



**LIFETIME**







# PARTNERSHIP

At Life Time, we deliver **customized partnership solutions** and **seamless integration** through our vast **ecosystem of athletic communities and marketing platforms**.

By working closely with our partners, we dive deep into the intricacies of your **unique objectives** and authentic consumer engagement approach. This enables us to craft tailored solutions designed to deliver the specific **results** needed to **drive your business forward**.

Our commitment to collaboration ensures that we truly understand the distinctive needs of each partner, allowing us to create **impactful strategies that propel businesses to new heights**.



# MEET LIFE TIME

Across North America, we help people live healthy, happy lives **Anytime** and **Anywhere**.

More than a gym — we are a **comprehensive wellness ecosystem** that helps improve the way people live, work, play and think about all aspects of their health.

Through the best **people, programs** and **places**, we offer unparalleled engagement with our wellness-minded communities.

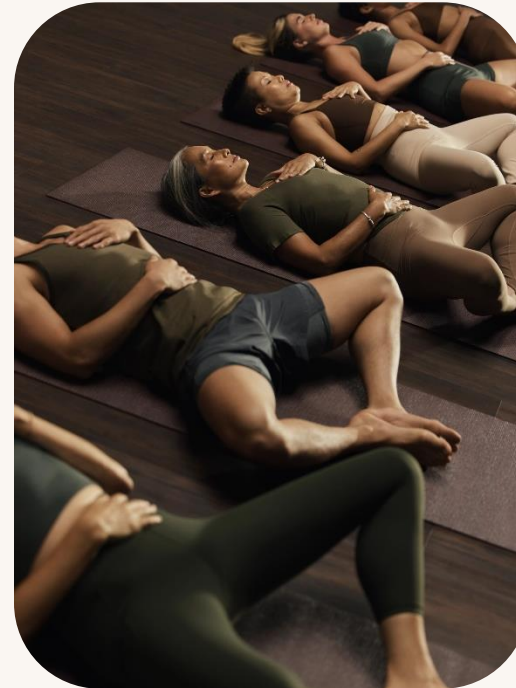
We are the only **Healthy Way of Life Company**.

Athletic Country Clubs\*

187

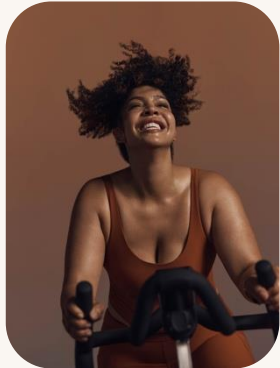
Total Audience

10M+



\*Location count by EOY 2024





# LIFE TIME ECOSYSTEM

Athletic Country Clubs | Athletic Events | Athlinks | Experience Life | LifeCafe | LifeSpa | LT SHOP | Life Time Foundation | Life Time Living | Life Time Work

# OUR REACH



(+)  
The ONLY national  
Personal Training brand

(+)  
The nation's LARGEST  
Pickleball membership

(+)  
The nation's LARGEST  
full-service salon +  
spa operator

(+)  
The nation's LARGEST  
operator of pools +  
recovery amenities

(+)  
The ONLY Healthy Way of  
Life Company

(+)  
A collection of  
10 MILLION wellness  
enthusiasts and growing

(+)  
2 MILLION Athletic  
Country Club Members

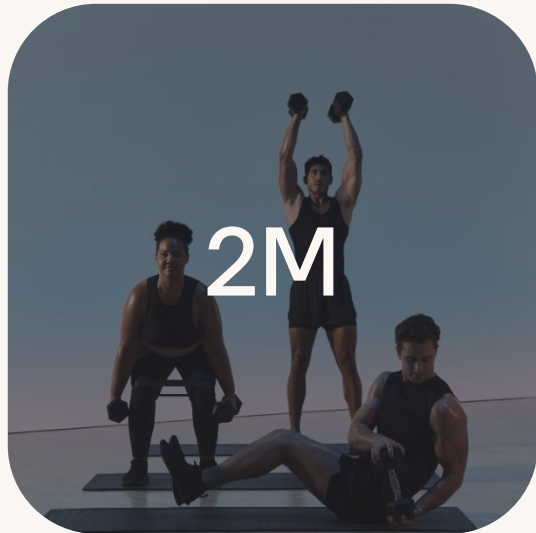
(+)  
8 MILLION Endurance  
Digital Audience





