



2025 FITPHX SPONSORSHIP BENEFIT GUIDE

A citywide initiative dedicated
to improving health and wellness in Phoenix since 2013.

ABOUT FITPHX

FitPHX is the City of Phoenix's citywide initiative, launched in 2013, with the goal of improving health and wellness and making Phoenix one of the healthiest cities in the nation. FitPHX is based on innovative collaborations between government agencies, private sector groups, non-profit organizations, and universities to create no- or low-cost community programs and events that provide residents with resources to live healthier lives.



@phxparks



@phoenixparks



phoenix.gov/fitphx

#fitphx



\$1,000,000

Funds, leveraged to provide free health & wellness programs.

10,000 +

Community members engaged in FitPHX programs since 2013.

40+

Partner organization who support FitPHX.

10+

Years since FitPHX launched citywide.



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We invite you to become a valued partner!

With your support, FitPHX will continue offering free community programs and events to promote equitable access to health and wellness spaces throughout the city.

The vision is for all Phoenix residents to have free access to fitness infrastructure and programs that promote a strong culture of health and wellness for future generations.



We offer various sponsorship options for your organization to enhance its brand and engage with the Phoenix community in partnership with FitPHX.

We recognize that each organization has unique goals, so we offer customizable sponsorship options.



Thank you for supporting
FitPHX and
the Phoenix community!

SPONSORSHIP Options

WALKPHX WALKING PATH \$5,000 PER PATH

You can support your Phoenix community's fitness by sponsoring a WalkPHX walking path. Each path features a sponsor's logo, mile markers, and trail counter to track data. With 189 parks, FitPHX will help install the walking path in your local neighborhood park.



FITPHX OUTDOOR FITNESS STATIONS A. \$15,000 PER STATION B. \$130,000 FOR COMPLETE FITNESS STATION CIRCUIT

FitPHX outdoor fitness stations offer free access to exercise spaces, promoting community wellness. Located near family-friendly park amenities, these stations provide full-body workouts with cardiovascular, strength, and flexibility options, including adaptive features. Sponsorship can be customized for each park or project site.

FITPHX PROGRAMS \$4,600 - \$18,400 PER YEAR

FitPHX provides free health and wellness programs to the community, including fitness classes, wellness workshops, and healthy living events. These programs are designed to boost engagement and promote a healthy lifestyle, improving the overall health of Phoenix.

Up to 12 classes/year: \$4,600

Up to 24 classes/year: \$9,200

Up to 36 classes/year: \$13,800

Up to 48 classes/year: \$18,400

Sponsorship covers instructor fees, equipment, and participant incentives.



Become a **SPONSOR!**

We encourage you to become a FitPHX partner!

Sponsoring a walking path or program shows your organization's support for community health and wellness.

We look forward to hearing from you! Please contact:
fitphx@phoenix.gov | 602-262-6864.

Thank you for considering a partnership!

2024 FITPHX HIGHLIGHTS

1,000.000 +

WalkPHX Walking Path
Users

100+

FitPHX Classes & Events
Offered

260,000+

Social Media
Accounts Reached



To participate in sponsoring FitPHX health and wellness programs, sponsors, must align with the mission of the Parks and Recreation Department.