

A stylized white barbell graphic is centered horizontally. It features a central bar with two sets of weights on either side. Each weight set consists of a short horizontal bar, followed by a vertical bar, and then two pairs of vertical bars of increasing height from left to right. The background is a dark red, textured surface that transitions to black at the bottom.

FITNESS CLUB

Powered By Purpose

LET THE
GAINS
BEGIN

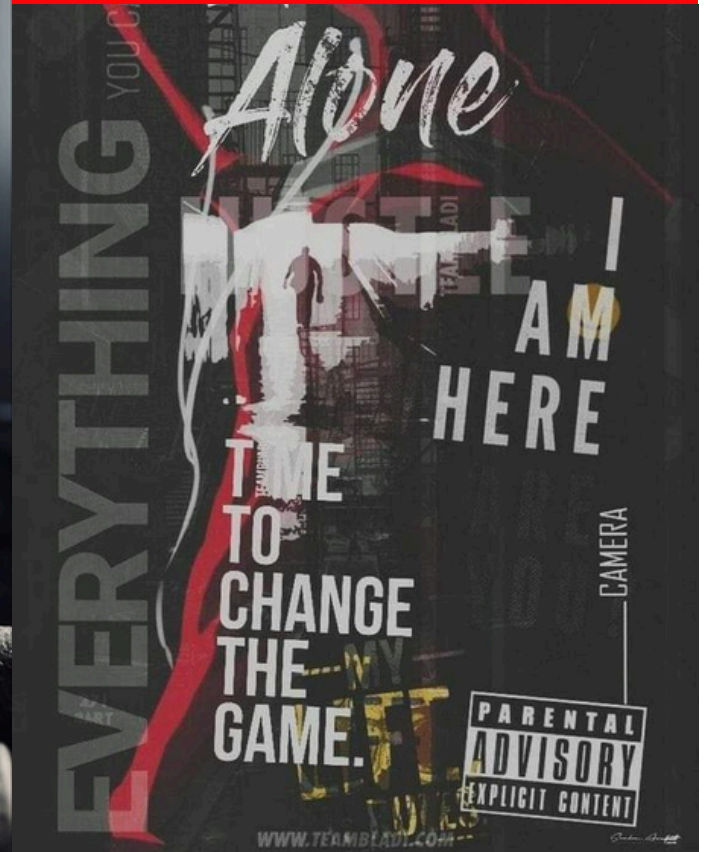
All about FITNESS CLUB

Community based



Fitness
Journey

Fitness Club is a community-driven fitness initiative that combines workout sessions with music and motivation, bringing fans together in an immersive fitness experience.



PROPERTIES

FITNESS CLUB will role with 3 crucial properties including;

CONTENT: Fitness Club will have 3 seasons and in each season, we will have 3 episodes. In total we are looking at 9 episodes by Dec. 2025

COMMUNITY: Inspire healthy lifestyles by inspiring fitness fans to embark on a 3 months fitness journey. We are looking at inspiring 20 participants per Season and by the end of all 3 seasons we are looking at 60 participants by Dec. 2025

SALES: We are looking at Money Generating Sales and, Partnerships/ sponsorships.



CONTENT PROPERTY

The background is a dark, blue-toned image of a camera lens. The lens is the central focus, with its glass elements and metal housing visible. Technical markings on the lens include '1:2' at the top, '64.9' on the right side, and 'LENS MADE IN JAPAN' at the bottom. The overall aesthetic is professional and technical.