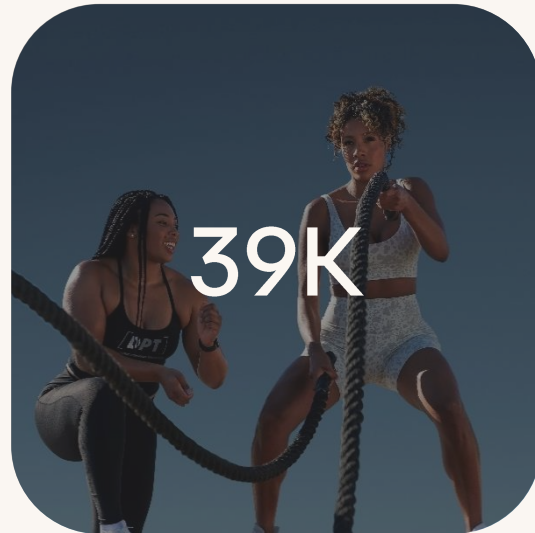


# LIFE TIME AUDIENCE



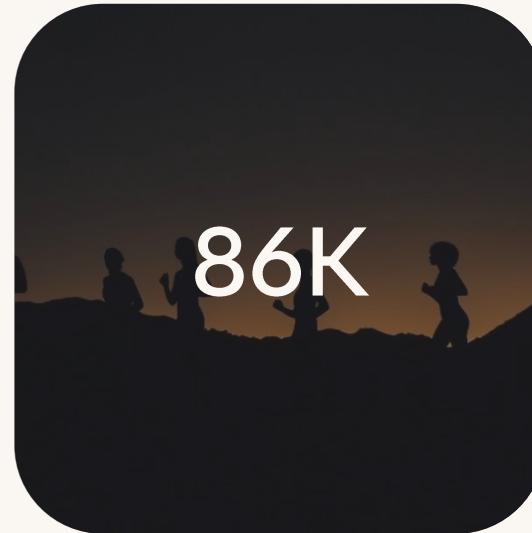
2M

MEMBERS



39K

TEAM MEMBERS



86K

ENDURANCE ATHLETES



13M

MEDIA CONSUMERS



# UNPRECEDENTED ENGAGEMENT

Our 10M+ wellness warriors demand top-tier products and advice from the Life Time community, empowering them to own their wellness journey **Anytime + Anywhere**.

- (+) **Mass-Scale:** With over 330K members stepping into our destinations daily, that's the equivalent of nearly 5 NFL games every day.
- (+) **Always Engaged:** No sideline sitters or quitters – our goal-getters invest in themselves and the products that help them reach the finish line
- (+) **Super-Influencers:** Our elite high-income earners wield significant buying power and sway within their circles.





CLUB AUDIENCE



# OUR MEMBERS

Through our Athletic Country Clubs, health, wellness and community converge to create an unparalleled membership experience. Our audience represents a diverse group of individuals and families committed to living their happiest and healthiest lives.

