDING MATCH

NFC GUIDES FUNDING PLAN

**GRANT FUNDING AVAILABLE:
\$30,000-\$60,000 PER SITE**

**LOCAL FUNDING REQUIREMENT
\$160,000-\$270,000**

*per site, pending program
configuration & installation method*





STEP 4

QUALIFY FOR GRANT

- A. PRE-APPLICATION PHASE
- B. GRANT AWARD
- C. BUILD/SITE PLAN
- D. LAUNCH LOCAL CAMPAIGN

**SUBMIT GRANT
APPLICATION**



JOIN US

LET'S BUILD HEALTHY COMMUNITIES
TOGETHER



Discussion - Q&A

NEXT STEP



**SCHEDULE VIRTUAL SITE
REVIEW WORKSHOP LED BY
NFC EXPERT CONSULTANTS TO
EXPLORE FEASIBILITY**



DISCUSSED AT NEXT STEP:

- 1. SITE WORKSHOP & HEALTHY SITE SCORE REVIEW**
- 2. FEASIBILITY & ALIGNMENT WITH LOCAL PRIORITIES**
- 3. FUNDING REQUIREMENT DETAILS AND GRANT PROGRAM & AVAILABILITY FOR YOUR STATE**
- 4. NON-BINDING GRANT QUALIFICATION PROCESS**

STEP 2

PLANNING

PHASING

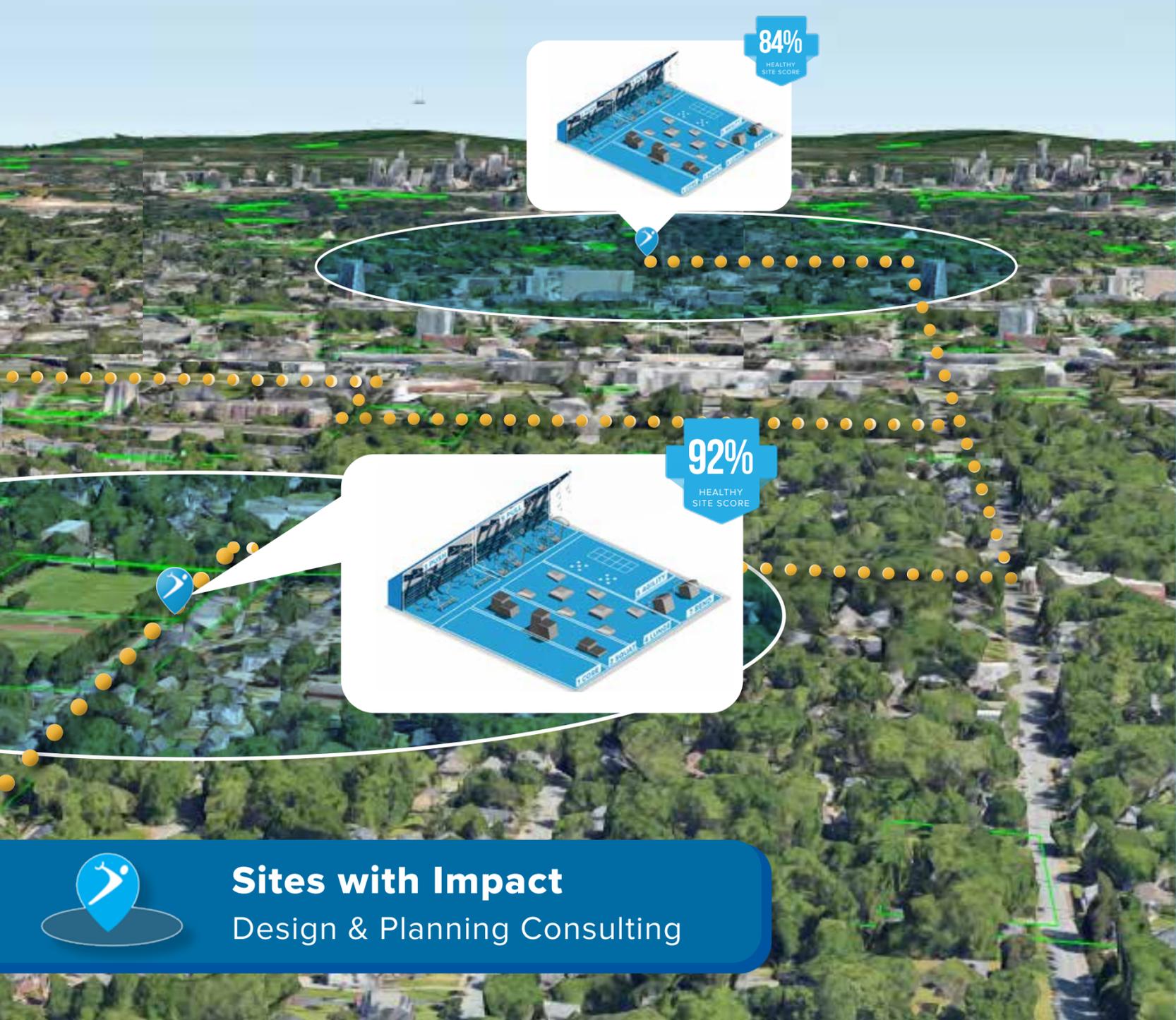
LAYOUTS

PROJECTIONS

SCORES

MAPPING

TRAILS



84%

HEALTHY SITE SCORE

92%

HEALTHY SITE SCORE



Sites with Impact

Design & Planning Consulting

QUALIFY SITE LOCATIONS FOR FUNDING

1

VISIBLE

Site locations must be recognizable with high visibility.



2

ACTIVE

Site locations must be heavily trafficked and centrally located.



3

CONNECTED

Site locations must be integrated with pedestrian infrastructure.

