



ZUMBA®

LET IT MOVE YOU

BRAND PARTNERSHIP DECK

WHO WE ARE



WHO WE ARE

WE ARE A GLOBAL DANCE-FITNESS MOVEMENT. WE ARE A BRAND THAT PROMOTES GETTING FIT AND STAYING FIT.

WHAT'S OUR SECRET?

WE MAKE EFFECTIVE FITNESS FUN.



IN



180
Countries

CLASSES TAKEN A WEEK



15 Million
People

IN



200,000
Locations

WHAT IS ZUMBA





CONTENT



- **20M+** page views per month on **zumba.com**
- **Ranked #10** most popular sports brand in social media*
- Named by Mashable as **“one of the top fitness brands kicking butt on social media”**



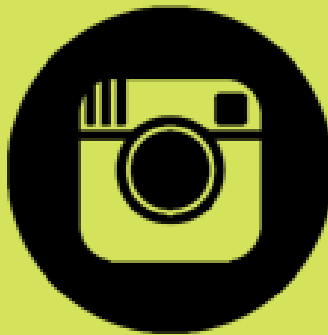
ZUMBA'S SOCIAL SNAPSHOT



636K
Monthly
Impressions

18K
Monthly
Visitors

164K
Followers



60M
Monthly
Impressions

24K
Monthly
New Followers

220K
Followers



60M
Monthly
Impressions

23M
Monthly
Active Users

7.3M
Followers



132M
Lifetime
Views

120M
Minutes
Watched

415K
Subscribers

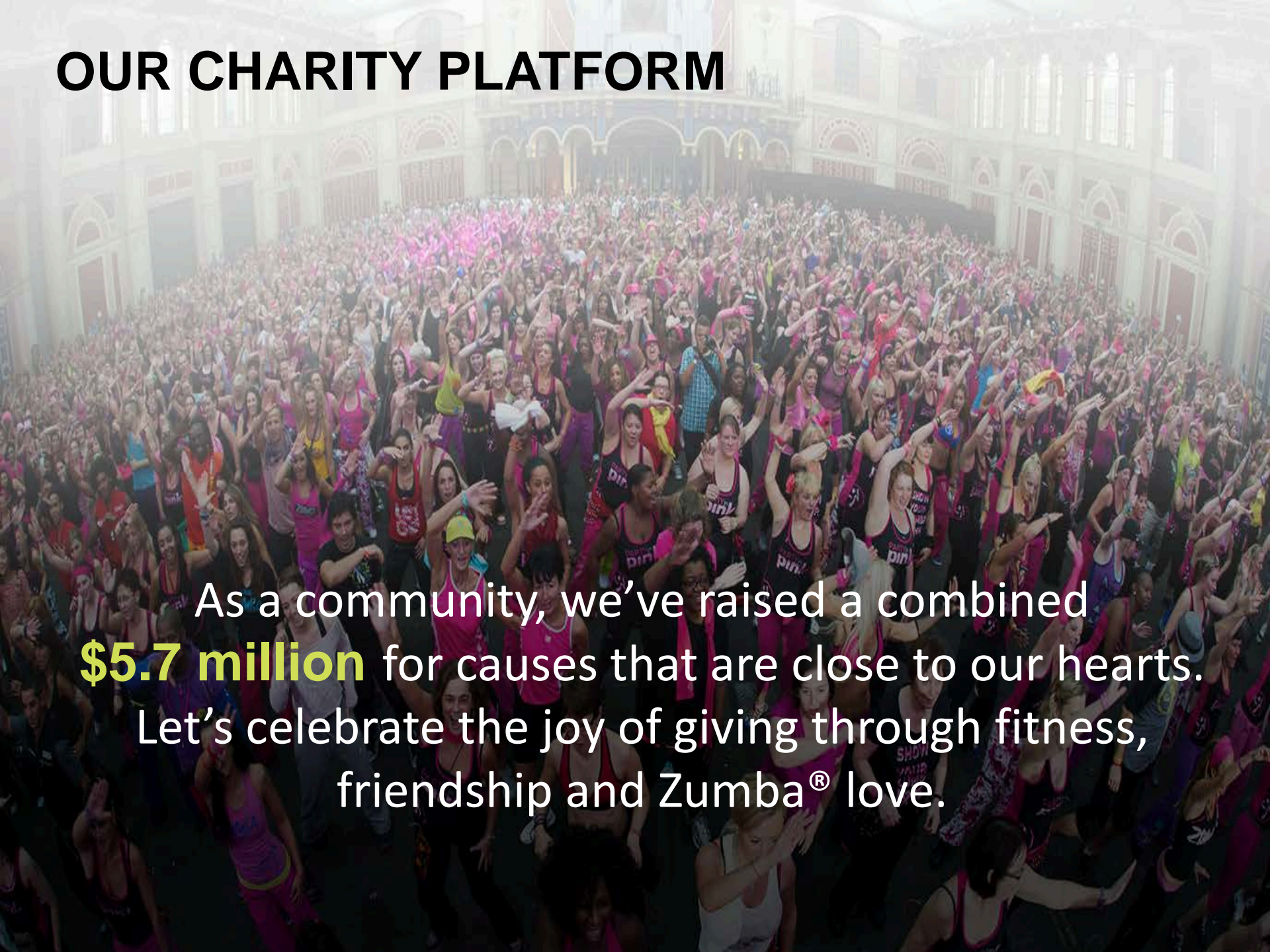


60M
Monthly
Impressions

8M
Lifetime
Views

280K
Followers

OUR CHARITY PLATFORM

A high-angle, wide shot of a massive crowd of people, mostly women, participating in a Zumba class. They are all wearing colorful, athletic clothing, many in pink and black Zumba-branded gear. They are in various dance poses, with arms raised, in a large, ornate hall with high ceilings and arched windows. The atmosphere is energetic and joyful.

As a community, we've raised a combined
\$5.7 million for causes that are close to our hearts.
Let's celebrate the joy of giving through fitness,
friendship and Zumba® love.

ZUMBA customer profile



Our consumer is an intelligent, educated, energetic, and socially active woman




DEMOGRAPHIC/PSYCOGRAPHIC*

- Women, ages 25 – 44
- HHI \$75k, married, employed full time
- Positive, spontaneous, social
- Looking for a fun, enjoyable (not painful) experience where she can be free to let go in her OWN way

Age		Origin/ Ethnicity	
18-24	16%	Hispanic Origin	17%
		White/Caucasian	70%