Median HHI

**\$157K**

Income vs. Trade Area

**1.6X**

Men

**52%**

Women

**48%**

Median Age

**42**

Avg. Family Size

**2.9**

Married

**86%**

Home Ownership

**80%**

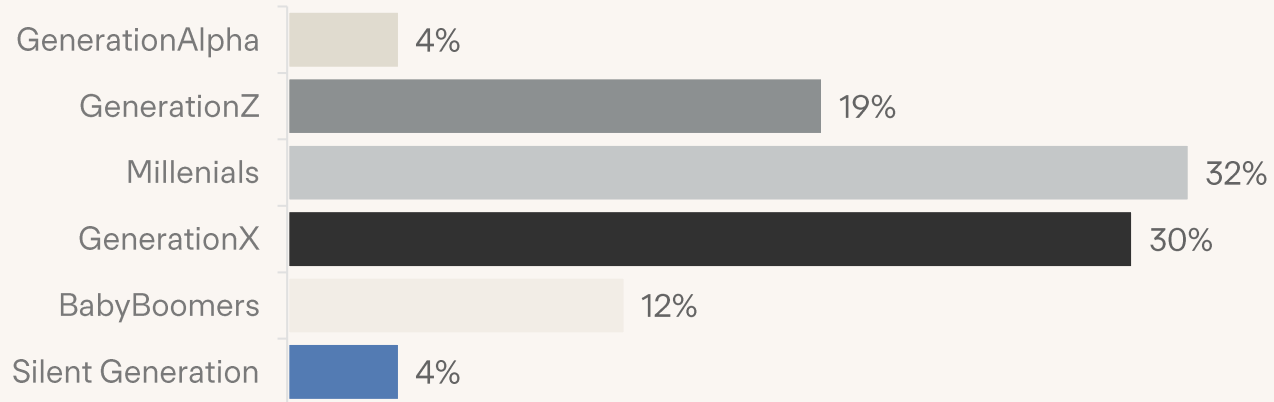
College Educated

**58%**

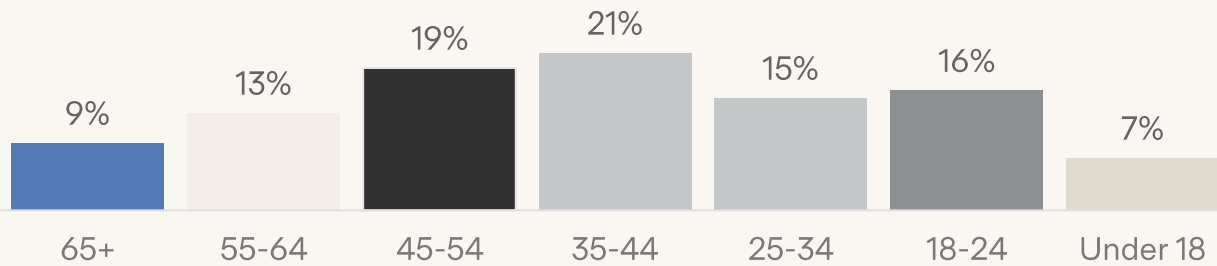


# DEMOGRAPHICS

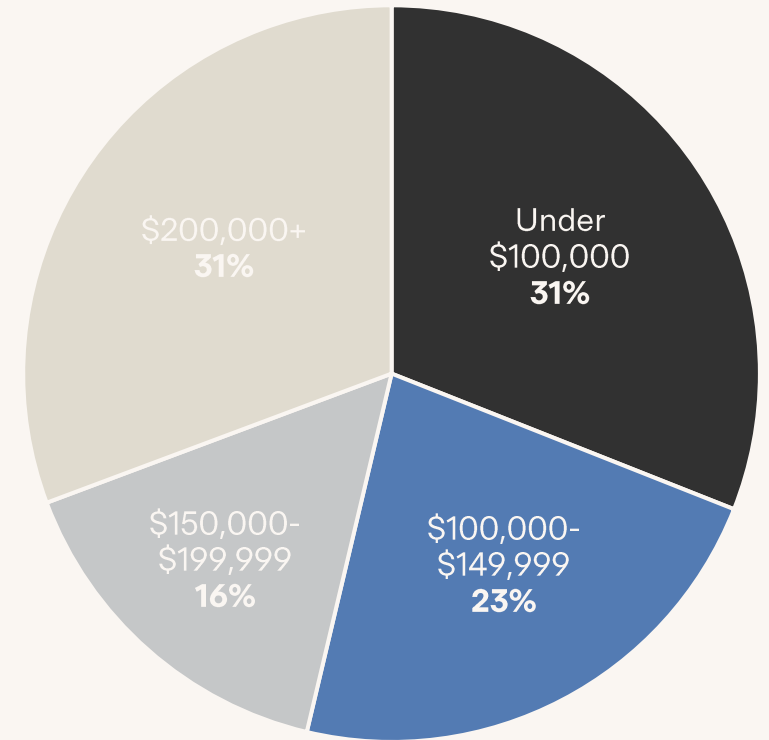
## Generation



## Age



## HHI





# PERFORMERS

Our Life Time Team Members are true brand champions, influencing choices and driving habits daily. Partnering with Life Time means tapping into this vibrant energy, seamlessly integrating your brand message for maximum impact and authenticity.

Team Members

**39K**

Personal Trainers

**3.5K**

Class Collection Instructors

**8.6K**

Exclusive Life Time Instructors

**500**





# CLUB COMMUNITIES





**LIFETIME**  
**PICKLEBALL**



The best place to play North America's fastest growing sport with the largest # of permanent courts – 680 *and growing.*

Audience  
**250K**



**LIFETIME**<sup>®</sup> **ARORA**<sup>SM</sup>

Active aging community of active, social & educational programming for members 60+.

Audience  
**140K**



The Country's largest provider of group fitness programming with 18 unique class brands.

Audience  
**750K**



The *only* national Personal Training brand with the best performers & uncompromised client experiences that can't be replicated.

Audience  
**85K**





From sports lessons to classes that get kids moving to above & beyond childcare, there's memories to be made & moments to be celebrated.

Audience  
**370K**



The largest operator of pools & spas in the U.S. Members can take a leisurely dip, swim laps or join one of the many swim programs designed for aquatic mastery.

Indoor & Outdoor Pools  
**300+**



Full service and grab-&-go options vetted for members & free from ingredients of concern. If it's here, it's healthy.

Locations  
**164**



The largest full-service salon & spa operator in the nation providing hair, nail and skin care services.

Locations  
**151**



# MARKETING CHANNELS



# MEDIA PLATFORMS



## POP-UP BANNERS

Our large-format pop-up banners deliver product awareness and messaging at key moments. Placed in high visibility areas, 3'x7' banners are found on the workout floor, while 4'x8's are located at the club entrance / exit.

Monthly Impressions - 3x7 / 4x8

**3.2 / 4M**



## DIGITAL AD SCREENS

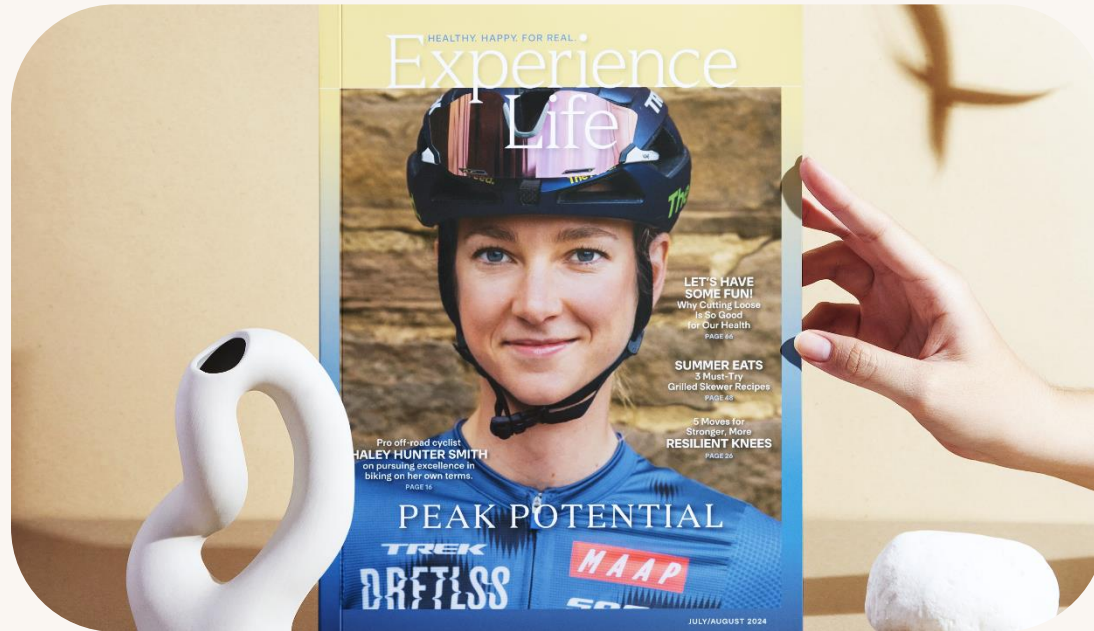
Dynamic digital screens located in high traffic areas, seen during member's daily routines. Ads run 15 seconds every 12 minutes.

