

NEVER **STAY**
QUIT **FIT**



BODYARMOR

OUR PROPOSAL FOR
CONSIDERATION



Our Business Overview	1
Doing Business with Coca-Cola and BodyArmor	2
Sponsorship Options	3-4
Events	5-6
Advertising and Marketing	7-8
NQSF Resources	9-10
Our Network of Cooperatives	11-12
Technologies Now and Ahead	13-14
Cross Promotions	15
Getting Started	16

**NEVER
QUIT** *STAY
FIT*

Our Business Overview

**NEVER
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FIT*

Hello and thank you for considering a mutually beneficial business relationship with Never Quit Stay Fit!

We are so pleased to present Coca-Cola and BodyArmor with a formal proposal to become a cooperative partner and/or a sponsor for Never Quit Stay Fit.

First, let us be very candid with you guys if you do not mind... Never Quit Stay Fit acknowledges that Coca-Cola and BodyArmor are already globally successful and you guys have your pick of the litter so to speak with regards to adding cooperatives and sponsorships from a wide range of businesses and industries. So, we know that in order to appeal to you enough to work with us we need to bring something unique to the table and thus we are presenting you with this proposal.

Secondly, what we have included within this proposal is designed to sell itself without a sales pitch because the realistic aspirations and goals of Never Quit Stay Fit will be achieved by us regardless, we just believe that working with Coca-Cola and BodyArmor will only expedite our success while being of benefit to you guys as well.

Thank you for taking the time to go over this proposal and we stand ready to answer any questions as well as enter into an agreement with you anytime.

Have an incredible day!

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www.neverquitstayfit.com/businessoverview.pdf

Coca-Cola

BODYARMOR

www.NeverQuitStayFit.com

PAGE | 1

**NEVER
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Doing Business with Coca-Cola and Body Armor



OUR EFFORTS:

Within the scope of our activities to attend events as a host, sponsor or as a participant Never Quit Stay Fit will aggressively promote the Coca-Cola and BodyArmor brands to people in a genuine and authentic way. These efforts will be extensive because of the value Never Quit Stay Fit places on our relationship with Coca-Cola and BodyArmor.

OUR APPROACH:

Never Quit Stay Fit will approach this relationship in a manner where we are ambassadors for Coca-Cola and BodyArmor where we simultaneously promote your products to our audiences and where we leverage the brand recognition you already have to attract a larger audience to appeal to.



OUR IMPACT:

With our focus being on fitness, health and wellness Never Quit Stay Fit can and will use our unique initiatives to bring light to Coca-Cola's and BodyArmor's support in these areas. This will enhance your branding while doing the same for ours.



BODYARMOR



BODYARMOR

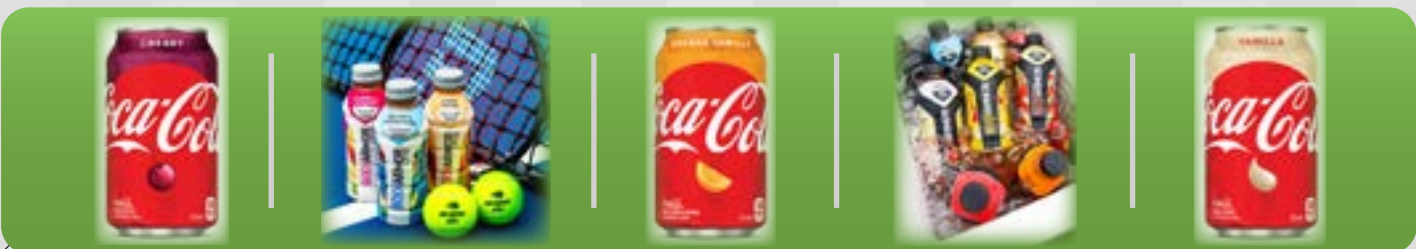
SPONSOR



Never Quit Stay Fit is open to any type of mutually beneficial business association with Coca-Cola and BodyArmor and therefore our suggestions are just a reference point to engage you guys in conversation.