25-34	42%	Black/African American	12%
35-44	26%	American Indian/Alaska Native	2%
45-55	17%	Asian	7%
Education		Employment	
High school	8%	Employed full-time	60%
Some college	29%	Employed part-time	11%
Bachelor's degree	45%	Homemaker	14%
Master's degree	14%	Full-time student	6%
Professional or Doctoral degree	4%	Unemployed	4%

*The Connell Group research study September 2014 (1200 online surveys of women age 18 – 55 who participate in group fitness)

A group of women are shown in a Zumba class, smiling and raising their arms in the air. The woman in the center is wearing a black tank top and has a joyful expression. The woman to her left is wearing a light pink tank top. The woman to her right is wearing a white patterned top. The background is dark, suggesting an indoor studio setting.

**FOR WOMEN AROUND THE WORLD,
ZUMBA® IS A PARTNER IN PERSONAL
TRANSFORMATION.**



**WE MOVE
THE WORLD**





WHY PARTNER WITH ZUMBA



- ACCESS TO THE ZUMBA COMMUNITY –
15 Million people taking a class each week in
over 200k locations
- ONLINE PRESENCE – 1M + unique page visits
(US Only)
- ACCESS TO OUR EVENTS
 - Zumba Instructor convention
(7k+ in attendance)
 - Over 200 Zumba Instructor hosted
events per month



PARTNERSHIP



OPPORTUNITIES

■ The Zumba Community + Online Presence

- ✓ Access to our E-mail Database (**1.2 Million US based**)
- ✓ Access to direct mail pieces (product and / or advertising) to all of Zumba Instructors (**US based instructors**)
- ✓ Access to retargeting / display banner ads campaign for all web traffic visiting Zumba.com in the U.S. (**1M+ unique page visits**)
- ✓ Organic social mentions of brand in Zumba's official Facebook page – geo-targeted (**7.3M Facebook fans**)
- ✓ Co-branding of products for limited time
- ✓ Zumba to co-promote events, campaigns and activation from brand partner through its network
- ✓ Access to over 200+ Zumba Instructor hosted events per month