Monthly Impressions

**25M**



# MEDIA PLATFORMS

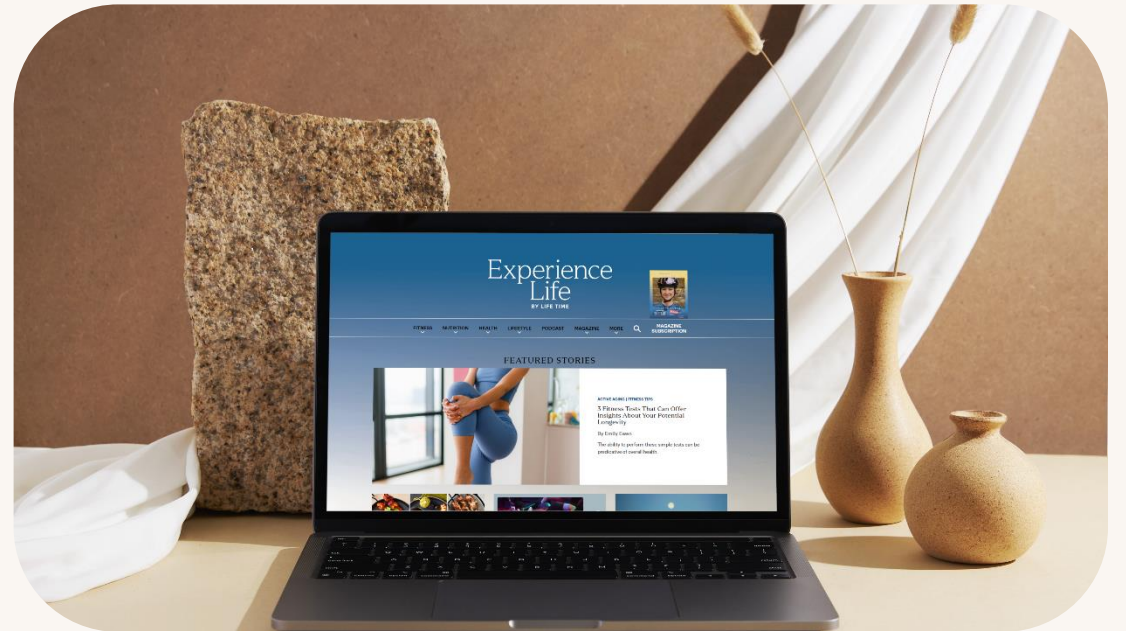


## EXPERIENCE LIFE MAGAZINE

Place a full-page ad or spread - or feature your brand's product in Life Time's award-winning magazine – a trusted source for healthy-living information + inspiration.

Average Issue Impressions

**600K**



## EXPERIENCE LIFE DIGITAL ADS

Through display + newsletter ads, + digital content, ExperienceLife.com is a responsive, interactive environment where users can find health-centric content, recipes, videos, audio podcasts + so much more.

Monthly Page Views

**615K**

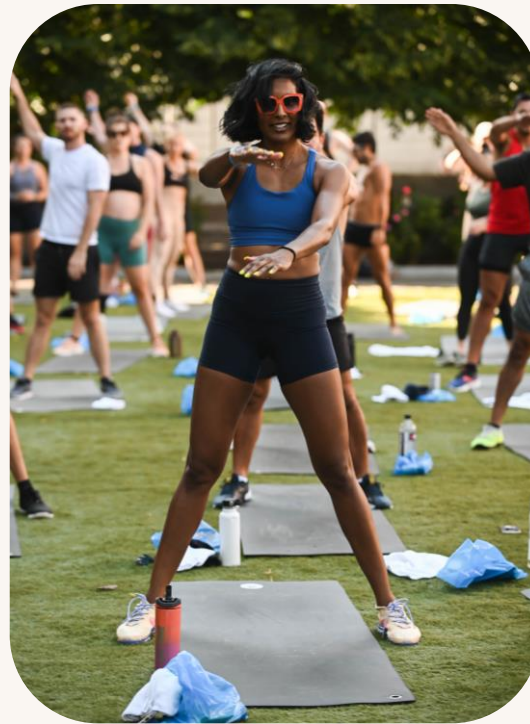
# EXPERIENTIAL ENGAGEMENT



**POP-UP SHOPS**  
Retail Experience



**PRODUCT DEMOS**  
Sampling + Trials



**LIVE EVENTS**  
Event Sponsorships +  
Brand Experiences



**LIFE TIME PERFORMERS**  
Product Seeding + Reviews







# TAKE IT OUTSIDE

Beyond the walls of Life Time athletic country clubs, our athletes are taking their movement goals outside with our iconic Life Time Athletic Events.

