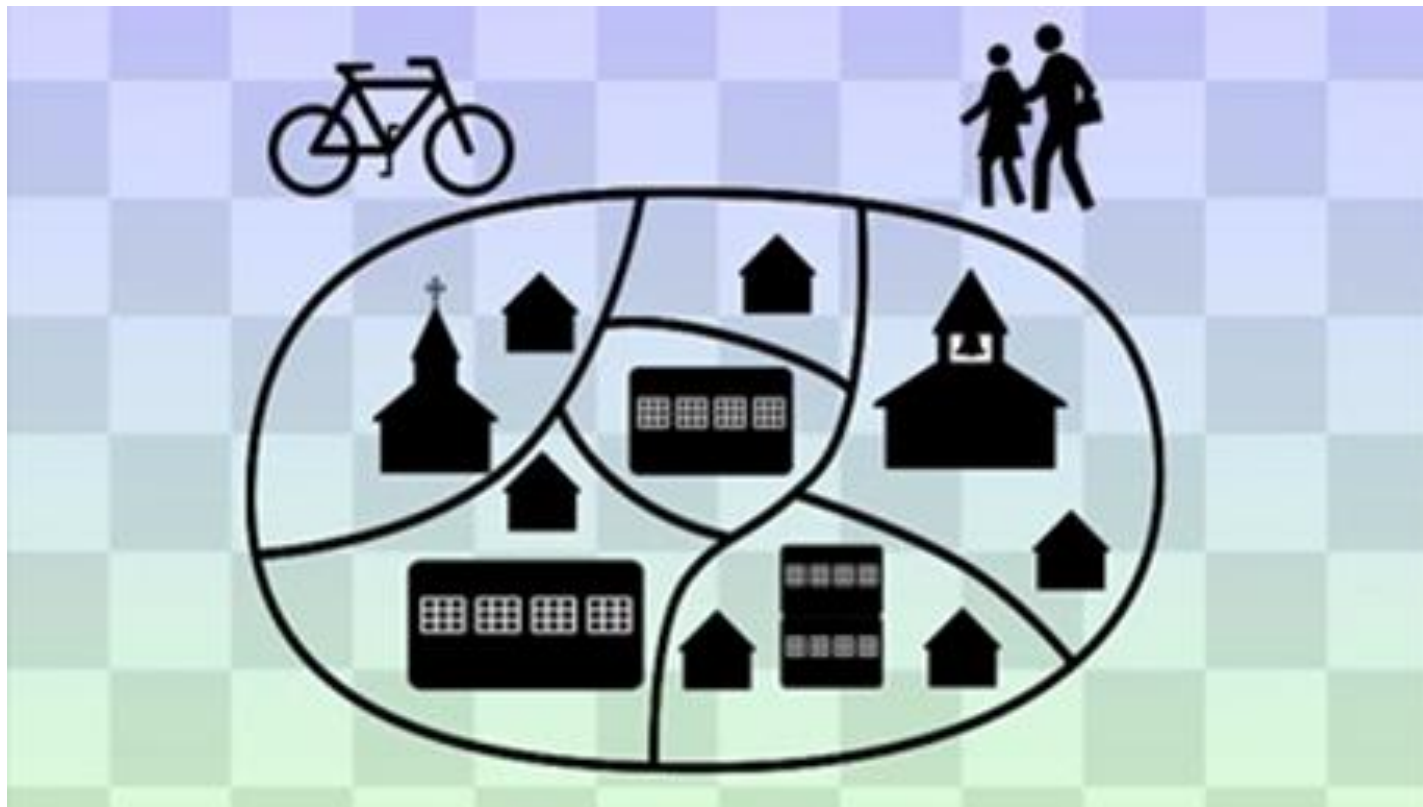




Create. Connect. Reward

Health starts where you live, learn, work, and play

- ✓ An alignment of resources is needed to support and integrate community health
- ✓ Gamification – what is it?



How to engage a Community

- By creating social connections with community events and rewarding active lifestyles.
- Individuals and Family members are looking for new and innovative ways to explore, meet new people, join challenges and get rewarded.

In their Community!!



Types of Engagement

2015 Silver Comet 10K (Active Georgia)

Online Registration for the 2015 Spring
10K IS NOW OPEN!

When	Where	Points Rewarded
02/14/2015 8:00 am - 10:30 pm	Kroger 4875 Floyd Rd Mableton, GA 30126 United States	Event Points: 400

Additional Info Event Registration Who's Coming

Events

- Neighborhood Competitions
- Active Lifestyle Challenges
- Public Safety Challenges
- School Challenges
- Business Challenges



Social Network

Active Lifestyle Community Want to join? > Account Signup

Main Activity Events Members 4,462 Teams 4 Community Home

Community Home How It Works Rewards

Log your daily workouts for points! Enter and complete BellLine Events for more points. The participant with the most points at the end of the year will be crowned with the Title as the most Active Atlanta's BellLine Participant with a chance to win prizes. The 2013 Winner received \$500 in cash and a \$800 experience package from General!

