



 **BFS**

2023

**Partnership
Opportunities**

Our Team

Click below for bios!



Julian A. Barnes
Co-Founder & CEO

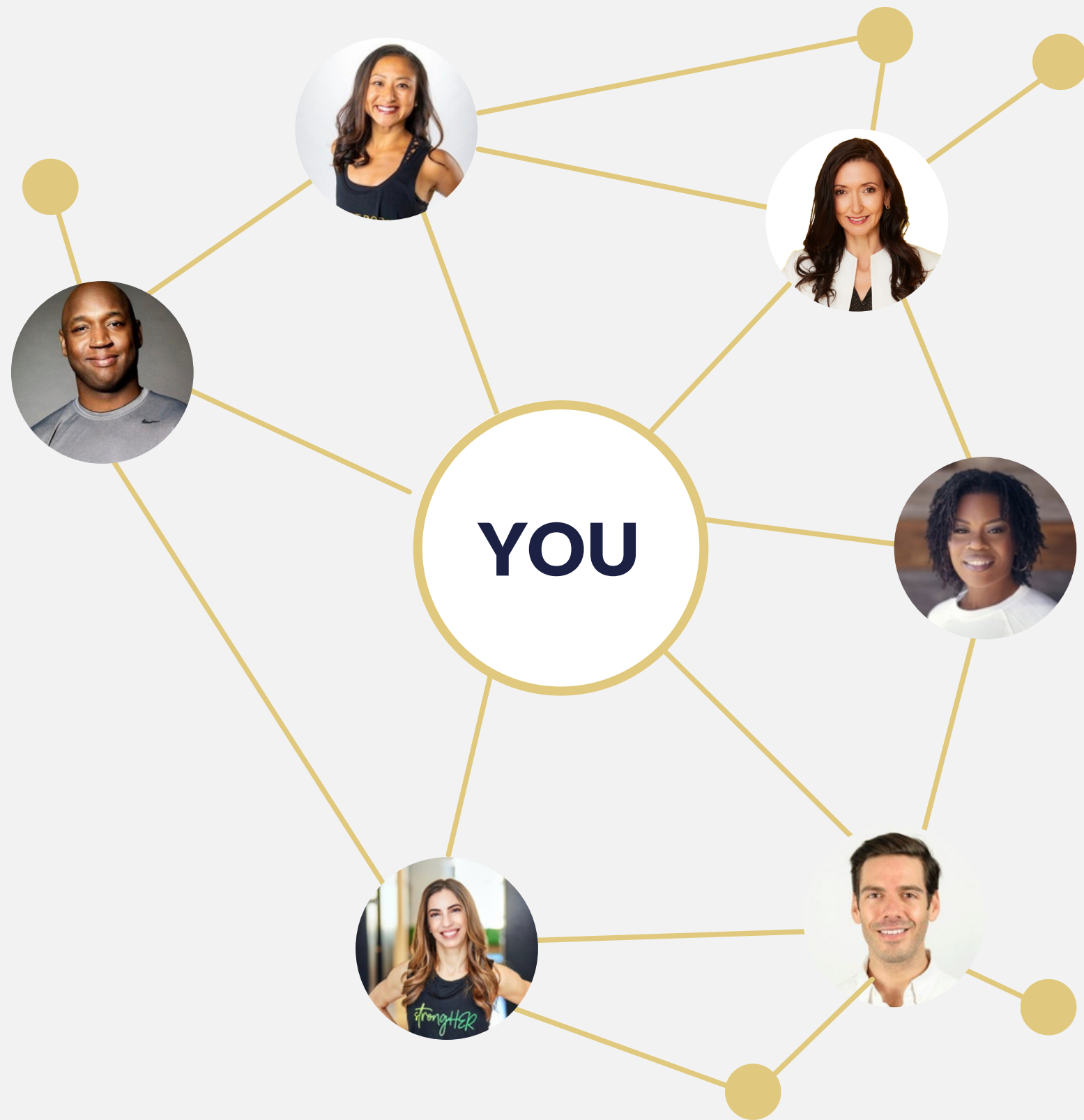


Nt Etuk
Chairman & Co-Founder, BFS
Founder & CEO, FitGrid



Jessica LaChance
Chief Studio Success Officer





About BFS

BFS is a **membership based peer-to-peer** network & business education provider.



