



COMMUNITY PARTNER PROGRAM

SPONSORSHIP + MEDIA KIT

Reach adults who are actively investing in strength, health, confidence and longevity.

MuscleBabee gives select businesses a professional way to connect with an age-focused fitness community through website visibility, social content, email, educational resources and appropriate community activations.

50-80+

CORE AUDIENCE

SOUTH JERSEY

LOCAL BASE

LOCAL + DIGITAL

PARTNER REACH

01 | THE BRAND

WHAT IS MUSCLEBABEE?

A structured fitness and accountability system built around real adults - especially adults 50+.

MuscleBabee is not built around extreme fitness. It is built around sustainable progress.

- Personalized fitness programming for adults 50+, delivered in person and virtually.
- A phased system that moves clients from Reset to Development to long-term Mastery.
- Coaching focused on safe strength, mobility, balance, confidence, accountability and longevity.
- An ecosystem that includes memberships, private training, published books, free educational resources, email follow-up and organizational fitness programs.

IN-PERSON COACHING Private one-on-one training in the South Jersey area for clients who want direct guidance and structure.	VIRTUAL PROGRAMMING Personalized workout and nutrition programming that allows clients to train from anywhere.
EDUCATION Books, guides and the multi-phase MuscleBabee System give the brand a deeper educational footprint.	ACCOUNTABILITY Progress reviews, coaching touchpoints and structured follow-up help keep clients engaged beyond a single workout.

Source: MuscleBabee.com, current website positioning and program pages, accessed September 2026.

WHO MUSCLEBABEE SERVES

The sponsorship value starts with a clearly defined audience, not random website traffic.

PRIMARY AGE	Adults 50-80+; strongest brand fit is adults 50+ seeking sustainable fitness and longevity.
GENDER	Men and women. The program is not built around one gender or a bodybuilding-only audience.
GEOGRAPHY	South Jersey is the private-training base; virtual programming and digital content extend beyond the local market.
FITNESS STAGE	Beginners, returning exercisers, active-aging adults and clients who want structured progression without extreme intensity.
COMMON GOALS	Strength, mobility, balance, confidence, body composition, consistency, accountability and long-term independence.
BUYING MINDSET	Trust, relevance, structure and practical value matter more than hype. They are looking for services that fit real life and their stage of life.

Audience-profile note: MuscleBabee does not currently use an audited demographic census. This profile reflects the brand's current service design, stated target market and client mix; it does not claim unverified income, household or reach statistics.

03 | MARKET CONTEXT

WHY THE 50+ MARKET MATTERS

MuscleBabee operates where fitness, longevity, independence and substantial consumer spending intersect.

\$10.7 TRILLION

Consumer spending in 2024 by U.S. households headed by someone age 50+ - more than half of total U.S. consumer spending.

Source: AARP Longevity Economy Outlook 2026 (2024 spending data).

61.2 MILLION

Americans age 65+ in the 2024 American Community Survey - about 18% of the U.S. population.

Source: U.S. Census Bureau, ACS 1-Year Estimates, 2024.

38.4%

Share of U.S. adults age 65+ who met federal aerobic-activity guidelines in 2024.

Source: CDC/NCHS, National Health Interview Survey 2024.

Sponsor takeaway: the audience is large, economically meaningful and directly connected to the health, strength, mobility and lifestyle categories MuscleBabee discusses every day.

WHAT THIS AUDIENCE CARES ABOUT

The strongest sponsor messages solve practical problems and respect the audience's intelligence.

STAY STRONG Maintain or rebuild strength for everyday life, confidence and independence.	MOVE BETTER Mobility, balance and joint-friendly movement matter as much as appearance.
LIVE LONGER - LIVE BETTER The brand speaks to longevity as quality of life, not just adding years.	STOP STARTING OVER Consistency, structure and accountability are core MuscleBabee themes.
BUY WITH TRUST Relevant education and credible recommendations outperform generic hype.	VALUE CONVENIENCE Services that simplify health, recovery, food, finances or lifestyle can fit naturally into the audience journey.

The opportunity is not "older people." The opportunity is adults actively protecting the next 20-30 years of their lives.

05 | REACH

HOW MUSCLEBABEE REACHES THE AUDIENCE

Partners can appear across multiple relevant touchpoints instead of buying a single static banner.

WEBSITE MuscleBabee.com: program education, memberships, books, resources, partner profiles and calls to action.	SOCIAL Ongoing fitness, mindset and educational content on Instagram and Facebook.
EMAIL Lead-magnet and follow-up email sequences, including the 7-Day Reset / Quick Start journey.	COACHING Private and virtual coaching relationships create repeated brand contact over time.
BOOKS + GUIDES Published and upcoming MuscleBabee fitness books expand the education ecosystem.	COMMUNITY Organizational programs, local relationships and appropriate events create offline visibility opportunities.

Important: MuscleBabee does not promise a fixed number of impressions or leads unless a specific verified metric is included in a future written campaign. Sponsorship is sold on audience alignment, repeated visibility and agreed deliverables.

06 | SPONSOR VALUE

WHAT A PARTNER IS ACTUALLY BUYING

A MuscleBabee sponsorship is designed around relevance, repetition and association with a focused fitness community.

BRAND ASSOCIATION Be visible inside a fitness and longevity platform built for adults 50+.	REPEATED EXPOSURE Show up through more than one channel when the selected package includes it.
DIRECT TRAFFIC Use approved website links, offers and calls to action to move interested people to your business.	MEMBER OFFERS Create an approved benefit or offer specifically for the MuscleBabee community.
EDUCATIONAL POSITIONING Where appropriate, contribute useful information without turning MuscleBabee content into an infomercial.	CATEGORY PRESENCE Presenting Partners may receive category exclusivity when specifically agreed in writing.