Fitness Club Content Structure

3 ANNUAL SEASONS

SEASON 1

5th Jan -
22nd April

- 3 episodes
- 4 After movie reels
- Promotional Posters
- 4 kinds of teasers
- 15 social Media posts

SEASON 2

5th May
-22nd August

- 3 episodes
- 4 After movie reels
- Promotional Posters
- 4 kinds of teasers
- 15 social Media posts

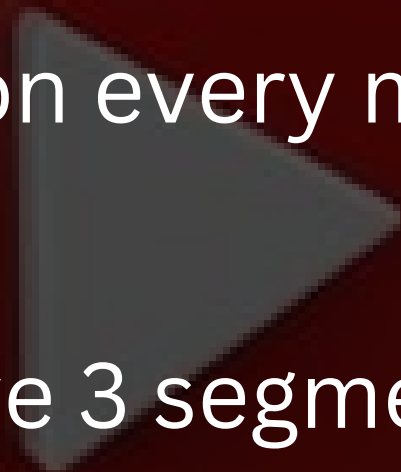
SEASON 3

5th Sept -31st
Nov.

- 3 episodes
- 4 After movie reels
- Promotional Posters
- 4 kinds of teasers
- 15 social Media posts

YOUTUBE

When it come to You Tube we intend to upload a 30 minute video of the whole fitness session every month.



The video will have 3 segments, giving commercial space every after a segment.



1

POWER UP

We start with the warm up sessions, which have a vigorous warm up routine but the coach is more motivational as they guide participants