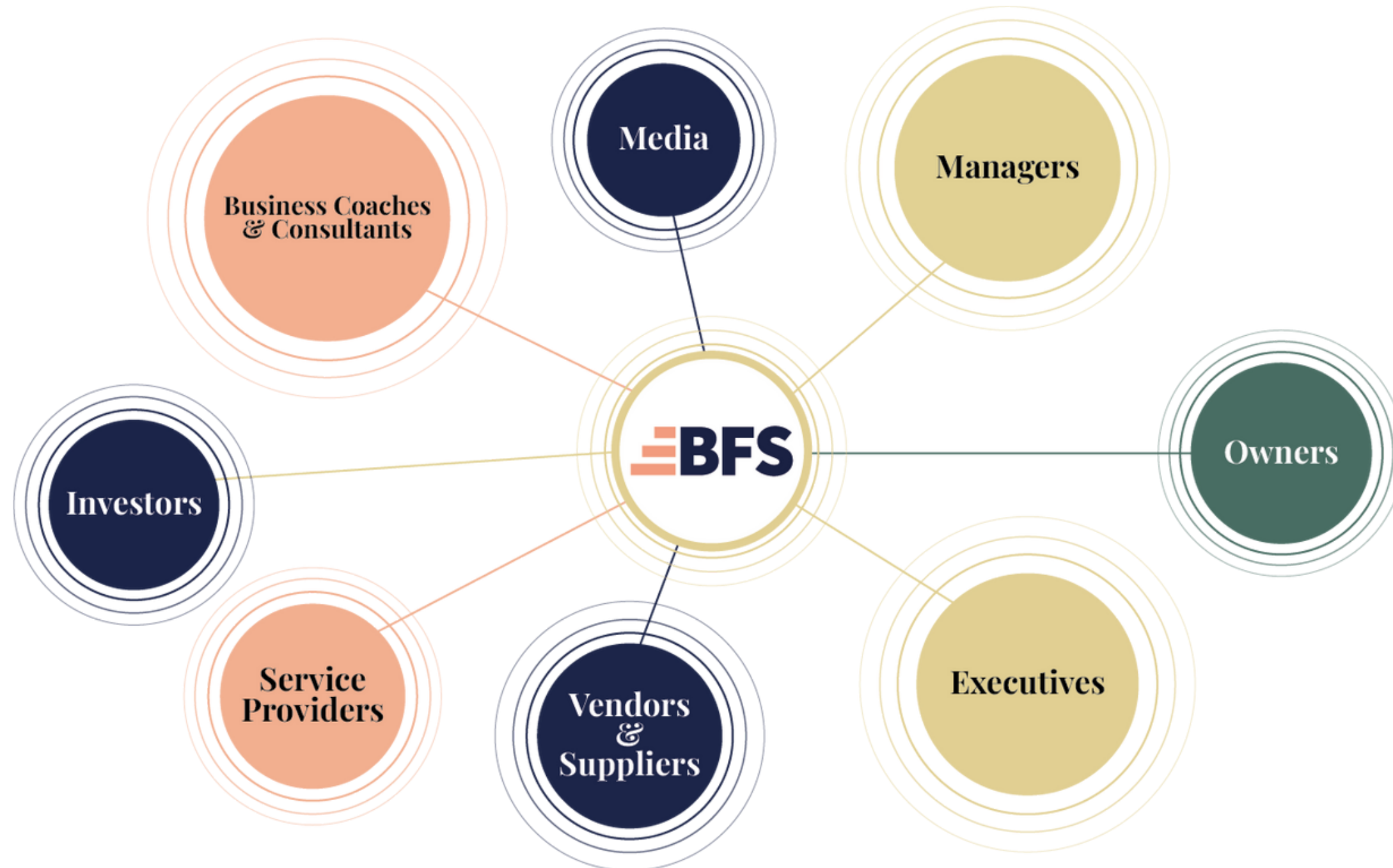
 **BFS**

Mission

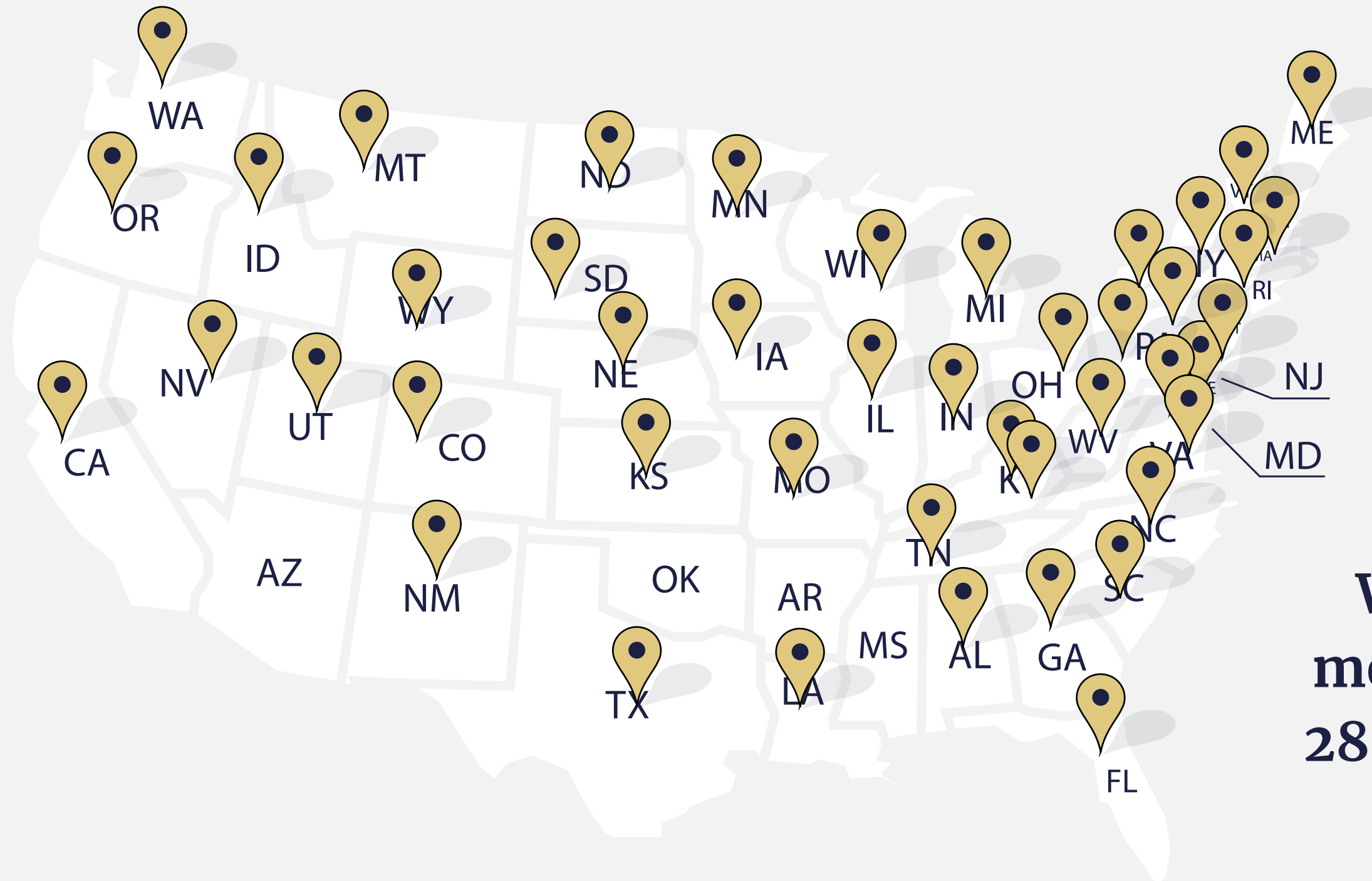
**Educate, Connect and Empower
boutique fitness businesses so
that they can launch, manage and
scale their business.**

The BFS Network

Helping Boutique Fitness Decision Makers to Launch, Manage and Scale their businesses.



Our Reach



We're proud to have members in 45 states & 28 countries worldwide.

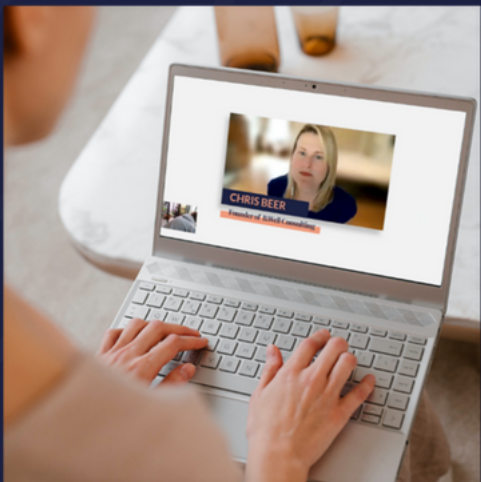
Our Products

ongoing



**BFS
Mastermind
Network**

ongoing



**BFS
Academy**

annually



**The Summit
by BFS**

quarterly



**BFS
Reports**

BFS

Trusted by the best and the brightest...