From road & trail running to off-road cycling, our best-in-class portfolio of event experiences are hosted in some of the continent's best outdoor endurance communities.

Start somewhere, go anywhere with us.

Event Participants

**85K+**

2023 Media Impressions

**66.4B**

Endurance Events

**28**

2023 Media Ad Value

**\$125M**





<b>EVENT</b>	<b>DATE</b>	<b>DISTANCE</b>	<b>LOCATION</b>	<b>PARTICIPANT COUNT</b>	<b>EXPO ATTENDANCE</b>	<b>SPECTATORS</b>
Life Time Tropical 5K	Jan 27	5K	Miami, FL	3,200	-	6,400
Miami Marathon & Half Marathon	Jan 28	Marathon, Half	Miami, FL	18,000	36,000	54,000
305 Half Marathon and 5K	Mar 3	Half, 5K	Miami, FL	3,000	-	6,000
Unbound Gravel Training Camp	Apr 4	-	Emporia, KS	120	-	-
Sea Otter Classic	Apr 18-21	Multiple	Monterey, CA	6,000	75,000	75,000
Chicago Spring Half Marathon	May 19	Half, 10K	Chicago, IL	8,000	-	24,000
UNBOUND Gravel	May 31-Jun 1	Multiple	Emporia, KS	4,500	7,000	13,500
Leadville MTB Camp	Jun 13-16	-	Leadville, CO	120	-	-
Leadville Run Camp	Jun 21-23	-	Leadville, CO	160	-	-
Leadville Trail Marathon and Heavy Half	Jun 29	15.5 mi. 26.2 mi.	Leadville, CO	1,800	2,200	3,600
Lutsen 99er	Jun 29	Multiple	Lutsen, MN	2,000	3,500	4,000
Silver Rush 50 Run	Jul 6	50 mi.	Leadville, CO	700	-	1,400
Silver Rush 50 MTB	Jul 7	50 mi.	Leadville, CO	700	-	1,400
Crusher in the Tushar	Jul 13	70 mi.	Beaver, UT	800	1,100	1,600
Tahoe Trail	Jul 20	50K	Northstar, CA	1,000	-	2,000
Leadville Stage Race	Jul 26-28	100 mi.	Leadville, CO	350	-	700
Leadville Trail 100 MTB	Aug 10	100 mi.	Leadville, CO	1,900	4,500	5,700
Leadville Trail 10K Run	Aug 11	10K	Leadville, CO	600	-	1,800
Leadville Trail 100 Run	Aug 17-18	100 mi.	Leadville, CO	800	2,000	2,400
Chequamegon MTB Festival	Sep 14	40 mi.	Cable, WI	3,300	3,900	6,600
The Rad Dirt Fest	Sep 28	40 mi., 65 mi., 120 mi.	Trinidad, CO	1,000	-	2,000
Chicago Half Marathon	Sep 29	Half, 5K	Chicago, IL	10,000	15,600	30,000
Little Sugar MTB	Oct 13	20K, 50K, 100K	Bentonville, AR	1,100	-	2,200
Big Sugar Gravel	Oct 19	50M, 100M	Bentonville, AR	2,000	3,000	6,000
Austin Rattler MTB	Nov 2	20M, 40M, 60M	Burnet, TX	650	-	1,300
Austin Rattler Run	Nov 2	10 mi., 20 mi., 50K	Burnet, TX	350	-	700
Turkey Trot Chicago	Nov 28	5K, 8K	Chicago, IL	8,000	-	16,000
Turkey Trot Miami	Nov 28	5K, 10K	Miami, FL	5,000	-	10,000

Dates, Locations and Participants Subject to Change



# KIDS EVENTS

Life Time fosters a healthy environment for active and engaged families. As complements to select Life Time Athletic Events, we host kids-specific competitions that are fun and challenging for ages 5–14. These events not only promote fitness, and serve as an introduction to running and cycling, but improve the child’s self confidence as they cross the finish line.

## EVENTS

- (+) The Kids Run Miami
- (+) Sea Otter Classic Kid’s Zone
- (+) Chicago Spring Half Junior Dash
- (+) Plymouth Rock Ramble Chicago
- (+) Kids Trot Miami
- (+) Chequamegon MTB Festival Little Loggers





# BRAND INTEGRATION



SPONSORSHIP



SAMPLING



EXHIBITOR SPACE



LIFE TIME GRAND PRIX



# LIFE TIME GRAND PRIX

Presented by Mazda



(+)  
20 THOUSAND  
amateur riders

(+)  
MILLIONS  
of fans

(+)  
7 ICONIC  
off-road events

(+)  
60 of the  
world's best cyclists



(+)  
12.8 MILLION broadcast  
impressions in 2024

(+)  
The continent's  
LARGEST cycling prize  
purse



# INVITATION OF A LIFE TIME

As the most prolific player in the transformation of North American cycling, the Life Time Grand Prix has paved the path for a new era of cycling – **and you're just in time to join us at the front of the pack.**