2

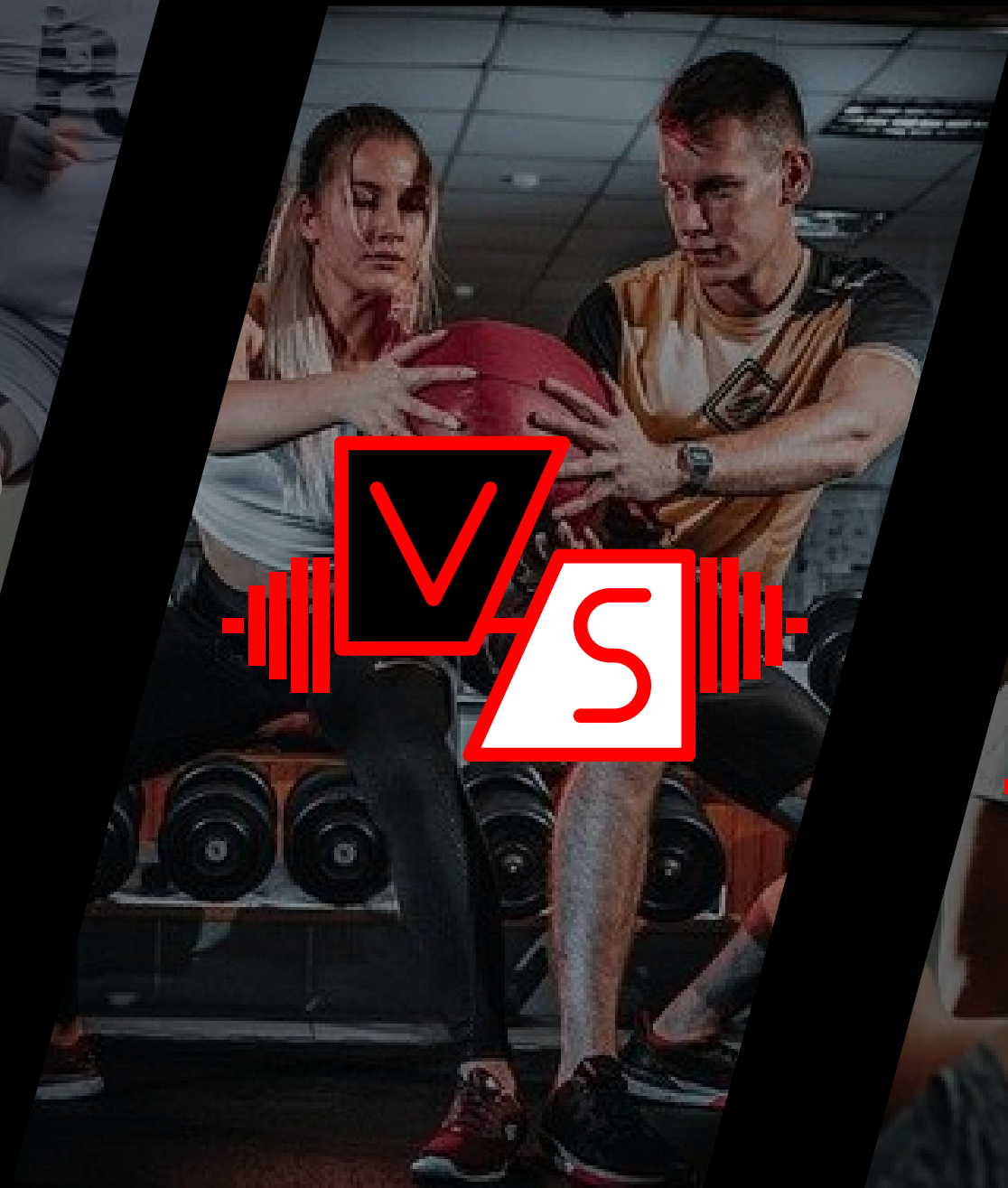
FIT OFF CHALLENGE

This is where participants engage in competitive exercises and the winner wins a fitness package

3

FIT FAM TALKS

This is where participants engage in competitive exercises and the winner wins a fitness package



“A little bit of motivation,
good vibes and stress
relief”

SOCIAL MEDIA

When it comes to the Fitness Club, major social media platforms will be used to post content. The goal is to influence fitness in a fun way and also have participants share within their communities



Instagram

- Posters
- After movie reels
- Pictures
- motivational clips



TikTok

- Memes
- Fit Off challenges
- Pictures
- motivational clips



X

- Repurposed pictures into memes
- Gifs



WEEKLY SCHEDULE



Day	Post	Platform
Mon	Motivational Video	Instagram & TikTok
Tue	Membership poster	Instagram, & X
Thursday	Teaser BTS	Instagram, TikTok & X
Saturday	Shooting (Set Up)	Instagram X & TikTok
Sunday	After Movie	Instagram & TikTok



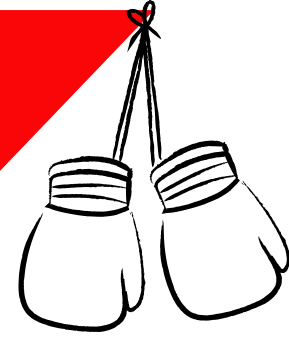


ROADMAP

Property overall Preps

NRG FITNESS CLUB

PRE PRODUCTION



SCRIPTING:

- The main script for the show to guide the editors on how to edit the 30 min. YouTube Video.
- Music Theme Collection.
- SocialMedia Promo Scripts

LOCATION SCOUTING

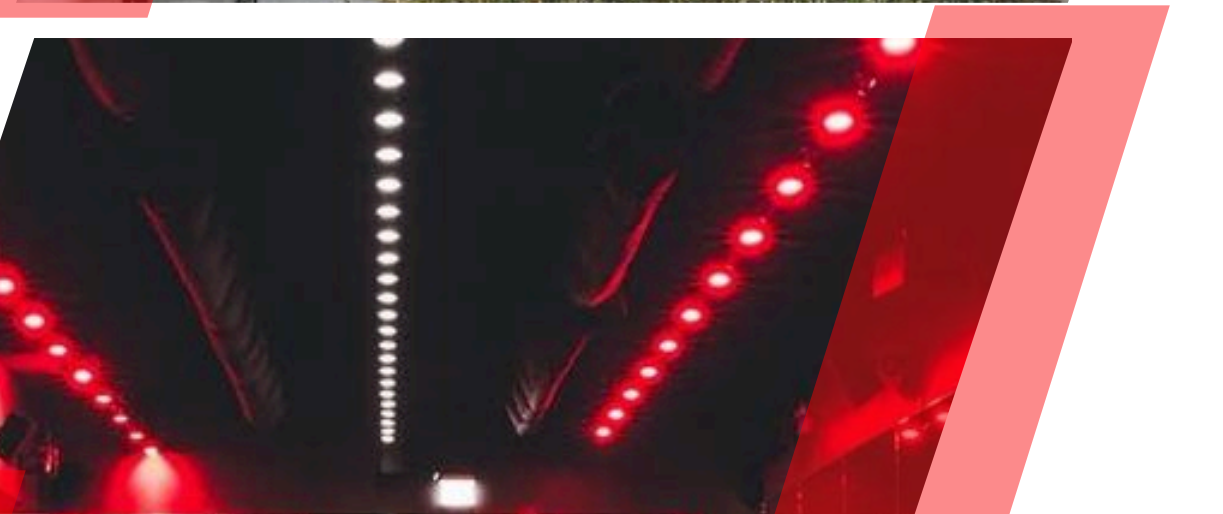
- **Choosing Locations:** Locations are chosen for scenes that will be filmed in real settings Equipped Gyms/ Sports Centers.
- **Permits and Logistics:** Securing the legal rights to film in those locations, including permits, & partnerships