FULL SCALE SPONSORSHIP: Obviously Never Quit Stay Fit would love to obtain a full sponsorship with Coca-Cola and BodyArmor that could include, however not be limited to, the following:

- Capital allocation(s) to implement our marketing plan and exposure initiatives that include Coca-Cola and BodyArmor.
- A wrapped vehicle that Never Quit Stay Fit either buys or leases, or is provided, to be a rolling billboard that features Coca-Cola and BodyArmor branding incorporated into the design that features Never Quit Stay Fit.
- Product inventory provided by Coca-Cola and BodyArmor, to include novelty items, discount coupons and other printed material(s) for free distribution at events and as give-a-ways by Never Quit Stay Fit.
- Cross Endorsement(s) by one or more athletes and/or celebrities who already work with Coca-Cola and BodyArmor, who will allocate some of their time to our initiatives under a pre-determined schedule.
- Event and Show placement where Coca-Cola and BodyArmor wants us to have a presence providing Never Quit Stay Fit with all access to each engagement to include operational expenses to be covered and/or funds allocated to Never Quit Stay Fit.



SPONSOR



Together Coca-Cola and BodyArmor can be creative in determining the types of cooperative and sponsorship support received by Never Quit Stay Fit and an option outside of full scale sponsorship the following options can be considered a-la-carte:

- **Vehicle(s)**... that are co-branded with the Coca-Cola, BodyArmor and Never Quit Stay Fit Logos.
- **Product Inventory**... Provided to Never Quit Stay Fit as needed, Coca-Cola and BodyArmor products will be given away and distributed under a predetermined methodology.
- **Endorsement Loans**... where those athletes and/or celebrities who are under contract with Coca-Cola and BodyArmor are loaned to Never Quit Stay Fit for one or more types of initiatives that can be predetermined as well.
- **Co-branding**... where Never Quit Stay Fit will use the logos of Coca-Cola and BodyArmor on select novelty items being given away and distributed by us.
- **Per Diem**... Where Coca-Cola and BodyArmor provides Never Quit Stay Fit financial allocation(s), per event, show and/or initiative to fulfill a specific task.
- **Media Exposure**... where Coca-Cola, BodyArmor and Never Quit Stay Fit publicly endorses each other through advertising, marketing and promotional campaigns that are implemented for public consumption on a diversity of platforms and delivery mechanisms.

Any type of sponsorship provided to Never Quit Stay Fit by Coca-Cola and BodyArmor can be on a case by case basis or under an annual agreement. Never Quit Stay Fit, upon request by Coca-Cola and BodyArmor, can deliver an itemized schedule of particulars per event or over a period of time.



BODYARMOR



Never Quit Stay Fit will be active in attending various events that are included on this page and the next one, however, we are very happy to expand into other areas and opportunities to gain exposure for Coca-Cola, BodyArmor and Never Quit Stay Fit.



**INDUSTRY SPECIFIC
TRADE SHOWS**

Directly or indirectly related to health, fitness and wellbeing.



SPORTING EVENTS

Local community sporting events, to national college and professional games and events.



**HEALTH RELATED
EVENTS AND FUN
CHALLENGES**

Never Quit Stay Fit is very active in creating fun challenges to engage our collective audience so from local to national events in this areas we will have a presence.



SCHOOLS AND COLLEGES

Never Quit Stay Fit will work on an ongoing basis to build relationships with local, regional and state level schools and colleges where our presence will allow us to promote Coca-Cola and BodyArmor cooperatively.



HEALTH SPECIFIC EVENTS

From walks, runs, hikes, swims and other activities to events for the delivery of information and products only Never Quit Stay Fit identifies any opportunity to give us access to any new audience. Health issues like Cancer and Diabetes, just to name two, gives us a collective opportunity to empower people through knowledge delivery.