## WHY PARTNER WITH US?

- (+) Brand recognition done right
- (+) Turnkey digital brand integration
- (+) Brand association with prestigious event with wide-spanning media coverage
- (+) Ownership of impactful, feel-right moments
- (+) Endurance melting pot of broader cycling enthusiasts, inclusive of everyday participants *and* elite athletes
- (+) Valuable audience of high net-worth consumers
- (+) Brand awareness extended to Life Time ecosystem of 10 Million+ wellness-chasers



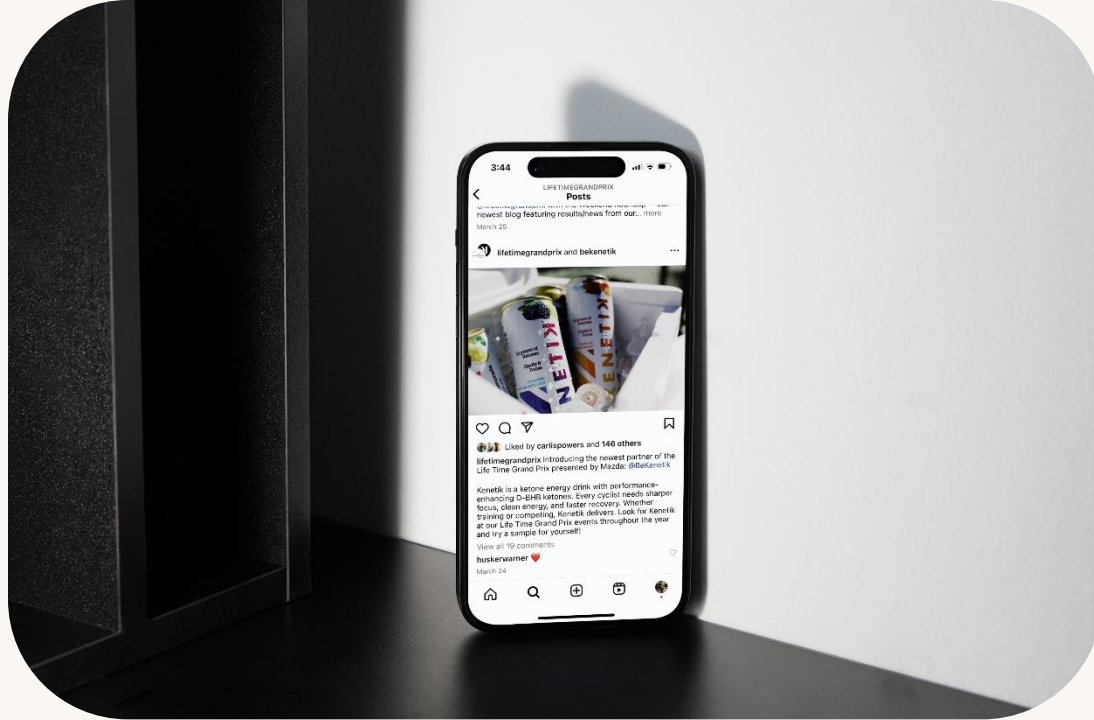


# LIFE TIME GRAND PRIX EVENTS

<b>EVENT</b>	<b>DATE</b>	<b>DISTANCE</b>	<b>LOCATION</b>	<b>PARTICIPANT COUNT</b>	<b>EXPO ATTENDANCE</b>	<b>EVENT DAY ATTENDANCE</b>
Sea Otter Classic	Apr	Multiple	Monterey, CA	6,000	75,000	75,000
UNBOUND Gravel	May-Jun	Multiple	Emporia, KS	4,500	7,000	13,500
Crusher in the Tushar	Jul	70 mi.	Beaver, UT	800	1,100	1,600
Leadville Trail 100 MTB	Aug	100 mi.	Leadville, CO	1,900	4,500	5,700
Chequamegon MTB Festival	Sep	40 mi.	Cable, WI	3,300	3,900	6,600
The Rad Dirt Fest	Sep	40 mi., 65 mi., 120 mi.	Trinidad, CO	1,000	-	2,000
Big Sugar Gravel	Oct	50M, 100M	Bentonville, AR	2,000	3,000	6,000

Dates, Locations and Participants Subject to Change

# BRAND INTEGRATION



**DIGITAL**  
Social & Email Content  
Logo Inclusion



**BROADCAST**  
Editorial / Advertorial  
Logo & Product Placement



# DIGITAL AUDIENCE

Behind the 'screens', a captivated audience eagerly awaits the next content drops from the channels of the Life Time Grand Prix and its seven distinct events. With significant impressions, engagement, and viewing time, this audience is prime for your brand to be prominently featured and effortlessly woven into content.