*****Global reach or country specific also available*****

What truly sets Zumba apart from other brands is the Zumba Instructor Network, which serves as an army of brand ambassadors that will amplify our marketing messages

PARTNERSHIP

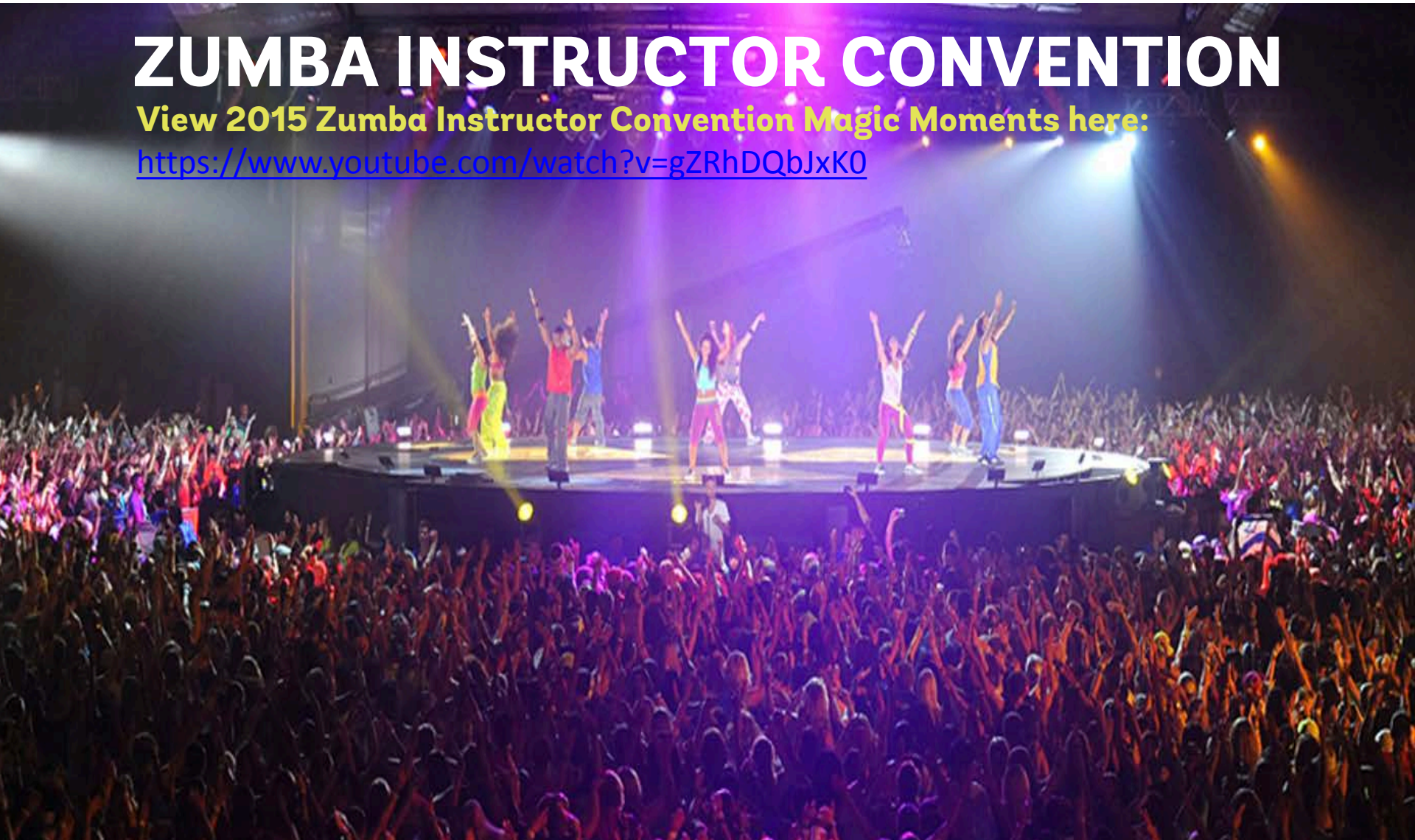


OPPORTUNITIES

ZUMBA INSTRUCTOR CONVENTION

View 2015 Zumba Instructor Convention Magic Moments here:

