YOUR  
LOGO

**COMPANY NAME**

FITNESS CHALLENGE PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Business Name] to host your upcoming fitness challenge. Our programs are designed to boost engagement, improve health, and create lasting habits through fun and structured fitness experiences.  
  
This proposal outlines our plan for delivering a customized fitness challenge for [Client/Organization Name].

# Challenge Goals

The primary goals of this challenge are:  
  
- Encourage physical activity and healthy competition  
- Build community and accountability  
- Promote overall wellness and energy at work or home

# Challenge Structure

We propose a [4-week/6-week/8-week] fitness challenge including:  
  
- Daily or weekly fitness goals  
- Group leaderboard and individual tracking  
- Motivational content and check-ins  
- Optional nutrition tips and hydration tracking  
- Prizes or recognition for top participants

# Scope of Work

Our services include:  
  
- Challenge planning and setup  
- Participant onboarding and kickoff session  
- Progress tracking system (Google Sheets, app, or platform)  
- Weekly progress updates and tips  
- Wrap-up and recognition ceremony

# Timeline

Key dates for the challenge execution:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Planning & Setup | Finalize structure and materials | [Start Date] |
| Challenge Launch | Kickoff and onboarding | [Launch Date] |
| Ongoing Support | Weekly updates and tracking | [Ongoing] |
| Challenge Wrap-Up | Review and celebrate results | [End Date] |

# Pricing

Estimated cost for challenge delivery and management:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Challenge Planning | Setup, structure, materials | [Amount] |
| Weekly Management | Tracking, updates, content | [Amount] |
| Reporting & Wrap-Up | Final summary and prizes | [Amount] |
| Total |  | [Total] |

# About Us

[Your Name or Business Name] has delivered interactive wellness programs and fitness initiatives to [corporate teams, schools, gyms, communities] for over [X] years.  
  
- Experience: Certified trainers and program managers  
- Tools: Custom tracking platforms, coaching, and reporting  
- Mission: To make fitness fun, inclusive, and effective for everyone

# Case Studies / Testimonials

Case Study: [Client/Company Name]  
  
- Program: 6-week wellness challenge  
- Outcome: 80% employee participation, reported energy increase  
  
Testimonial:  
“[Your Name/Company] created a fun, energetic challenge that got our whole team moving!” — [Client Name]

# Terms and Conditions

Payment Terms: [X]% deposit required, balance upon completion.  
Privacy: All health information remains private.  
Participation: Minimum of [X] participants may apply.  
Materials: Digital tracking tools provided; physical prizes optional by request.

# Acceptance

To approve the fitness challenge proposal and begin planning, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Title or Role]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_