We are not selling random clicks. We are creating repeated access to an aligned audience.

07 | PARTNER FIT

WHO SHOULD PARTNER WITH MUSCLEBABEE?

The best sponsors provide something genuinely useful to adults focused on health, longevity and better living.

HEALTH + RECOVERY Physical therapy, chiropractic, massage, sports medicine, orthopedic, dental, vision and other appropriate professional services.	FOOD + WELLNESS Meal prep, healthy restaurants, nutrition-adjacent services and wellness businesses.
FITNESS + LIFESTYLE Fitness equipment, apparel, recovery services, grooming, active-lifestyle products and related brands.	FINANCIAL + PROTECTION Financial planning, retirement services, insurance and other services relevant to adults in midlife and beyond.
HOME + COMMUNITY Active-adult communities, home services, aging-in-place solutions and local professional services.	TRAVEL + LEISURE Travel, recreation and experiences that align with an active 50+ lifestyle.

All partnerships remain subject to MuscleBabee approval. Health and wellness partners may not use the sponsorship to make unsupported medical, treatment, weight-loss or performance claims.

08 | INVESTMENT

THREE LEVELS OF PARTNERSHIP

Start with the level that matches the visibility, frequency and exclusivity your business needs.

BENEFIT	COMMUNITY	FEATURED	PRESENTING
MONTHLY INVESTMENT	\$250	\$500	\$1,000
POSITIONING	Core partner	Featured partner	Premium / presenting
SOCIAL VISIBILITY	1 spotlight/mo	Up to 2/mo	Up to 4/mo

COMMUNITY PARTNER - \$250/MO Logo + link + business description on partner page; one monthly social spotlight; opportunity for an approved member offer.

FEATURED PARTNER - \$500/MO Everything in Community, plus featured website placement, up to two social features monthly, selected email/resource inclusion and expanded partner profile.

PRESENTING PARTNER - \$1,000/MO Everything in Featured, plus premium placement, up to four social features monthly, recurring selected email/content visibility, appropriate event recognition and potential category exclusivity.

Presenting Partner exclusivity is not automatic. It applies only when the specific category is approved and written into the final agreement.

09 | ACTIVATION

HOW A SPONSORSHIP COMES TO LIFE

The best partnerships have one clear goal and a simple way to measure what happened.

1	DEFINE THE OBJECTIVE	Awareness, website traffic, offer redemption, event visibility, education or category presence.
2	SELECT THE PACKAGE	Choose Community, Featured or Presenting based on desired frequency and placement.
3	BUILD THE OFFER	Provide logo, link, description and - if useful - a member-specific benefit or promotion.
4	LAUNCH	MuscleBabee activates the agreed website, social, email, content or event placements.
5	TRACK WHAT WE CAN	Use unique links, QR codes, promo codes, inquiry-source questions or redemption counts where practical.
6	REVIEW + RENEW	Review the partnership against the agreed objective and decide whether to continue, expand or adjust.

10 | PARTNERSHIP CONVERSATION

LET'S DESIGN THE RIGHT PARTNERSHIP

Use this page during the sponsor conversation before moving to the agreement.

PRIMARY BUSINESS GOAL What do you want this partnership to accomplish?

IDEAL CUSTOMER Who are you trying to reach?

BEST OFFER What can you offer the MuscleBabee community that is useful and easy to understand?

PRIORITY CHANNEL Website, social, email, events, education - where does visibility matter most?

MEASUREMENT How will we know the partnership is working?

TIMING When would you like to begin?

RECOMMENDED NEXT STEP

☐ Community \$250/mo ☐ Featured \$500/mo ☐ Presenting \$1,000/mo ☐ Custom

Target start date: _____ Primary objective: _____

11 | NEXT STEP

CLEAR TERMS. PROFESSIONAL PARTNERSHIPS.

If the fit is right, the next section is the Sponsorship & Community Partner Agreement.

No vague promises. No automatic approval. Every sponsorship is documented before activation.

- All sponsors are reviewed for brand and audience fit.
- Sponsorship benefits are defined by the selected package and final written agreement.
- MuscleBabee does not guarantee leads, sales, traffic, social engagement or revenue.
- Payment is arranged after approval and before activation, according to the agreement.
- Category exclusivity exists only when specifically granted in writing.
- Sponsor remains responsible for its own products, services, claims, offers and customer relationships.

SOURCE NOTES

MuscleBabee Fitness website: musclebabee.com - current brand positioning, services and audience focus, accessed September 2026.

AARP Longevity Economy Outlook 2026: Published June 2, 2026. Reports \$10.7T in 2024 consumer spending by households headed by someone 50+ and \$12.5T in annual economic activity attributable to adults 50+.

U.S. Census Bureau, 2024 ACS 1-Year Estimates: S0103: Population 65 Years and Over in the United States - 61,245,283 people age 65+ out of 340,110,990 total.

CDC/NCHS, 2024 National Health Interview Survey: Aerobic Physical Activity Among Adults Age 18 and Older: United States, 2024 - 38.4% of adults age 65+ met federal aerobic activity guidelines.

NEXT: SPONSORSHIP & COMMUNITY PARTNER AGREEMENT

Complete the agreement only after confirming the sponsor, package, fee, term, deliverables and any special terms.