

FIT for Life *Lounge*™

IN PARTNERSHIP WITH



**BLACK
FOOD
& WINE
EXPERIENCE®**

FIT

FOR LIFE

Learn more at
www.sherylgrant.com/



ABOUT US

FIT FOR LIFE IS AN AWARD-WINNING ALL-IN-ONE WELLNESS PLATFORM.

FIT for Life is an all-in-one wellness platform designed to help women to transform mentally and physically. From our mental transformation books and courses, to our fitness challenges, world-class supplements, and global community—we've built a thriving ecosystem that empowers women nation wide to get FIT for any goal at any age.

LIVE

LIVE DAILY COACHING WITH SHERYL

Join our daily LIVE coaching sessions hosted by Sheryl and her personal network of FIT Experts.



FIT COURSES & CHALLENGES

Unlimited access to our entire library of FIT Courses by Sheryl & her network of FIT experts.



GLOBAL FIT COMMUNITY

Access to our global FIT Community for support, encouragement and inspiration on your journey!



FIT CERTIFIED EXPERTS

Tailored content, including: mental health tools, recipes, workouts, events and more!

learn more at www.sherylgrant.com/

OUR PLATFORM HAS AMASSED A HIGHLY **ENGAGED** AND RAPIDLY **GROWING** GLOBAL AUDIENCE

400K+

FOLLOWING

IG = 210K+

FB = 100K+

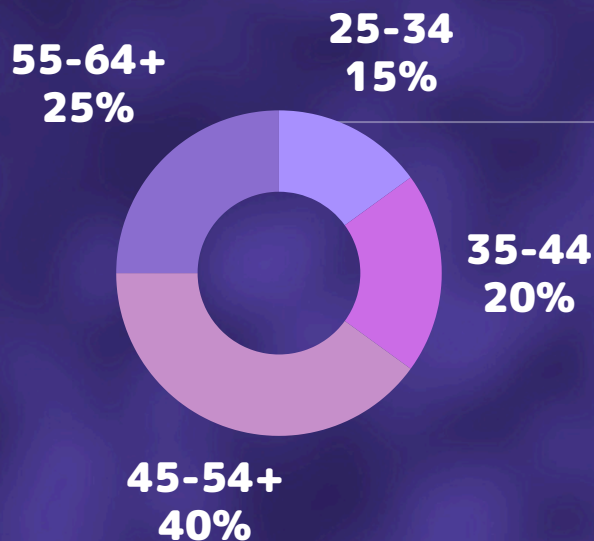
TIKTOK = 70K+

10M+

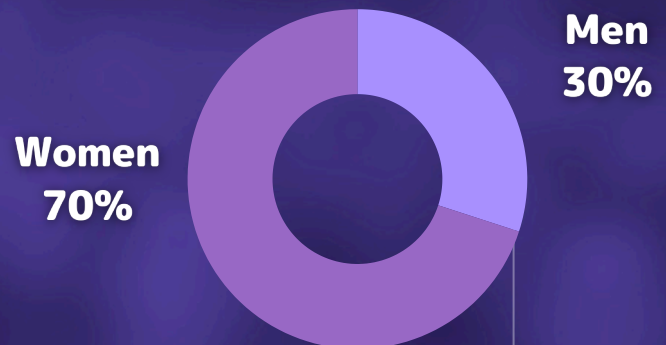
MONTHLY REACH

15K+

DATABASE



AGE: 65% AGE 45+



IDENTITY: 70% WOMEN

FEATURED BY



FOX

CBS



yahoo!sports

OUR WORK HAS BEEN FEATURED IN **NATIONAL+ INTERNATIONAL** NEWS MEDIA & PUBLICATIONS

60+

MAJOR MEDIA
PLACEMENTS

200M+

COMBINED
PRESS REACH

15+

SCHEDULED
MEDIA PLACEMENTS



yahoo!sports



**BLACK
ENTERPRISE**

KATIE
COURIC
MEDIA



sherylgrant.com



[sherylgrant](https://www.instagram.com/sherylgrant)



hello@sherylgrant.com



WE'RE ADDRESSING THE **WELLNESS GAP**

Why Inclusive, Community-Centered Wellness Experiences Are More Critical Than Ever

Across the U.S., **Women—especially those aged 40 and above**—are navigating a growing crisis in mental and physical health. Burnout, anxiety, weight gain, and stress-related illness are rising sharply. Despite making over 80% of household health decisions (U.S. Department of Labor), women are often overlooked in the design of wellness solutions that prioritize whole-person care.