We have conducted trainings for :



We have partnered with:



We have been featured in:



Our Members

(partial list)



Real Pilates



TITLE BOXING CLUB



THE DAILEY METHOD



thestudio(mdr)



B / S P O K E



About The Summit by BFS

www.boutiquefitnesssolutions.com



**The Summit
is the premiere US conference
dedicated solely to the
boutique fitness industry and
that is platform and modality
agnostic.**

*6 Conferences in NYC, DC & CHI since 2018.
500 attendees per Conference.*



The Summit by BFS Recap Video



Our Partner Summit Recap

www.boutiquefitnesssolutions.com



BFS
2023

**Event
Opportunities**

2023 Event Overview

Date	March 22-23	April 24-26	July 12-13	October 5-6	TBD
Event Name	BFS @ IHRSA	BFS Mastermind Member Retreat	IDEA Club & Studio Summit powered by BFS	The Summit by BFS	Regional Events
Location	San Diego, CA	Austin, TX	Los Angeles, CA	New York City, NY	TBD
Program	CEO Summit General Session BFS Academy Trainings	Cocktail Party Sessions & Activities	General Session CEO Summit Cocktail Party 0	Cocktail Party CEO Summit General Session	
# Partner Opportunities	10	5	5	25	



BFS @ IHRSA

March 22-23, 2023 (San Diego, CA)

An opportunity to showcase our partners on the biggest stage in Fitness.

Our Platinum and Diamond Partners will receive tremendous brand awareness & recognition among IHRSA's global community.



THOUGHT LEADERSHIP OPPORTUNITIES

- **Wednesday, March 22**
 - Invitations to attend the IHRSA Reception
- **Thursday, March 23**
 - Invite-only CEO Summit session for companies seeking to scale (roundtable format)
 - General Session for companies at all stages of development

BFS Leadership Retreat

April 24-26, 2023 (Austin, TX)

Receive exclusive access to connect with BFS Mastermind Members at this two (2) day retreat at The Omni Barton Creek, Austin, TX.

Our retreat provides the most high-touch, intimate experience available that we offer throughout the year.

This partner will receive exclusive opportunities to attend leadership sessions, participate in recreational activities (spa, golf, fitness classes), and dine directly with our top Members.

PROGRAM

- Welcome cocktail reception Monday evening.
- Expertly curated exclusive sessions on Tuesday and Wednesday.
- Networking and team-building activities intertwined.
- Resort activities.

ATTENDEES

40 Mastermind Members from throughout the U.S., representing most of the top modalities in the industry



BFS IDEA World Convention Club & Studio Summit

powered by BFS, July 12-13, 2023 (Los Angeles, CA)

IDEA is the largest trade association for fitness professionals in the world.

IDEA invited BFS to produce this daylong education track that is exclusively for boutique fitness business owners, managers, & aspiring business owners.



PROGRAM

- **Wednesday, July 12**
 - Club & Studio Summit for studios at all stages of development
- **Thursday, July 13**
 - Invite-only CEO Summit for companies seeking to scale
 - Cocktail Party



Oct 5-6, 2023 (NYC)

The Summit by BFS is our annual flagship event that is held in NYC.

The Presenting Partner will receive the most elevated visibility & recognition, both onsite and digital, pre- & post-Summit.



THOUGHT LEADERSHIP OPPORTUNITIES

- **Thursday, October 5th**
 - Kickoff Cocktail Party

- **Friday, October 6th**
 - Invite-only CEO Summit for studios seeking to scale
 - General Session for studios of all stages of growth

BFS Regional Event

TBD

Two hour invite only open to members of the BFS community. Opportunity to gather together to hear the latest insights into the boutique fitness industry and network with other owners in the region.



LOCATIONS

- Chicago
- Los Angeles
- Nashville
- Charlotte

ATTENDEES

- Studio Owners, Executives and Managers from studios in that community
- Approx 25-30 people per event



 **BFS**

2023

**Partnership
Opportunities**

Partnership Benefits

Put your company and key leader in the spotlight with exclusive speaking opportunities throughout The Summit.

Speaking Opportunities



Access



Interact with the best and the brightest in the boutique industry in a variety of intimate settings.

Receive exclusive opportunities to showcase your brand to the BFS community throughout the year

Brand Exposure



Lead Generation



Use digital thought leadership opportunities throughout the year to drive LeadGen for your company

Partnership & Sponsorship Options

Titanium

Walla will be the Presenting Partner of All 4 Events +
The 2023 BFS NYC Holiday Party

Platinum

4 Platinum Partners Will Attend All 4 Events (including
all 3 CEO Summits) + Host a Regional Event

Diamond

5 Diamond Partners Will Join BFS at IHRSA & at The
Summit by BFS

Sponsors

15 Gold & Silver Sponsors Will Participate in The
Summit by BFS



**For additional information,
contact
[execteam@boutiquefitness
solutions.com](mailto:execteam@boutiquefitnesssolutions.com)**