

BEST OF THE BEST



CONTEST ENTRY FORM

Sixth Annual Club Industry's Fitness Business Pro's Best of the Best

Are you ready to put your best program up against those of other fitness facilities? If so, then follow the instructions on the two pages of this form to enter our Sixth Annual Best of the Best contest.

You may enter any of the five award categories or all five categories if you choose*. Winners will be honored at the Club Industry show in Chicago on Oct. 16, 2008. The winners will be asked to present a short summary of their program during the session. Winners also will be featured in the magazine and on the Web site.

Fitness Facility Types

Facilities eligible to enter include:

- **For Profit** (multipurpose, fitness-only, studios, sports clubs)
- **Nonprofit** (YMCA, YWCA, JCC)
- **Hospital/Wellness and Retirement Communities**
- **Specially Targeted Facilities** (university, parks and rec, military, hotel, corporate)

Award Categories

- **Best New Member Integration Program**
- **Best Community-based or Nonmember Program**
- **Best Children's Program** (one program rather than all of your children's programming)
- **Best Senior Program** (one program rather than all of your senior programming)
- **Best Behavior Modification Program** (i.e., nutritional/weight loss)

What to Submit

Provide FOUR copies of answers to the following questions along with four copies of the entry form on the following page. All questions must be answered or the entry will be disqualified. The more details you provide (revenue, cost, goals), the better your chances of winning.

1. A description of the program
2. The start date and end date (if program has ended) of the program.
3. What was the monetary goal of the program? Did the program meet that goal? If so, what did you do to meet the goal? If not, why didn't you meet the goal?
4. What was your goal for the number of participants? Did the program meet that goal? If so, what helped you meet that goal? If not, why didn't you meet the goal?
5. What were the other goals of the program (if there were other goals)? Did the program meet those goals? If so, how did it meet the goals?
6. How many new members did you expect to join your facility after they completed this program? Did you meet that goal? (This question is not applicable to the Best New Member Integration Program category.)
7. List the total budget for the program, the areas budgeted for, the budgeted costs in each area and how much you actually spent in each area.
8. How was the program marketed? (Include four copies of each example of marketing materials).
9. Is there any follow-up with members (or nonmembers) after the program? If so, what kind of follow-up occurs?
10. What has been the effect of the program on your members (or participants if they were nonmembers)?

***With each entry, you must submit a check for \$40 made payable to: Club Industry's Fitness Business Pro**

FOR QUESTIONS:

e-mail Pamela Kufahl at pam.kufahl@penton.com.

DEADLINE: July 7, 2008

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A copy of this form must be on the front of each copy of the entry that you submit.

Award Category Entering (see list on page 1): _____

Name of Fitness Facility: _____

Contact: _____

Contact Title: _____

Street Address: _____

City/State/Zip code: _____

Phone: _____

E-mail: _____

Signature: _____

Entries must be postmarked by July 7, 2008.

Other Notes

1. Any category with fewer than three entrants will not be judged and checks will be returned.
2. If sending digital images by CD or e-mail, they must be 300 dpi and at least 5 inches by 7 inches as an eps, jpg or tif. Digital images should be mailed to the address below or e-mailed to pam.kufahl@penton.com with the name of the club and the entry category clearly noted in the subject line.
3. Mail four copies of this form, four copies of your answers to these questions and four copies of supporting documents/photos to:
Pamela Kufahl
Club Industry's Fitness Business Pro
9800 Metcalf Ave.
Overland Park, KS 66212
Attn: Best of the Best 2008

FOR QUESTIONS:

e-mail Pamela Kufahl at pam.kufahl@penton.com.

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