



# ***Corporate Wellness Proposal***

Jennifer Mirrlees  
Corporate Sales Director  
416-878-0362  
[jmirrlees@extremefitness.info](mailto:jmirrlees@extremefitness.info)

Sheila Van der Merwe  
VP Corporate Services  
416-876-3863  
[sheilav@extremefitness.info](mailto:sheilav@extremefitness.info)

## **Why Corporate Wellness?**



*“Our mission is to inspire, educate and improve the lives of your employees, as reflected in their positive attitude and contribution to not only their work, but their lives in general”*

### **Extensive studies have shown that participants in physical activity programs report:**

- Exercise helps them achieve higher mental concentration and feel more alert
- They enjoy work more than non-participants and it boosts their morale
- Exercise improves reaction time, memory and decision-making ability
- They are more productive, have more stamina and are sick less often
- Exercise induces sounder sleep and they handle stress better
- They have better rapport with co-workers and enjoy work more

Conclusions of these and many other reports suggest that the question is no longer whether companies should get into employee fitness programs, but how best to design and implement for optimal results. Over 80% of companies polled cited that lack of resources and staffing were the main reasons for not implementing a corporate fitness program.

At Extreme Fitness, we are the resources. We have the qualified personnel to help employees get started and see results. We offer a variety of programs and services to ensure employees are motivated to getting started and staying active. Our corporate plans are simple but effective. We offer not only excellent programs but also great savings for the employee and company. Some of our popular programs include on-site sessions, intro classes and interactive seminars, which help introduce our services and keep employees informed. We also provide team-building events, fitness evaluations and risk assessments. At Extreme Fitness it is all about results and we will ensure that the company and participants both experience the benefits of a corporate fitness program.

## **Corporate Membership Options**



### **Company Participated Option**

- The company pays the dues for the employees directly to Extreme Fitness either annually or monthly.
- The company has the option to subsidize the membership fully, partially, or simply collect the dues via payroll deduction or directly from the employee.
- Extreme Fitness gives a 30% discount off the dues.
- By offering a convenient payment plan, the company gives employees an excellent payment option and substantial savings.
- The membership term is 12 months or for as long as the company employs the member.
- If an employee leaves the company, the membership can be transferred to another employee or cancelled with 30 days notice for no additional fee.
- Extreme Fitness will provide on-site information sessions, lunch time seminars, and health and wellness sessions as required by the company.
- The corporate rate is based on 5 new members joining within 30 days.
- Employees must provide company ID to qualify for the discount.
- The company agrees to facilitate communication of the plan to employees under this option.

### **Employee Participated Option**

- For companies where payroll deduction or company purchase is not possible, we offer a plan whereby the employees purchase the membership directly from Extreme Fitness.
- Employees enroll at the club of their choice and set up their dues through their own monthly payment plan.
- Employees receive a 20% discount off the monthly dues without any administrative participation by the company.
- We do however encourage the company to subsidize the dues to enhance participation.
- The company agrees to facilitate communication of the plan to employees.
- Employees are motivated to get fit not only by the discount but also by the encouragement of the company.
- Extreme Fitness will provide on-site information sessions, lunch & learns, and /or health and wellness sessions as required by the company.
- The corporate rate is based on 5 new members enrolling within 30 days.
- Employees must provide company ID to qualify for the discount.

## **Benefits of Partnership**



- Complimentary 1-week trial memberships for employees considering enrolling in the program.
- Network of 13 clubs within the GTA to choose from that offer members the opportunity to exercise near work or home.
- Family members can receive the corporate rate as long as they reside at the same address or have same surname.
- Complimentary lunch time seminars conducted by a team of professionals including personal trainers, group exercise instructors and nutritionists.
- A wide range of facilities, programs and membership options to suit all needs.
- Complimentary smartstart™ fitness assessments with a trainer to help integrate and motivate all new members.
- Introductory programs and classes available for your employees.
- Usage reports are available upon request to monitor employee participation.
- Through exercise your employees will notice an increase in their energy level and concentration, a boosted immune system, as well as an improved level of endurance and strength.

### **Suggestions for Health & Wellness Sessions**

Seminar series on-site

- The Truth about Weight Loss – expelling the myths
- Eating on the Run – healthy choices for busy people
- Understanding Food Labels – low fat vs low calorie
- Keys to Getting Results

### **Interactive Workshops On-Site**

- Stretch at Your Desk – active stretches that can be done at your desk or in the office
- The Core of the Matter – abdominal exercises with a ball
- Weight & Resistance Training in the Office

### **Introductory Clinics at the Club**

- Group Power
- Yoga & Pilates
- Circuit Training

## **Implementing a Program**



### **1. Choose the best plan for your company**

Whether you choose Company Participated or Employee Participated plan, consider including some financial subsidy. When you contribute financially, no matter how small, you are sending the message that exercising is important and that you want to help your employees live a healthy lifestyle. We've found that by offering a contribution on your employees' behalf, the participation rate will increase dramatically.

### **2. Launching a program**

We suggest launching the program with an on-site information session for your employees. We have found that this offers the best opportunity for your employees to find out all about the corporate program, club facilities, membership types and rates. We can design the communication piece and provide all the necessary information so all you need to do is book a place and time.

### **3. Result = healthier employees!**

Employees will take fewer sick days. Team morale, commitment and loyalty will improve. You can expect to attract better employees that are high-achievers. Employee satisfaction will improve, thereby reducing employee turnover and increasing the productivity and quality of work.

*“Research time and time again confirms the benefits of healthier, fitter employees. They have fewer long-term medical claims, they are absent less, their disability cost are lower, and their personal productivity and job/life satisfaction levels are higher”*

**Peter Soderberg, President Johnson Johnson HMI**