Series\* Social Impressions

**22M**

Series\* Email Audience

**67K**

Videos Published Since Launch

**79**

Series\* Social Audience

**383K**

YouTube Impressions Since Launch

**39.2M**

Subscribers Since Launch

**50K+**

Series\* Social Engagement

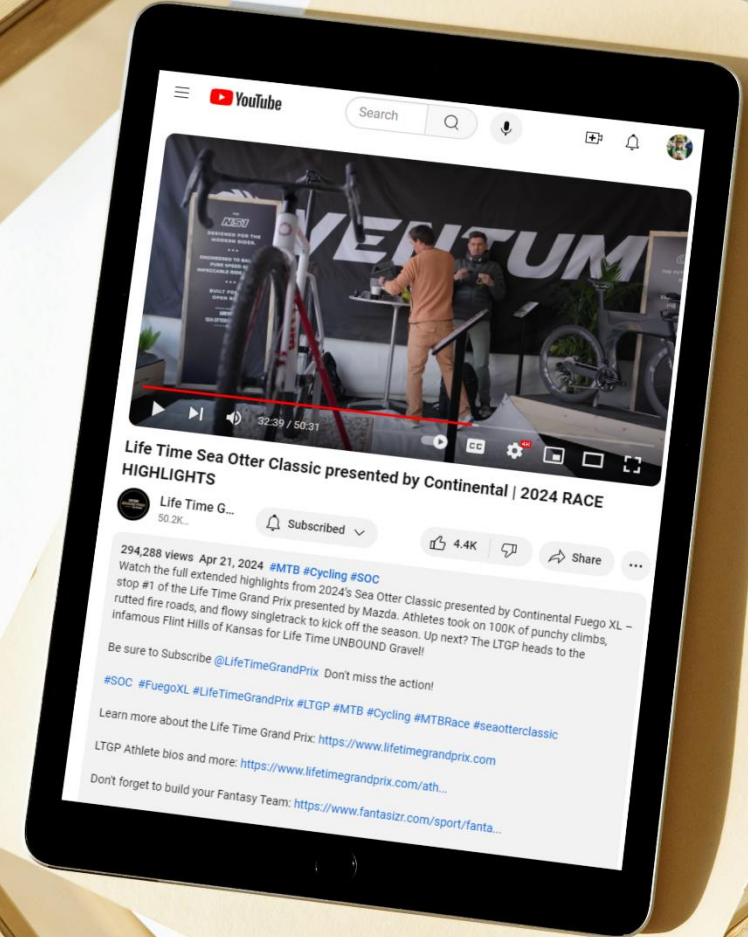
**659K**

YouTube Impressions in 2024

**24.6M**

Channel Views Since Launch

**6.7M**



# PR COVERAGE

## 2024 MIAMI MARATHON + HALF MARATHON

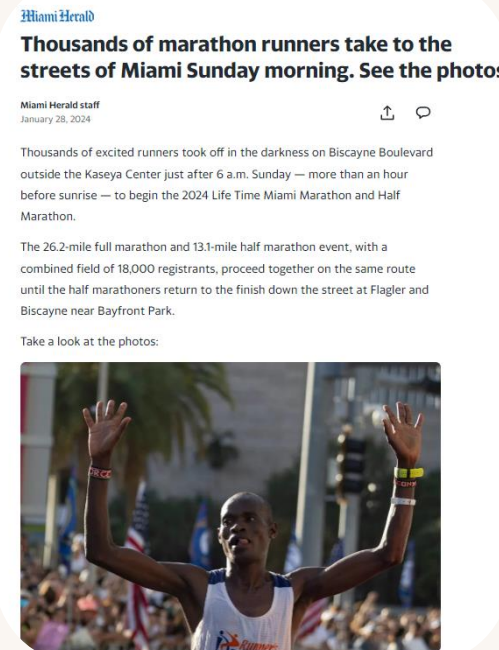
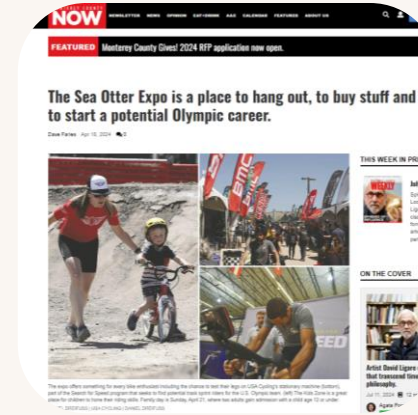
- (+) Coverage: 1,565 placements
- (+) Impressions: 4.1B million
- (+) Projected advertising value: \$10.9M

