



NATIONAL FITNESS DAYS

Guide

23-30 SEPT 2018

#BEACTIVE
European Week of Sport

WHAT ARE THE NATIONAL FITNESS DAYS?

National Fitness Days campaign is a EuropeActive initiative which represents the contribution of the fitness sector to the European Week of Sport. It is part of the EuropeActive main mission *“towards a more active Europe with 80 million fitness club members by 2025”*.

WHAT IS THE EUROPEAN WEEK OF SPORT?

The European Week of Sport (EWoS) is a European Commission initiative which promotes sport and physical activity across Europe. The Week is for everyone, regardless of their age, background or fitness level.

The media campaign is called #BeActive and encourages Europeans to participate through 5 themes of fitness, education, sport clubs, outdoors and workplaces.

In 2017 the European Week of Sport was confirmed to be the biggest sport event in the continent involving 32 countries, with 34,000 events, and with 12 million participants.

- It is an opportunity to present the economic and social potential of fitness and to demonstrate how our sector makes the difference in getting more Europeans more active more often.
- It is a campaign to raise awareness on the importance of having healthier and active lifestyles.
- It is a simple marketing concept that can be used by fitness clubs for instance to promote free visits of their centres to get new memberships or to re-engage with others who have left.

In **2017** EuropeActive coordinated events in 11 different countries, which involved 5,000 fitness clubs and 44,000 fitness professionals were reached by our media campaign.



WHY EUROPEACTIVE? WHY FITNESS?

EuropeActive is the leading not-for-profit organisation representing the European health and fitness sector. We represent more than 25,000 fitness centres and 21 national associations, together with market-leading suppliers, education providers and individual experts.

Fitness is the largest participant sport in Europe:

 **€26.6 billion in revenues**

 **650,000 employees**

 **59,055 facilities**

As the fitness sector continues to grow and to diversify its products and services, it offers a high potential for significantly increasing the number of participants in physical activity across Europe in our clubs and with fitness professionals.

Fitness is now considered by the European Institutions as one of the most recognised sectors to help in the fight against physical inactivity.

Check our website for more information: www.europeactive.eu

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WHY TO TAKE PART

- To raise awareness among European citizens about the benefits of being active and in so doing to convince them on how convenient/easy and fun is to #BeActive through fitness.
- To raise the profile of the fitness sector among the European policy makers and at the same time show to various stakeholders its economic values.
- To obtain new market/partnership opportunities thanks to the European Week of Sport 'family' composed of thousands of other sport stakeholders who are promoting the same messages.
- To benefit of the European Week of Sport media visibility and the overall #BeActive Communication Campaign.
- To convert the event participants to regular membership of your fitness club and/or potentially reengage members.
- To raise the profile of the fitness sector among the European policy makers and at the same time show to various stakeholders its economic values.

HOW TO TAKE PART?

1. Go to www.europeactive.eu/events/NFD18
2. Contact your European Week of Sport National Coordinator and National Fitness Association
3. Go to the European Week of Sport website and download the free promotional materials, brand guidelines and graphic materials

GOALS

- ✓ Get more people, more active, more often.
- ✓ Increase the number of participating countries.
- ✓ Increase the number of events and clubs participating.
- ✓ Increase the collaboration with the European Week of Sport and our national fitness associations.
- ✓ Increase awareness of the importance of physical activity and the need for healthy lifestyles – let's help to turn the tide of inactivity!

WHO CAN TAKE PART

The entire fitness industry is encouraged to take part.

Fitness associations, fitness chains, individual clubs, and fitness professionals, are all welcome to join!

REMEMBER

The National Fitness Days campaign runs from 23rd to 30th of September 2018 to coincide with the European Week of Sport

Early planning is important:

By early summer you should have your event planned in detail. Make sure you sign-up on our website www.europeactive.eu/events/NFD18 and to keep track of what happens.

WHAT EUROPEACTIVE WILL DO FOR YOU

- Help with your social media campaign and to develop marketing materials.
- Put you in touch with other national events and organisers.
- Collect the facts figures from across Europe on the effect we have all had to prove to the EU Institutions how fitness makes the difference in making more people, more active, more often!



#BECREATIVE TO #BEACTIVE!

Be free to organise whatever activities during the week you think will encourage people to participate and come to your clubs!

As some examples, this is what happened in 2017:

- Free trials or special offers for new and old members
- Targeted media campaigns and events
- Free group exercises
- Open-door events
- Conferences
- Events with local municipalities and schools



COMMUNICATIONS

Your National Fitness Days event to be recognised as part of the European Week of Sport must be branded with the #BeActive visual identity:
www.ec.europa.eu/sport/week_en

SOME TIPS

- Create your flyers, banners, posters.
- Keep the #BeActive message alive: spread the hashtag in your programmes and events, convey the #BeActive messages and feed marketing into your network all year long – the EWoS happens every year in September.
- Send out press releases, contact your local media (TV and radio, newspapers, etc.)

For more information and questions please contact francesco.capuani@europeactive.eu

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