

THE GYMS & JAMS TOUR: BRIDGING THE GAP BETWEEN ARTISTRY & ATHLETICISM

PRESENTED BY:
MUSIC FIT COLLECTIVE



Concept:

"Music Fit Collective Presents: The Gyms & Jams Tour" merges the energy of live music with the discipline of fitness. The festival tours across Australia and Canada, partnering with major fitness brands and independent facilities. We create a unique "edutainment" experience, where coaches and artists share their journeys and skills, discuss the challenges they face, host up-skill sessions and perform for the public. The tour serves as an exchange program between the two nations while blurring the lines between the two industries to promote cultural and professional collaboration in a public showcase.

Tour Locations:

Australia

(Partnership with Virgin Active/Anytime Fitness, and where they are not, independent associations and clubs like QLD Weightlifting and Whitsundays Weightlifting)

Melbourne - Virgin Active Collins Street.

Sydney - Virgin Active Pitt Street.

Brisbane - Virgin Active Queen Street.

Whitsundays - Whitsundays Weightlifting

*Perth - Virgin Active St Georges Terrace.

*Adelaide - Virgin Active Rundle Mall.

Canada

(Partnership with Major Fitness Brands (Anytime Fitness/GoodLife Fitness and/or Independent Facilities)

Toronto - GoodLife Fitness or an independent facility.

Montreal - Énergie Cardio or an independent facility.

Calgary - Evolve Fitness, Rumble Boxing, GYMVMNT or an independent facility.

Edmonton - GoodLife Fitness or an independent facility.

Vancouver - Steve Nash Fitness World or an independent facility.

Festival Schedule:

Each Tour stop will be a three day event, Friday through Sunday. What we do differently than other festival/conferences will be highlights by early shows and an educational focus on creativity, wellness, collaboration and connection.

Friday: Ice Breaker Meet & Greet

1. Evening (6:00 - 8:00 PM)

- Ice Bath, Breathwork Session, or Sonic Meditation
- Venue: An alternative wellness venue in the host city.
- Activity to foster connections among participants.

Saturday: Workshops and Concert

1. Morning (9:00 AM - 12:00 PM)

- Round Table Discussion
- Podcast Panel including artists, athletes, and local trainers/educators.
- Topics:
 - Performance Anxiety: Artists vs. Athletes.
 - Overcoming Obstacles: Injuries, Mental Blocks, and Burnout.
 - The Role of Fans and Clients: Building a Support System.
 - Daily Routines: Training, Practice, and Preparation.
 - Maintaining Physical and Mental Health.
- Q&A Session

2. Afternoon (12:00 - 4:00 PM)

- Lunch Break
- Healthy meal options highlighting fitness and wellness.
- Songwriter Sessions
 - Collaborative songwriting workshops with artists.
 - Exploring themes of resilience, motivation, and performance.
- Interactive Workshops
 - Fitness workshops led by local trainers.
 - Mindfulness and mental health sessions led by wellness coaches.
 - Practical exercises on stage presence and performance techniques.

3. Evening (7:00 - 9:00 PM)

- Concert Experience
 - Venue: An independent live music venue in the host city.
 - Performances by a local opener artist, a touring opener and headlining artist
 - Intimate, acoustic sets to enhance the atmosphere. (Look to Side Door Access for venue support)
 - Opportunities for audience interaction and engagement.
- Meet & Greet
 - Post-concert meet and greet with artists and athletes.
 - Networking opportunities for attendees.

Sunday: VIP Hangout Fun Session

1. Morning to Afternoon (10:00 AM - 2:00 PM)

- VIP Hangout
 - Limited to 12 fans with VIP packages.
 - Activities vary by city. Some examples could be:

- Calgary: Excursion to the mountains.
- Winnipeg: Thermëa and White Lion Athletics.
- Melbourne: Mornington Peninsula.
- Sydney: Bondi Beach.
- Guided tours and fun group activities.

Additional Elements:

- Co-Presentation with Local Trainers: Local gym owners or their teams will co-present, providing their expertise and leading mini-workshops alongside the main event. This collaboration will offer wellness guidance to the artists while the gym community enjoys the insights from performance and creativity from our entertainers.
- The festival tour dates are open to the public. In between tour dates, corporate wellness one days will be offered for studios, facilities, workplaces in host city.
- Media Documentation: A media team will document the entire tour, capturing the round table discussions, workshops, concert experiences as well as the behind the scenes of the VIP Sundays. This footage will be used to create a comprehensive documentary showcasing the journey, the collaborations, and the unique blend of music and fitness.

Sponsorship and Support:

- Australia: Seek sponsorship from Listen Up Music and Support Act.
- Canada: Seek sponsorship from Unison Benevolent Fund and Alberta Music.
- Grant funding for business and art, culture, travel etc.

Promotion and Marketing:

- Social Media Campaigns: Highlighting the unique concept and artist-athlete collaborations.
- Partnerships with Fitness Facilities: Promotional materials and special offers for gym members.
- Media Coverage: Local radio, TV, and newspapers featuring interviews with participating artists and athletes.

- Online Streaming: Live-streaming round table discussions and concerts for broader reach.
- Partnerships with Side Door Access, Music and Health Associations, Health-Conscious Clothing lines and Food & Beverage brands

Goals (What's The Point?):

- Community Engagement: Creating a strong connection between music and fitness communities.
- Shared Experiences: Highlighting the parallels between the journeys of artists and creative professionals with those of athletes, coaches and educators.
- Education and awareness: Our goal is to highlight the healing power of music and creativity, while showcasing the benefits of intentional movement, nutrition and mindset practices. These are things that bringing the leaders of both industries together on will help to shed light on to the general public.
- Inspiration and Motivation: Encouraging attendees to pursue their passions with dedication and resilience.

Pricing Structure:

General Admission:

- Friday Meet & Greet: \$57
- Saturday Workshop & Concert: \$247
- 2-day Package: \$287

VIP Packages:

- Full Weekend Experience (Friday-Sunday): \$497
- Includes access to all Saturday events, exclusive VIP activities, and meet & greet with artists and athletes.

Conclusion:

The "Gyms & Jams Tour" aims to provide a holistic experience that blends music, fitness, and wellness, showcasing the similarities between artists and athletes while fostering a supportive

community. The partnership with Virgin Active in Australia, along with GoodLife in Canada, and where not possible - independent facilities that feel aligned with this mission will be critical. With Side Door Access on board for the venues, aligning with other strategic partners for our VIP events and gaining more independent one day events along the way will help keep the gas tank full and food in our bellies. The comprehensive media documentation will enhance the festival's impact and reach for future tours and addition sponsors and funding opportunities that will lead to sustainable growth.