## 2024 SEA OTTER CLASSIC

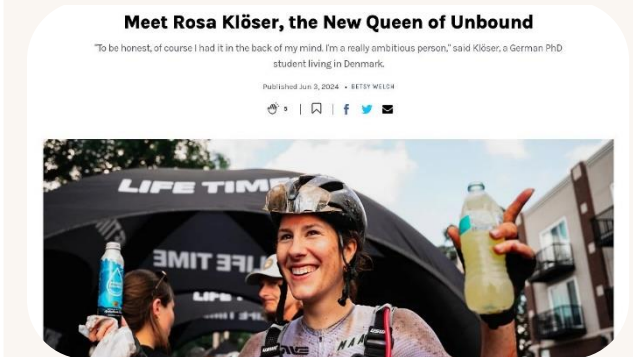
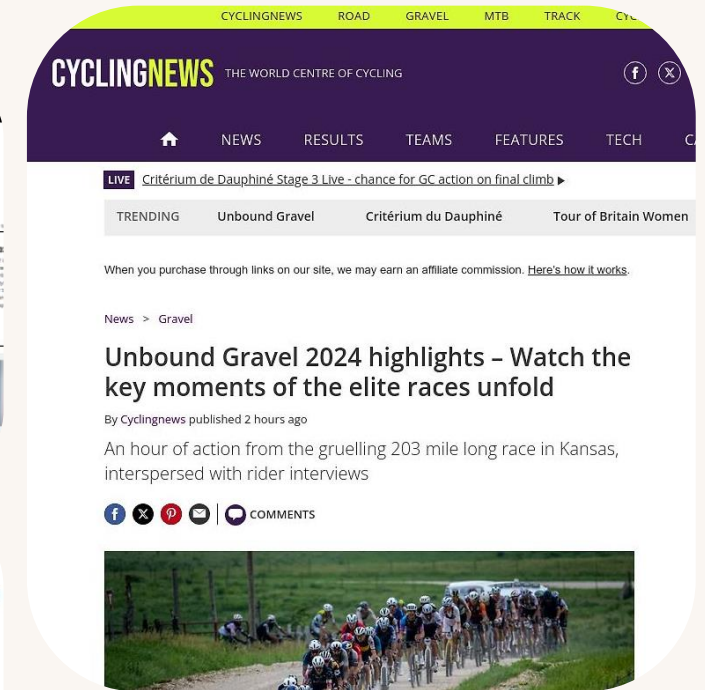
- (+) Coverage: 2,577 placements
- (+) Impressions: 8.3B million
- (+) Projected advertising value: \$15.6M

## 2024 UNBOUND GRAVEL

- (+) Coverage: 1,835 placements
- (+) Impressions: 10.4B million
- (+) Projected advertising value: \$19.7M



—The 56 crosses the line as the first runner to finish the full marathon during the Life Time





ATHLINKS



# ENDURANCE HUB

Athlinks is the place to directly engage with active endurance athletes, simplifying and enhancing the relationship between athletes, events and endurance brands.

For athletes, Athlinks is the destination to discover events, connect with friends, and celebrate with post-event results and photos – all personalized and all in one place.

For partners, Athlinks provides an opportunity to reach a diverse audience of endurance sports participants – newbies, veterans, speedsters, back-of-the-packers and everyone in between.

Race Results

**400M**

Annual Users

**8M**





# ATHLINKS.COM USERS

Athlinks is the go-to place for athletes and their fans to go beyond viewing results and celebrate their accomplishments.

Every weekend, Athlinks adds hundreds of new race results for athletes to deeply engage with. We are the exclusive live-results partner of ChronoTrack; the world's most trusted timing technology. This means we are there when the athlete crosses the finish line.

With 400+ million results and over 115 million athlete photos, participants can go beyond analyzing their race and relive that celebration moment.

Running Results

**87%**

Cycling + Tri Results

**10%**

Other Results

**3%**

## GENDER



Male

**42%**



Female

**58%**

## EDUCATION + FINANCIALS



College Diploma

**79%**



HHI of more than \$115K

**73%**

## AGE

18-24

**9%**

25-34

**27%**

35-44

**25%**

45-54

**19%**

55-64

**13%**

65+

**7%**

# CONNECT WITH ATHLETES



**ATHLINKS EMAIL DISTRIBUTION**  
Dedicated Emails



**AUDIENCE NETWORK**  
First-party Audience Retargeting



**ATHLINKS.COM DISPLAY ADS**  
Run of Site



# MEDIA RATE CARDS

# MEDIA RATE CARDS

3x7 Banner	Monthly Rate
1-12	\$1,000
13-24	\$800
25-200	\$600
201-500	\$400
501-1,000	\$200
1,001+	\$130

Digital Signage - Entrance	Monthly Rate
1-12	\$300
13-24	\$250
25-200	\$200
201-500	\$150
501-1,000	\$100
1,001-3,000	\$75
3,001+	\$50

Experience Life	Per Ad Rate
Magazine Back Cover	\$25,000
Magazine Inside Back Cover	\$20,000
Magazine 1-Page Ad	\$15,000
Magazine Spread Ad	\$20,000
Leaderboard Ad	\$6,000
Medium Rectangle Ad	\$5,250
Weekly Newsletter Ad	\$850

4x8 Banner	Monthly Rate
1-12	\$1,375
13-24	\$1,100
25-200	\$825
201-500	\$550
501-1,000	\$275
1,001+	\$180

D.S. - Hallway/Workout Floor	Monthly Rate
1-12	\$600
13-24	\$500
25-200	\$400
201-500	\$300
501-1,000	\$200
1,001-3,000	\$150
3,001+	\$100

Athlinks	CPM
Dedicated Email: <i>Full List</i>	\$50
Dedicated Email: <i>Segmented</i>	\$75
Run of Site Display Ads	\$8
Audience Network: <i>Full List</i>	\$8
Audience Network: <i>Segmented</i>	\$8

SAMPLE CAMPAIGN

(1) Ad running for 12 months located on the Hallway and Workout Floors digital screens of 5 Life Time Locations = \$24,000



# PARTNER SPOTLIGHT



**LIFE TIME**  
**Partnership Marketing**

Connecting the right brands, to the right audience, at the right time.