

ROAD TO THE



ONE AMERICA MINI MARATHON

INDIANAPOLIS, INDIANA



1500

NEW PARTICIPANTS!





ROAD TO THE

INDIANAPOLIS, INDIANA



ONE AMERICA
**MINI
MARATHON**



FIT WALKS

HAVE FUN & GET FIT

PARTICIPANTS



1500
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Michael X Banks
Chairman, Chief Executive
Officer & President

We are truly proud to present the 500 Festival (and the City of Indianapolis) with this promotional effort to bring 1500 New Participants to the Indianapolis Mini-Marathon on May 4th, 2024! We are successfully making an impact in improving the health and wellness of a segment of the population that many forget about... ..the nearly 70% obese and/or overweight, our seniors, and those with medical conditions that minimize the spirit of exercise. With heart failure as the #1 cause of death in American, we are prepared to attack this horrible statistic and unify with those who wish to see a better, healthier America. WE>ME.

Let's Walk It Out – Together
President & CEO, Michael X Banks

NATIONAL PROMOTION



Rhonda, 55

BEFORE: Diabetes, Severe Pain, over 300lb...

AFTER: A1C ▼ From 9.7 to 7.0, NO PAIN, & lost over 30lbs

OHIO



Mindy, 48

BEFORE: 20+ Medications, Severe Pain over entire body for 14 years...

AFTER: Off Medications, 90% of Pain Gone!

INDIANA



Jeanna, 63

BEFORE: 4 month long medical scare and was out of work for 8 months...

AFTER: Just completed her 1st 13.1 Mini-Marathon (October 2023)

INDIANA



Christa, 63

BEFORE: Survived a bad accident and self-consciousness about speaking

AFTER: Competed 7th Mini-Marathon/ best health ever & extremely confident

INDIANA



ROAD TO THE

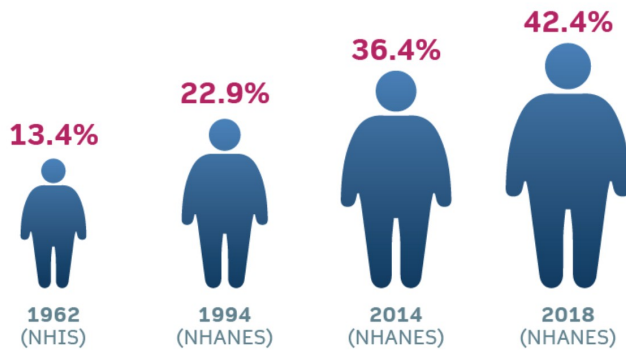
INDIANAPOLIS, INDIANA



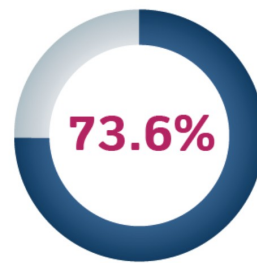
WHY "WALK IT OUT?"

Majority of Americans are Overweight or Have Obesity

Percentage of American Adults with BMI>30
(Percentage of Americans Who Have Obesity)¹



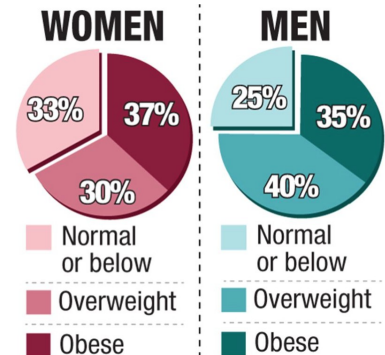
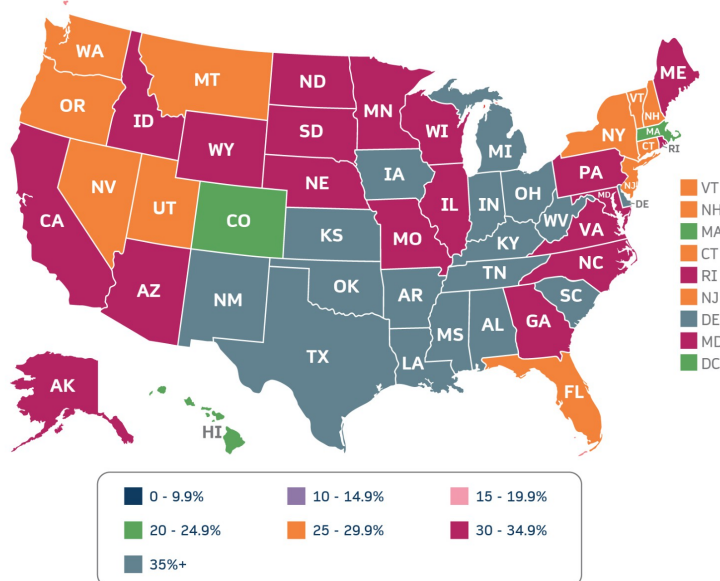
Percentage of Americans Over Age 20
Who Are Overweight or Have Obesity²



References: 1. https://www.cdc.gov/nchs/about/factsheets/factsheet_nhanes.htm. 2. <https://www.cdc.gov/nchs/fastats/obesity-overweight.htm>

Obesity affects working age adults regardless of occupation or industry. More than 24 million (31%) full-time employees have obesity and 32 million (37%) are overweight. If the current trend continues, 51% of the population will have obesity by 2030.