CASTING

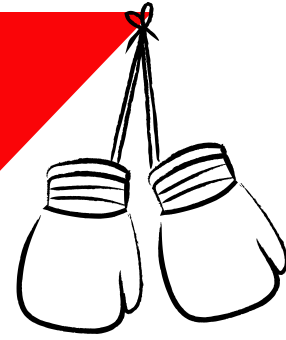
- Partner with a fitness coach and talents willing to work out with participants
- Volunteers to register and manage club membership.

MARKETING & PROMOTION

- Publication of Ad materials
- Registration of Participants
- Media Presser
- Documentation(Video Documentation



PRODUCTION



SET UP

- Video of Gym Set Up.
- Behind The Scenes
- Camera Set ups

SHOOTING

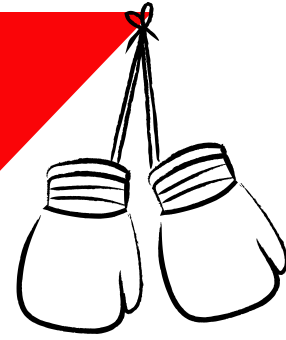
- Arrivals of Participants
- GYM sessions
- Introductions of Participants
- Coach Introductions and Profiling

CONTENT BANKING

- Back Up Raw footage and Footage sorting
- Content Cartegorizing.