Top Teams	Upcoming Events	Community Leaders
AdairPark - 0 Team Points SHERPA Runners - 0 Team Points theamthgroup - 0 Team Points ANCS Run Club - 0 Team Points	No Events See all events	Robert Bailey (240pts) sheeraz (20pts) Alisa Friedman (0pts) Adam Bailey (0pts) Josh Wodenski (0pts) moonrak (0pts) chintoo savena (0pts)

Recent Activity

- sheeraz joined the group Active Lifestyle Community 19 hours, 36 minutes ago
- sherry Popovic added the event 2015 Bell Line Run - 50% Discount to Active Lifestyle Competition 1 day, 7 hours ago
- chrisa71 joined the group Active Lifestyle Competition 1 month, 3 weeks ago

See All

Leaderboards

Lauren Fowler
@laurenfowler active 3 days, 20 hours ago 2015pts

My Workouts Posts Friends Groups Points Events Profile

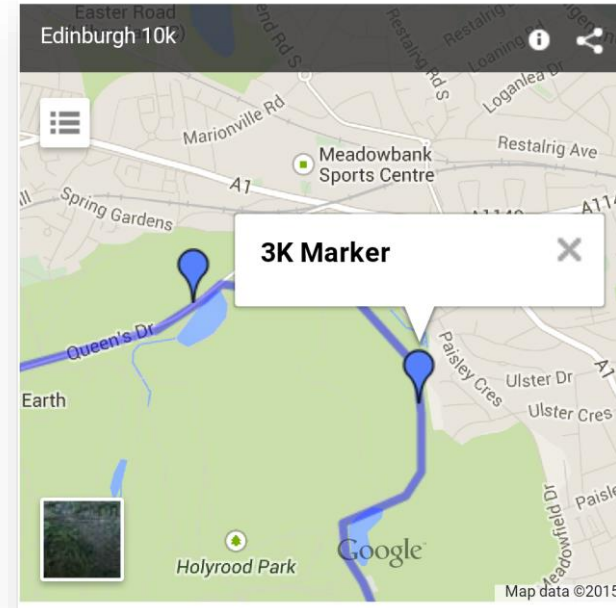
- Lauren Fowler is attending 2015 Silver Comet 10K (WNOT Run) of the group WNOT Run. 3 days, 20 hours ago
- Lauren Fowler posted a workout 3 days, 20 hours ago
Ran 7.1 miles, 3:5. Gym - Treadmill...
- Lauren Fowler added the event Public Georgia Half Marathon 4 days, 9 hours ago
- Lauren Fowler added the event Marathon de Paris 4 days, 9 hours ago
- Lauren Fowler added the event Silver Comet 10K 4 days, 9 hours ago
- Lauren Fowler posted a workout 4 days, 9 hours ago
Ran 4.0 miles, 1:1. Resolution Run...
- Lauren Fowler posted a workout 4 days, 9 hours ago
Ran 5.0 miles, 1:2. Gym - Treadmill...

Personal Activity Log

Types of Engagement - continued



Rewards



Scavenger Hunts

- Virtual Scavenger Hunts
- Road Races
- Run/Walk Clubs
- Fitness Festivals
- Zombie Challenges



Social Network



Road Races / Fitness Festivals

Online Community - Example

We socially connect individuals, families and businesses with community fitness events while leveraging leaderboards and challenges to reward accomplishments and create engagement.

Features

- ✓ Online Community
- ✓ Social Profiles
- ✓ Community Calendar
- ✓ Rewards
- ✓ Points per accomplishment
- ✓ Various challenge types
 - Weight Loss
 - Activity or event based

Benefits

- Sustained engagement
- Fundraising support - Grants
- Increasing community partnerships
- Analytics on program success
- Unlimited Users

The screenshot displays the 'Active Lifestyle Community' website. At the top, there is an orange navigation bar with the site logo, the text 'Active Lifestyle Community', a link 'Want to join? ->', and a blue 'Account Signup' button. Below the navigation bar is a secondary menu with links for 'Main', 'Activity', 'Events 0', 'Members 4,455', 'Teams 4', and 'Community Home'. The main content area features a large image of a group of runners, a circular logo for 'ATLANTA BELTLINE RUNNING SERIES', and a text block explaining the 'BeltLine' challenge: 'Log your daily workouts for points! Enter and complete BeltLine Events for more points. The participant with the most points at the end of the year will be crowned with the Title as the most Active Atlanta BeltLine Participant with a chance to win prizes. The 2013 Winner received \$500 in cash and a \$800 experience package from Serebel!'. To the right of the main content is a sidebar with sections: 'Your Profile' (with 'Login To Your Account' and 'Create a Free Account' buttons), 'My Points' (with a note that users need to be logged in to view points), and 'Recent Activity' (listing recent group joins and event additions). At the bottom of the main content area, there are three columns: 'Top Teams' (listing teams like 'thesmithgroup' and 'ANCS Run Club'), 'Upcoming Events' (currently showing 'No Events'), and 'Community Leaders' (listing leaders like 'Kim McKenney' and 'Robert Bailey').



EXAMPLE



Case Studies



Atlanta Beltline	Tennessee Municipal League	Georgia Municipal Assoc
\$4M in Sponsorship Revenue Various Grant Opportunities	State Wide City Challenge	Statewide City Challenge
10,000 + Participants	18 City Teams	11 City Teams
150+ teams: Atlanta Police, Old Fourth Ward Neighborhood, CDC	Prizes: Outdoor Fitness Station(s), Nutritional Product	Prizes: Outdoor Fitness Station, Nutritional Product
40+ merchants provided awards: Atlanta Hawks, WholeFoods, Atlanta Ballet		

Surgeon General's Every Body Walk! Initiative

To create a healthier nation, we must promote the health and wellness of individuals, families, and communities. Active living can help set people on the right course.

Let us help you grow and engage your community!!

Dan Popovic
404-358-8147
dan@cmecompete.com

Who we are

- ❖ We are a seasoned team of technologists, event organizers, fitness coaches and fundraisers. We have a combined 25 years of experience working on Community Health Initiatives.



Dan Popovic - Founder

Former endurance athlete, founder and race director of Atlanta BeltLine Running Series and 18+ years experience in Product Innovation.



Sherry L. Oswalt – Community Manager

ACE-CPT, NASM-CPT, RRCA-Certified Running Coach. 9+ year technology experience in sales, operations & training.