Percent of Obese Adults in U.S. with BMI of 30+



70% of Americans overweight or obese, study finds | The Blade



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GETTING STARTED



1. ENROLL/ COMPLETE ASSESSMENT

Seniors 55+ (FREE ENROLLMENT – Up To 100 Participants)

Enroll Here: <https://www.walkitout.us/fg-accountability-groups>

Normal Enrollment Here: <https://www.walkitout.us/accountability-groups>

2. RECEIVE CUSTOMIZED PROGRAM

Customized Nutritional Guide
Customized Walking Regimen
Customized Workout Regimen

3. WALK IT OUT!

Begin Your Journey to Your Best You

24/7 Access to Your Coach

FREE Enrollment in 2024 Mini-Marathon/ May 4th /Indianapolis, IN

FINANCIAL AID AVAILABLE

Walking Events, Marketing, Promotions



Marketing Yard Signs



Weekly Meetings/ Fundraisers & Fit Walks



“Title Sponsor”
\$150,000

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Our target audience is focused on (but not limited to) the minority population: Black, Hispanic and lower income Hoosiers. We are also focusing on seniors and those with medical conditions that minimize the spirit of exercise.

Walk It Out America has already begun transforming lives by introducing these communities to the world of walking events! Participants are losing weight, minimizing medications, eliminating aches & pains and increasing overall health. Infusing customized proprietary walking and workout regimens into their “high octane” nutritional plan is producing tangible results and healthier Americans.

With this winning system in place, Walk It Out America is now offering Mid-West schools, businesses and non-profit organizations fundraising opportunities as well as establishing a national marketing campaign to introduce *1500 New Participants* to the 2024 Mini-Marathon...
...hence forth to be referred to as: **The Road to the Mini!**

The Road to the Mini consist of **WALK IT OUT - FIT WALKS** (structured, timed walking events). Each participant will receive a customized walking regimen to encourage daily walks to build endurance as well as a customized workout routine. Each participant will also be placed into an accountability group and issued nutritional guidance based on his/her individual goals.

Corporate/ Sponsorship & Fundraising Opportunities

SPONSORS - You are being invited to this promotion to enhance the experience of the participants by offering incentives to purchase your products/service and to participate in our Corporate Fundraising Initiatives (CFI) designed to fund your favorite charity (or company hardship fund). The CFI really gives your company an opportunity to show your employees how much you truly care.



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FUNDRAISER



Fundraising Event: **2 Mile FIT WALK**

Cost: **FREE**

Location: Irsay YMCA

Address: 430 S. Alabama Street

Date: October 7th, 2023

Time: 9:00am

Sponsors: IHOP, Wing Stop, Papa Murphy's,
FireHouse Subs, Metro PCS

REGISTER@ www.walkitout.us



1500
NEW PARTICIPANTS!



HERRON HIGH SCHOOL FUNDRAISER



"Thank you for sponsoring our Athletic Fundraiser!"



SPONSORSHIP AMENITIES



YOUR BUSINESS



Direct Reach: 30,000+ Monthly (Interactive) SPONSORSHIP OPPORTUNITIES

Main Title (Promotion Title)(1) – Cost: \$150,000

The Main Title offers unlimited visual and audio exposure as your business will be the first seen and heard on all “Road to the Mini” Promotions. - **PLATINUM SPONSOR**

\$1,000 Give-A-Way:

Title Sponsor is the Host Location for \$1000 Give-A-Way. \$1000 will be given away each month (or each FIT WALK) during the promotion. The winner will be photographed receiving the Big Check with the Title Sponsor at the end of each walk and shared on social media. In addition, with each text drive during the promotion, participants/non-participants receive 1 entry into the monthly drawing to win \$1,000. Participants also receive 25 entries for crossing the finish line of each FIT WALK. - **PLATINUM SPONSOR**

Daily Report (Title Page)(1) – Cost: \$55,000

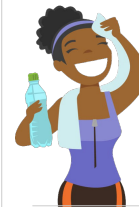
Participants are required to submit a daily report from the day they enter the program to the day they walk the actual Mini-Marathon. This daily report ensures the participant is conditioning him/herself to finish the 13.1 mile race as well as accomplish personal health and fitness goals. Therefore, everyday, 100% of all participants will be reminded of your business and the product/service that you offer. - **PLATINUM SPONSOR**

FIT WALKS (Title)(12) – Cost: \$5,500 each

Each FIT WALK also has a Registration/Title page where every participant must actually register to participate. This Title sponsor is given title of the administration booth at each FIT WALK where participants secure t-shirts, get questions answered and are entered into the accountability groups. - **PLATINUM SPONSOR**

Mobile Discount Page (Title)(12) - \$2,500

The Walk It Out Mobile Discount page is the Title page that all participants/non-participants must visit to redeem monthly discounts. - **PLATINUM SPONSOR**



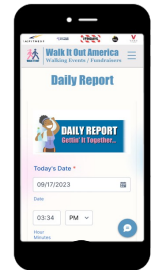
\$1,000



Monthly Give-A-Way

Daily Report

Each participant submits his/her daily activities here



Mobile Discount Page

Each participant redeems his/her discount here



FIT WALK Registration

Each participant registers here to participate in each FIT WALK



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Contact:
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