POST PRODUCTION



EDITING

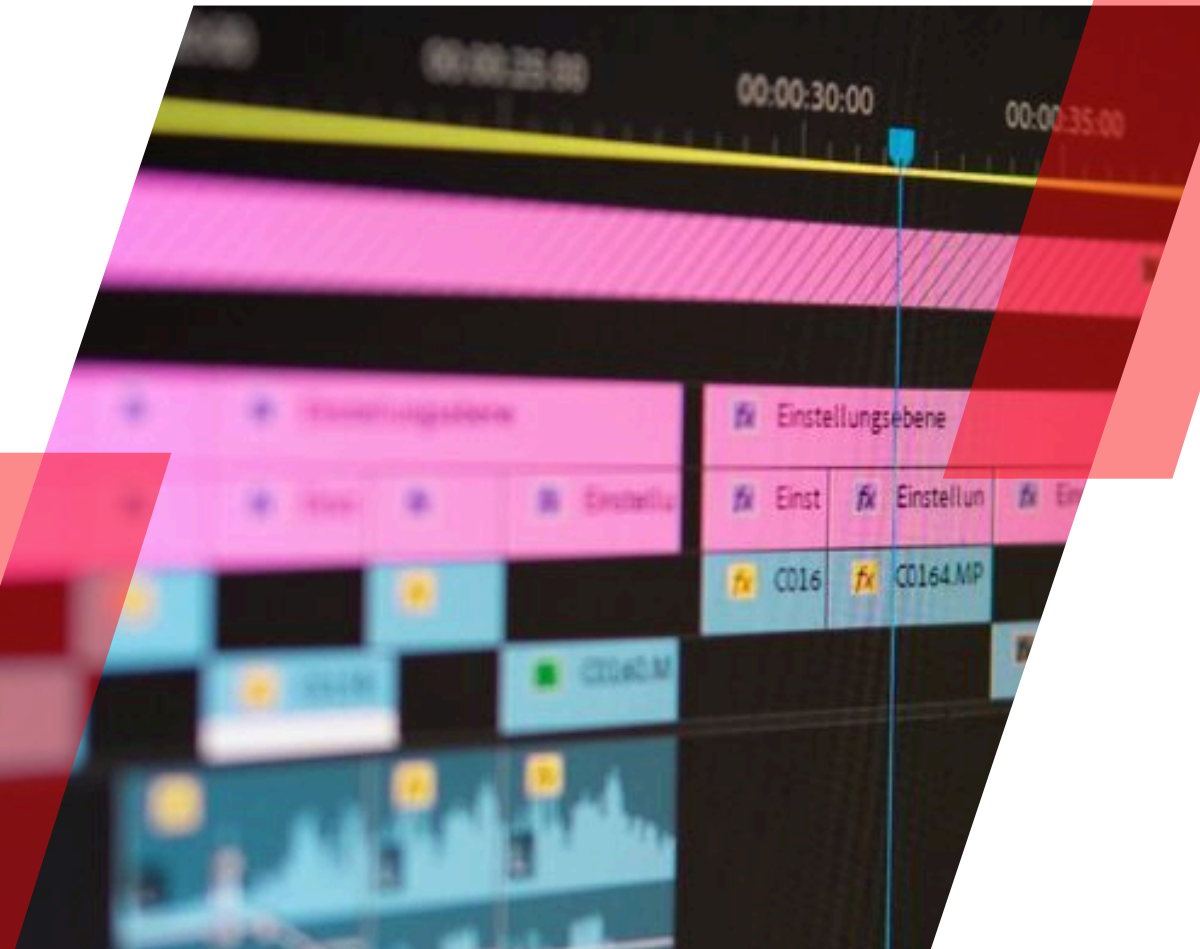
- You tube Video
- Social Media Videos
- Ads Editing
- Submission for Reviews

CONTENT PUBLICATION

- Youtube Publication
- Social Media Content Dissemination
- Promo Ads Dissemination

ANNALYTICS & REPORTING

- Client Report Release
- Surveys to Participants
- Property Analytics
- Monitoring & Evaluation.



PRE PRODUCTION

Date	Activity	Person Responsible	COMPLETION RATE	COMMENTS
11TH - 15TH NOV	Sourcing Scripts & Themes Content Properties(Logos and Graphic Templets)			
18th - 29th	Location Scouting (Gyms) Printing Registration materials.			
2nd Dec - 13 Dec	Printing Branding Materials			
16th Dec - 20th Dec	Equipment Sourcing(Cameras, Mics & Crew)			
2nd - 10th Jan (25)	Teasers			
12TH Jan - 19th Jan	Posters Publication & Participant Registration & PRESSER			
20th - 25th	Profiling Participants			

PRODUCTION(1st FEB)

TIME	Activity	Person Responsible	COMPLETION RATE	COMMENTS
8:00AM - 9:00AM	SET UP & ARRIVALS			
9AM -9:15 AM	POWER UP SESSION			
9:15 - 9:30 AM	FIT OFF CHALLENGES SESSION			
9:30 - 9:45AM	FIT FAM TALKS			
9:45 - 10:20AM	CONFSSIONALS			
10:30 am	Return of Equipment & Branding			
10: 30 am - 12:00pm	Footage Back Up & Sorting			

TIME LINES TIME LINES TIME LINES

POST PRODUCTION

TIME	Activity	Person Responsible	COMPLETION RATE	COMMENTS
3rd - 8th FEB	Content Editing (Ads, YouTube Video, Social Media Clips & Teasers)			
10th - 15TH FEB	REVIEWS & PUBLICATIONS			
16TH - 28TH	SOCIAL MEDIA CONTENT PUBLICATION & DISSEMINATION PROMOTION FOR THE NEXT HANG OUT			
16TH - 28TH	SPONSORSHIP ON BOARDING			