<https://www.youtube.com/watch?v=gZRhDQbJxK0>



PARTNERSHIP

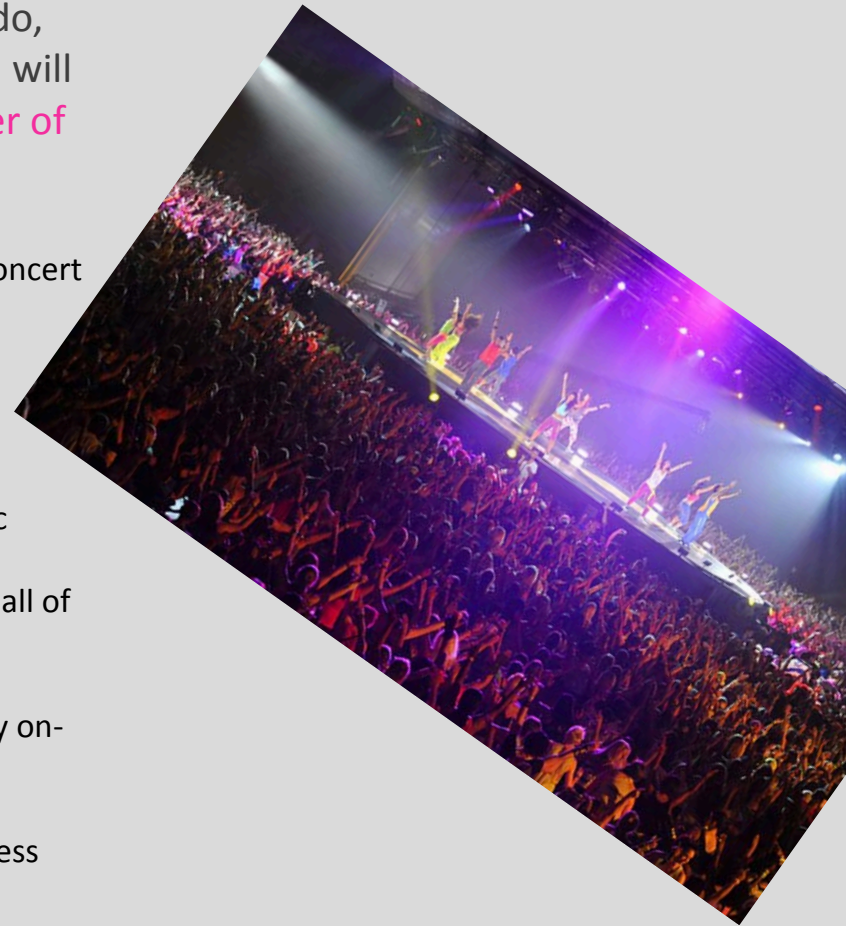


OPPORTUNITIES

■ Annual Zumba® Instructor Convention - 7,000 People, 1 Passion!

The pinnacle of the Zumba® instructor experience is attending the 3-4 day conferences and flag ship convention in Orlando, FL, where thousands of instructors from all over the world will party, learn and shop! And **your brand** can be at the **center of it all!**

- ✓ The naming rights of event– (ex: Rexona Presents Zumba Fitness Concert Experience)
- ✓ Ability to sell and promote products and services at event
- ✓ Keynote sponsor acknowledgement by Zumba executive
- ✓ Prominent on-site footprint in Sponsor Zone
- ✓ Branding on event signage, schedule/maps, official giveaways etc.
- ✓ Premium sponsorship booth area, strategically placed in high traffic zones
- ✓ Opportunity to offer raffles and giveaways for instructors who visit all of our sponsors
- ✓ Exclusive session room sponsorship
- ✓ Host social media campaign in connection with sponsorship activity on-site
- ✓ Integration on event website and select pre-event emails
- ✓ Zumba fitness PR integration where available (post-event video, press release, private media events)
- ✓ Zumba fitness social media post integration where appropriate



Global reach or country specific also available

**LET'S SET IN
MOTION A HAPPIER
AND HEALTHIER
WORLD, TOGETHER.**

#LETITMOVEYOU