BUSINESS EXPOS, FAIRS AND FESTIVALS

Never Quit Stay Fit attends a wide range of public gatherings to deliver information related to fitness and the development of good health initiatives. We are not limited in this area however will remain active in having a presence in as many places as possible.



presentation
market growth store place
marketing
advertising
sale team
promotion blogs
business branding
social media
customer
tion design
management



Never Quit Stay Fit has an internal advertising and marketing plan that is an intimate part of our IP that we will be happy to share with Coca-Cola and BodyArmor upon request (see over below). Our strategies are simple yet advanced in that we implement between 3-5 initiatives at any given time and those that do well we scale and those that do not do as well we will either maintain our current rate of engagement or drop and add new initiatives to replace those.

A good part of our initiatives are managed and implemented in-house however we do utilize the advanced services of select service providers. Never Quit Stay Fit builds cooperative with other delivery channels on an ongoing effort to fine tune our exposure through advertising, marketing and promotional campaigns.





SOCIAL MEDIA

Never Quit Stay Fit actively engages our audiences on every social media platform we have and we also use the advertising and promotional tools offered by each platform selectively.



PRINTED MEDIA

Never Quit Stay Fit creates new and fresh collateral marketing materials on a regular basis to deliver information and we will be more than happy to include product placement and the logos of Coca-Cola and BodyArmor on materials we design in-house while we are working together.



RADIO, TV, PODCAST AND VIDEOS

Never Quit Stay Fit is very active in identifying opportunities to gain exposure using these conduits and we are selective in this process. We are more than happy to also co-brand Coca-Cola and BodyArmor in the creation of new campaigns using these conduits.



PRODUCT AND NOVELTY ITEM GIVE-A-WAYS

We sell products that have our logo on it and we also give away certain items at different events and engagements. Never Quit Stay Fit will actively distribute products and novelty items that have the Coca-Cola and/or BodyArmor brand on them and even educate our audience on those items.



CHALLENGES

Never Quit Stay Fit creates "challenges" such as push-up, pull-up, walking, running and other activities to engage our audience in-person and virtually. This is fun and allows us to communicate directly with our audience. Being able to give away prizes and both products and novelty items only increases the participation.

Never Quit Stay Fit does not limit our advertising, marketing and promotional efforts to those identified herein and we are always open to develop and try new things. Having feedback from Coca-Cola and BodyArmor will enhance our co-branding initiatives greatly and we are excited about this opportunity.





Our CBDT (core business development team), in cooperative with outside vendors and service providers carefully selected by Never Quit Stay Fit has developed the following resources that empower us to become an “asset” to cooperative partners and sponsors like Coca-Cola and BodyArmor. Some of these include however are not limited to:

Relationships with media buyers and direct media outlets that Never Quit Stay Fit utilizes to maximize our exposure campaigns 24/7.

In-house and outsourced campaigns that are started and scaled based on their performance.



Active cooperative partnerships and sponsorships obtained by and given by Never Quit Stay Fit allowing us to attract a larger audience to appeal to.

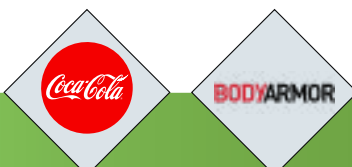


Co-branding initiatives that give Never Quit Stay Fit access to a diversity of audiences that we may not otherwise have the ability to appeal to.



Information and product deliver conduits where Never Quit Stay Fit can provide printed materials and products to select groups who have a higher attention span for our deliverables due to the way it is facilitated.

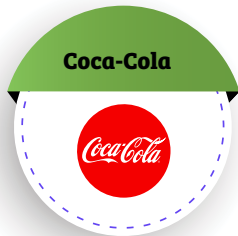
There are others, however these are the top five and our initiatives will grow off of these.





What our future looks like...

Imagine for a few minutes that the companies listed on this page choose to do business with Never Quit Stay Fit. Even if only a few choose to do so initially, think about the advancements in our in-house and external resources. If the goal is “exposure” and “education” then having access to as many different types of audiences as possible is beneficial for everyone we work with.



...and the list goes on and on!

Never Quit Stay Fit will maintain ongoing initiatives to build mutually beneficial relationships that we will work diligently to enhance as we evolve our business. These businesses showcased on this page are not yet officially working with Never Quit Stay Fit however we are confident some, if not all of them, soon will be. We are proud of the relationships we have built so far and those in negotiations now so with Coca-Cola and BodyArmor becoming family we know what the future looks like, its bright!