EPISODE 2 PRODUCTION (1st MARCH)

TIME	Activity	Person Responsible	COMPLETION RATE	COMMENTS
8:00AM - 9:00AM	SET UP & ARRIVALS			
9AM -9:15 AM	POWER UP SESSION			
9:15 - 9:30 AM	FIT OFF CHALLENGES SESSION			
9:30 - 9:45AM	FIT FAM TALKS			
9:45 - 10:20AM	CONFESSIONALS & AWARDING			
10:30 am	Return of Equipment & Branding			
10: 30 am - 12:00pm	Footage Back Up & Sorting			

TIME LINES TIME LINES TIME LINES

POST PRODUCTION

TIME	Activity	Person Responsible	COMPLETION RATE	COMMENTS
3rd - 8th MARCH	Content Editing (Ads, YouTube Video, Social Media Clips & Teasers)			
10th - 15TH MARCH	REVIEWS & PUBLICATIONS			
16TH - 22nd MARCH	SOCIAL MEDIA CONTENT PUBLICATION & DISSEMINATION PROMOTION FOR THE NEXT HANG OUT			
23RD - 29TH MARCH	SPONSORSHIP ON BOARDING			
28th March	Season Finali Presser.			
31st March - 4th April	SEASON FINALI TEASERS			

TIME LINES TIME LINES TIME LINES

EPIISODE SEASON 1 FINALI(5th APRIL)

TIME	Activity	Person Responsible	COMPLETION RATE	COMMENTS
8:00AM - 9:00AM	SET UP & ARRIVALS			
9AM -9:15 AM	POWER UP SESSION			
9:15 - 9:30 AM	FIT OFF CHALLENGES SESSION			
9:30 - 9:45AM	FIT FAM TALKS			
9:45 - 10:20AM	CONFSSIONALS			
10:30 am	Return of Equipment & Branding			
10: 30 am - 12:00pm	Footage Back Up & Sorting			

TIME LINES TIME LINES TIME LINES

POST PRODUCTION

TIME	Activity	Person Responsible	COMPLETION RATE	COMMENTS
7th - 12TH April	Content Editing (Ads, YouTube Video, Social Media Clips & Teasers)			
14 th - 19TH APRIL	REVIEWS & PUBLICATIONS			
20th - 30th APRIL	PRODUCTION TEAM BREAK REPORTING & EVALUATION			
20th - 30th APRIL	SPONSORSHIP ON BOARDING			
1st - 9th May	SEASON 2 TEASERS & PARTICIPANT REGISTRATION.			
11HT- 17TH	PARTICIPANTS PROFILING			

TIME LINES TIME LINES TIME LINES

SEASON 2 PRE PRODUCTION

TIME	Activity	Person Responsible	COMPLETION RATE	COMMENTS
1st - 9th May	SEASON 2 TEASERS & PARTICIPANT REGISTRATION.			
11HT- 17TH MAY	PARTICIPANTS PROFILING			
18th - 23rd MAY	Promotion			
23rd MAY	SEASON 2 PRESSER			

TIME LINES TIME LINES TIME LINES

52 EPISODE 1 PRODUCTION (24th MAY)

TIME	Activity	Person Responsible	COMPLETION RATE	COMMENTS
8:00AM - 9:00AM	SET UP & ARRIVALS			
9AM -9:15 AM	POWER UP SESSION			
9:15 - 9:30 AM	FIT OFF CHALLENGES SESSION			
9:30 - 9:45AM	FIT FAM TALKS			
9:45 - 10:20AM	CONFESSIONALS & AWARDING			
10:30 am	Return of Equipment & Branding			
10: 30 am - 12:00pm	Footage Back Up & Sorting			