Women of color—and Black women in particular—face compounding barriers in health, wellness, and access to culturally relevant support. These barriers have measurable, life-altering consequences.

- **Women of Color** are disproportionately affected by stress-related illnesses, hypertension, and chronic conditions. (Office of Minority Health)
- **63% of Black Women** report stress-related health conditions, such as anxiety and hypertension ([American Psychological Association](#)).

Women are not just looking for workouts—they're seeking solutions that integrate mental clarity, emotional well-being, physical movement, and meaningful connection + support.

The FIT Lounge™ responds to this need with a uniquely inclusive model: a wellness experience designed for all women, with a focused commitment to empowering women of color through movement, mindset, and community-based healing.



THE FIT FOR LIFE LOUNGE IS A ONE OF A KIND HOLISTIC WELLNESS EXPERIENCE

Learn more at www.sherylgrant.com/experience

The FIT Lounge is an innovative initiative by Sheryl Grant and FIT for Life, designed to create empowering spaces for Women to focus on their health and wellness. The FIT Lounge activates at tentpole industry conferences and aims to address the unique health challenges faced by Women of color through wellness-focused dinners, thought-leader fireside chats, roundtables, summits, and curated bespoke co-branded events.

Our curated event experience includes:

- **Fireside Chat(s):** Engaging discussions with celebrity wellness experts, fitness influencers, and celebrity guests on topics like mental health, nutrition, and fitness.
- **Health + Wellness Activations:** Inclusive fitness-focused sessions such as yoga, dance, and light exercise, suitable for all fitness levels.
- **Curated Healthy Offerings:** Nutrient-rich refreshments highlighting Woman-focused health brands + **more!**

We also produce a full suite of accompanying multimedia content, including original social series, dedicated programming, and creator marketing campaigns, distributed across our Owned and Operated (O&O) channels. This ensures complete control over messaging, branding, and audience engagement.

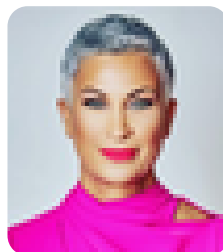
SOME OF OUR PREVIOUS GUESTS



SONYA CURRY
HOST / AUTHOR



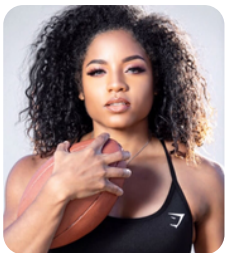
LES BROWN
MOTIVATIONAL LEGEND



MICHELLE GEHEE
CCO, ESSENCE



DEVEAN GEORGE
NBA ALL-STAR / FOUNDER



SANTIA DECK
FOUNDER / PRO ATHLETE



SYDELL CURRY
HOST / ENTREPRENEUR



ANTONIO DAVIS
NBA ALL-STAR / FOUNDER



WARRICK DUN
NFL STAR / FOUNDER

PAST PARTNERS / SPONSORS





GOING FURTHER: THE KINECTDOTS™ RESEARCH INITIATIVE

A Evidence-Based Approach to Understanding Wellness, Behavior, and Community Impact for Women of Color

As part of our commitment to evidence-based programming and long-term impact, your sponsorship of the FIT Lounge directly supports the **Kinectdots™ Research Initiative**—a groundbreaking initiative expanding on Sheryl Grant’s original Master’s thesis. This study deepens the exploration of **The Kinectdots System** for personal transformation and community development: **The FIT Methodology™** (Faith, Intuition, and Tenacity) and the **C4 Matrix™** (Communication, Connection, Collaboration, and Community), using our dynamic **FIT for Life Platform** to measure real-world impact.

Over the next year, the FIT Lounge will tour six cities across the United States, serving as both an empowerment event and an active research site. Each stop on the tour will offer immersive wellness programming for Women, while also collecting anonymized participant data and qualitative insights to assess how mental wellness, fitness access, and social connection improve health outcomes for women of color—particularly Black women disproportionately affected by chronic stress, anxiety, and health disparities.