TAAL

The foundation of our cooperative building initiatives started with our intimate association with:

<https://academic-athlete.com>

Never Quit Stay Fit's cooperative relationship with this organization has opened the door to access to a wide range of youth, their parents and others within the scope of the events they manage and scale.

Our initiative in this area are growing and those we have began working with have already seen the value of what Never Quit Stay Fit brings to the table of our collective success.





Never Quit Stay Fit would like to proudly identify just some of the companies we are currently working with. While some are start-ups with enormous potential others are well established with a brand that is already easy to recognize by the public.



<https://www.childcareandbeyond.com>



<https://www.bluarrows.com>

<https://maghgm.com>

MAGHGM

<https://www.into-reality.com>



There are many more not listed herein so this is just a snapshot of our growing network of cooperative partners, some of which sponsor Never Quit Stay Fit financially.



Never Quit Stay Fit understands the importance of technology adoption and enhancements and we are now doing a lot of different things to make sure our ability to appeal to the audiences we engage, through various technologies, remain up to date and even advanced.

Some of the technologies being utilized by Never Quit Stay Fit are:

- Our website is designed to be mobile friendly.
- We have both Android and iPhone apps being completed and beta tested now that will be released soon.
- We use email and texting to send push notifications and updates to those who want to receive that from us.
- We build and purchase access to specific databases to give us access to “points of contact” we are able to directly advertise and market to on an ongoing basis.
- We will be adding additional features to our website and mobile apps, as we evolve, via API (application programming interface) to enhance engagement and interaction with Never Quit Stay Fit.
- Our CBDT (core business development team) work tirelessly, mainly because it is fun, to research new technologies that will enable us to deliver information, products and services that appeal to our ever growing audience.



We are almost there...

Our Android and iPhone mobile apps will provide a “conduit” to deliver information and to engage our audience in creative ways. We are currently beta testing our platform before uploading to Google Play and the App Store. Our design features allow us to evolve our platform easily and quickly. Our database will lead to us being able to extract valuable information, some of which can be sold, and most of which will be used by Never Quit Stay Fit in-house for our own advertising, marketing and promotional efforts.

Our apps will;

- Make it easy to consume the information we provide.
- Make it easy to initiate give-a-ways and to distribute products.
- Allow us to creatively interact with those who download our apps.
- Simplify our delivery of notifications and updates.
- Add on features we create as we evolve.
- Add on features we have access to through an API agreement.
- And so much more...





**Never Quit Stay Fit
+
Coca-Cola
+
BodyArmor
=**

**Our ability to deliver
information and products in
a manner that a large number
of people, small to large
businesses and organizations
will find refreshing and
appealing.**

Never Quit Stay Fit is excited about building a long term mutually beneficial relationship with Coca-Cola and BodyArmor because we understand the value of cross promotion.

To be candid yet again, Never Quit Stay Fit will not just benefit from a sponsorship from Coca-Cola and BodyArmor, your brands are recognized globally and will give us credibility allowing us to share our "corporate voice" with a larger number of people.

Through one or more cross promotional initiatives between Coca-Cola and BodyArmor you guys get enhanced exposure while providing Never Quit Stay Fit with a powerhouse cooperative we can leverage for our collective benefit in multiple ways.



BODYARMOR

Coca-Cola

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Getting started with Never Quit Stay Fit is easy, just engage us in a conversation and let's explore together the best way to start and evolve our relationships.

Never Quit Stay Fit is absolutely confident that a relationship with Coca-Cola and BodyArmor will be mutually beneficial. We are excited about working with you and are sincerely grateful for your kind consideration of this initial proposal.

We have designed this proposal to evolve through addendum, so any future advancements of this proposal will be added through addendum(s) that will accompany this initial document. This way the core content presented herein does not change, it simply evolves.

Your willingness to give Never Quit Stay Fit the opportunity to work with Coca-Cola and BodyArmor will be simply breathtaking for us and we are so excited about your positive response!

Have an incredible day!