TIME LINES TIME LINES TIME LINES

POST PRODUCTION

TIME	Activity	Person Responsible	COMPLETION RATE	COMMENTS
25th - 31 MAY	Content Editing (Ads, YouTube Video, Social Media Clips & Teasers)			
1st - 7th JUNE	REVIEWS & PUBLICATIONS			
8th June - 13 June	EPISODE 2 PROMOTION			

TIME LINES TIME LINES TIME LINES

52 EPISODE 2 PRODUCTION (14TH JUNE)

TIME	Activity	Person Responsible	COMPLETION RATE	COMMENTS
8:00AM - 9:00AM	SET UP & ARRIVALS			
9AM -9:15 AM	POWER UP SESSION			
9:15 - 9:30 AM	FIT OFF CHALLENGES SESSION			
9:30 - 9:45AM	FIT FAM TALKS			
9:45 - 10:20AM	CONFESSIONALS & AWARDING			
10:30 am	Return of Equipment & Branding			
10: 30 am - 12:00pm	Footage Back Up & Sorting			

TIME LINES TIME LINES TIME LINES

POST PRODUCTION

TIME	Activity	Person Responsible	COMPLETION RATE	COMMENTS
16th - 21st JUNE	Content Editing (Ads, YouTube Video, Social Media Clips & Teasers)			
22nd - 27th JUNE	REVIEWS & PUBLICATIONS & Promo			

TIME LINES TIME LINES TIME LINES

52 EPISODE 3 PRODUCTION (28TH JUNE)

TIME	Activity	Person Responsible	COMPLETION RATE	COMMENTS
8:00AM - 9:00AM	SET UP & ARRIVALS			
9AM -9:15 AM	POWER UP SESSION			
9:15 - 9:30 AM	FIT OFF CHALLENGES SESSION			
9:30 - 9:45AM	FIT FAM TALKS			
9:45 - 10:20AM	CONFESSIONALS & AWARDING			
10:30 am	Return of Equipment & Branding			
10: 30 am - 12:00pm	Footage Back Up & Sorting			

TIME LINES TIME LINES TIME LINES

POST PRODUCTION

TIME	Activity	Person Responsible	COMPLETION RATE	COMMENTS
30th - 5th July	Content Editing (Ads, YouTube Video, Social Media Clips & Teasers)			
6th - 12TH July	REVIEWS & PUBLICATIONS & Promo			
13th - 19th July	Season Finali Promo			
20th - 25TH	Sponsorship On Boarding			
25th	SEASON FINALI PRESSER			

TIME LINES TIME LINES TIME LINES

SEASON 2 FINALI PRODUCTION (26TH)

TIME	Activity	Person Responsible	COMPLETION RATE	COMMENTS
8:00AM - 9:00AM	SET UP & ARRIVALS			
9AM -9:15 AM	POWER UP SESSION			
9:15 - 9:30 AM	FIT OFF CHALLENGES SESSION			
9:30 - 9:45AM	FIT FAM TALKS			
9:45 - 10:20AM	CONFESSIONALS & AWARDING			
10:30 am	Return of Equipment & Branding			
10: 30 am - 12:00pm	Footage Back Up & Sorting			

TIME LINES TIME LINES TIME LINES

POST PRODUCTION

TIME		Activity	Person Responsible	COMPLETION RATE	COMMENTS
27TH JULY - 2nd August		Content Editing (Ads, YouTube Video, Social Media Clips & Teasers)			
3rd - 9TH AUG		REVIEWS & PUBLICATIONS & Promo			
10th - 23rd		SEASON BREAK & SPONSOR ON BOARDING			
24th - 29th		SEASON 3 TEASER & Participant Registration.			
29th		SEASON 3 PRESSER			
1st - 5th SEPT		SEASON 3 PROMOTION			

TIME LINES TIME LINES TIME LINES

SEASON 3 EPISODE 1 PRODUCTION (6TH SEPTEMBER)