By supporting the FIT for Life, sponsors demonstrate a commitment to not only engaging diverse communities but helping to shape scalable, science-backed wellness solutions. Findings from this study will inform future programming, shape public health narratives, and position our platform—and our partners—as leaders in wellness equity and transformational community development.

MEET THE FOUNDER

MS. OLYMPIA, TRANSFORMATIONAL WELLNESS LEADER, SOCIAL ENTREPRENEUR.

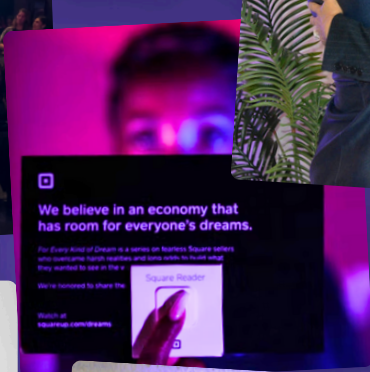
Learn more at www.sherylgrant.com



Sheryl Grant is a transformational wellness expert, advisor and global catalyst for change. She is globally recognized not only for her tenured success as a 30+ year Silicon Valley veteran, but also revered for sharing her inspiring journey to becoming Ms. Olympia at age 57. Now Sheryl travels the globe, elevating both individuals and organizations, empowering them with the tools to get **FIT for Life** and scale their impact globally.

Sheryl is the architect and creator of the award-winning **Kinectdots system (The FIT Method** for mental transformation **+ The C4 Matrix** for community development) which include programming, training and resources dedicated to helping individuals to get mentally FIT, improve their physical wellness and break through barriers to achieve success in career, business, life and beyond! Tens of thousands of individuals have experienced the impact of her mentorship and tens of millions have been inspired by her journey.

Ms. Grant is a world-leading leadership expert, resource for ambitious individuals and global ally for innovative organizations seeking to empower those who want to become the transformational change they wish to see in the world. Sheryl holds her Masters in Leadership Development from St. Marys.



PRESENTING: \$35,000

- Marquee Branded FIT Lounge activation
- Exclusive Title Sponsorship of The FIT Lounge
- Co-branding on all marketing + digital promotions.
- Marquee acknowledgement (start + end)
- Min. 8 Exclusive Brand Posts on SG / FIT Social
- Marquee Placement on SG Website
- Brand Mentions During Press Run
- Marquee acknowledgment during event
- Exclusive Feature in 5 SG / FIT Newsletters
- 6 Featured Blog Posts on SG / FIT blog
- 1 Dedicated Highlight on SG / FIT Socials (3 mo)

GOLD: \$30,000

- Featured Branded FIT Lounge activation
- Co-branding on select marketing + promotions.
- Featured acknowledgment during event
- Min. 6 Exclusive Brand Posts on SG Social Media
- Priority Placement on SG Website
- Brand Mentions During Press Run
- Marquee Partner Mention in 4 SG Newsletters
- 4 Featured Blog Posts on the SG blog
- 1 Dedicated Highlight on SG / FIT Socials (3 mo)

SILVER: \$25,000

- Branded event segment (e.g., Fitness Zone, Nutrition Nook).
- Brand in press materials and event collateral.
- Min. 4 Exclusive Brand Posts on SG Social Media
- Featured Placement on SG website
- Featured Partner Mention in 3 SG Newsletters
- 2 Featured Brand Posts on SG the blog
- Shared Sponsor Highlight on SG Socials
- Featured acknowledgment during event

BRONZE: \$15,000

- Logo placement on event signage and website.
- Display your promo materials @ The FIT Lounge
- Min 2 Sponsored Brand Posts on SG Social Media
- Community Sponsor Placement on SG website
- Shared Partner Mention in 2 SG Newsletter
- 1 Featured Brand Post on SG blog
- Shared Event Sponsor Highlight on SG Socials

SUPPORTING SPONSOR: \$5,000

- Logo placement on event signage and website.
- Display your promo materials @ The FIT Lounge
- Min. 1 Sponsored Brand Posts on SG Social Media
- Community Sponsor Placement on SG website
- Shared Partner Mention in 1 SG Newsletter
- Shared Event Sponsor Highlight on SG Socials

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