TIME	Activity	Person Responsible	COMPLETION RATE	COMMENTS
8:00AM - 9:00AM	SET UP & ARRIVALS			
9AM -9:15 AM	POWER UP SESSION			
9:15 - 9:30 AM	FIT OFF CHALLENGES SESSION			
9:30 - 9:45AM	FIT FAM TALKS			
9:45 - 10:20AM	CONFESSIONALS & AWARDING			
10:30 am	Return of Equipment & Branding			
10: 30 am - 12:00pm	Footage Back Up & Sorting			

TIME LINES TIME LINES TIME LINES

POST PRODUCTION

TIME		Activity	Person Responsible	COMPLETION RATE	COMMENTS
8th - 13TH SEPT		Content Editing (Ads, YouTube Video, Social Media Clips & Teasers)			
15TH - 20th		REVIEWS & PUBLICATIONS & Promo			
22nd - 27TH SEPT		EPISODE 2 PROMO			
23rd - 9th		PARTICIPANT PROFILING			

TIME LINES TIME LINES TIME LINES

SEASON 3 EPISODE 1 PRODUCTION (4TH OCTOBER)

TIME	Activity	Person Responsible	COMPLETION RATE	COMMENTS
8:00AM - 9:00AM	SET UP & ARRIVALS			
9AM -9:15 AM	POWER UP SESSION			
9:15 - 9:30 AM	FIT OFF CHALLENGES SESSION			
9:30 - 9:45AM	FIT FAM TALKS			
9:45 - 10:20AM	CONFESSIONALS & AWARDING			
10:30 am	Return of Equipment & Branding			
10: 30 am - 12:00pm	Footage Back Up & Sorting			

TIME LINES TIME LINES TIME LINES

POST PRODUCTION

TIME		Activity	Person Responsible	COMPLETION RATE	COMMENTS
6th - 10th October		Content Editing (Ads, YouTube Video, Social Media Clips & Teasers)			
13TH - 18th		REVIEWS & PUBLICATIONS & Promo			
20th - 24th		EPISODE 2 PROMO			

TIME LINES TIME LINES TIME LINES

SEASON 3 EPISODE 2 PRODUCTION (25TH OCTOBER)

TIME	Activity	Person Responsible	COMPLETION RATE	COMMENTS
8:00AM - 9:00AM	SET UP & ARRIVALS			
9AM -9:15 AM	POWER UP SESSION			
9:15 - 9:30 AM	FIT OFF CHALLENGES SESSION			
9:30 - 9:45AM	FIT FAM TALKS			
9:45 - 10:20AM	CONFESSIONALS & AWARDING			
10:30 am	Return of Equipment & Branding			
10: 30 am - 12:00pm	Footage Back Up & Sorting			

TIME LINES TIME LINES TIME LINES

POST PRODUCTION

TIME		Activity	Person Responsible	COMPLETION RATE	COMMENTS
27th OCT - 1st NOV		Content Editing (Ads, YouTube Video, Social Media Clips & Teasers)			
3rd - 8th NOV		REVIEWS & PUBLICATIONS & Promo			
10th - 14th		GRAND FINALI PROMO			
17th - 22nd		GRAND FINALI MEDIA PRESSER			
23rd - 27TH		GRAND FINALI PREPS			

GRAND FINALI PRODUCTION(28th NOVEMBER)

TIME	Activity	Person Responsible	COMPLETION RATE	COMMENTS
8:00AM - 9:00AM	POWER UP SESSIONS			
9:AM - 10:00AM	CHALLENGES			
10:00am - 11AM	AWARDING & CONFESSIONALS			
12:00pm	CLOSE			
1:00PM - 5:00PM	SORTING FOOTAGE & BACKING UP			

POST PRODUCTION

TIME		Activity	Person Responsible	COMPLETION RATE	COMMENTS
1st - 13th		Content Editing & Publication			
25th - 20th		REVIEWS, REPORTING & EVALUATION			

THE END

TIME LINES TIME LINES TIME LINES

