



SALES & MARKETING EXECUTION GUIDE 2024 DECEMBER



MONTHLY CHECKLIST

- ☐ Update Splat TV
- ☐ Update your Studio Marketing Calendar (Plan social posts)
- ☐ Review Execution Guides
- ☐ Print and complete the December SGL internal calendar
- ☐ Prepare your Newsletter for December on Radiate
- ☐ Print and hang up NEW locker inserts
- ☐ Update Community Wall/Sandwich boards for December
- ☐ Promote local event(s) on social media (Review Weekly Social Content Calendar)

DECEMBER 1st - 31st

- December 1st - 12th: 12 Days of Fitness Event
- December 10th: Transformation Challenge Webinar at 2:30 PM EST
- December 16th: Transformation Challenge Registration Begins + 2000M Row Benchmark
- December 17th: OTGP January Webinar at 2:30 PM EST
- December 20th: National Ugly Sweater Day + Everest Signature
- December 24th: The Gift That Keeps on Giving Specialty
- December 25th: Official OTF Rest Day. Studios Closed! Happy Holidays!
- December 31st: New Year's Eve + Countdown Specialty

GIFTING OPPORTUNITY

CURRENT MEMBERS AND NON-MEMBERS

PROMOTION OVERVIEW

December is smack-dab in the middle of the season of gift-giving. It's the perfect time to celebrate the conclusion of 2024 and to kick off 2025! In the spirit of the season, current Orangetheory members will have the opportunity to gift their friends and family members with a one-month unlimited pass! This gives their loved ones the chance to start 2025 on the right foot and jumpstart their health and wellness goals.

PROMOTION OBJECTIVES

- Drive December revenue by incentivizing gift-giving
- Generate new leads for 2025 conversion

PROMOTIONAL WINDOW

- December 1st - December 31st, 2024

PROMOTION OFFERS

Give the Gift of OTF with a
One-Month Unlimited Pass!

PRICING

- OTbeat™ HRM rental: COMPED for first week (7 days), \$5 rentals rest of month.
 - **\$5 OTbeat™ HRM rental: OTbeat™ Core** (MBO: Services > Select Service > Group Fitness > Item Name > Select Item > Rental OTbeat - Core - \$5.00)
- North Carolina: \$119
- Midwest: \$109

PROMOTIONAL FLYERS

GIFTING OPPORTUNITY

CURRENT MEMBERS AND NON-MEMBERS

TERMS AND CONDITIONS

- Promotion valid for all current members to purchase as a gift for *non-members, subject to these terms and conditions.
- *For this promotion, only a “non-member” includes individuals who do not have an active membership or pack.
- Promotion valid from 12/1/2024 – 12/31/2024.
- Redemption of promotion must be authorized by gift recipient to activate.
- One-month unlimited pass must be activated by the gift recipient at the same studio location where it was purchased.
- Once the one-month pass has been activated by the non-member recipient, the one-month pass will be active for thirty (30) days and can be utilized cross regionally.
- Only one (1) one month pass, can be redeemed by the same non-member.
- One month pass is ineligible to be stacked with additional offerings or services.
- One month pass is not redeemable for cash, except where required by law.
- Promotion void where prohibited by law.
- Promotion available at participating studios only.
- Restrictions may apply, inquire at local studio for additional information.
- Orangetheory Fitness reserves the right to modify, change, or cancel this promotion and these Terms and Conditions at any time, in its sole discretion with or without notice

GIFTING OPPORTUNITY

CURRENT MEMBERS AND NON-MEMBERS

HOW TO BUY PASS (ON CURRENT MEMBER'S PROFILE)

PURCHASING – ONE MONTH UNLIMITED PASS

Navigate to: Retail > Services > Group Fitness > Select Service

Step 1: Select current members profile and retail out the “One Month Unlimited Pass” to the Members (purchasers) account - *this is for gift giving.*

The screenshot shows the system interface for member **JOHN DOE**. The top bar includes an "Assign Gift Card" button and "Current series: None". The main area is divided into a "TICKET" section on the left and an "Add Item" section on the right. The "TICKET" section shows a date of 11/13/2024 and a "No Items Selected" message. The "Add Item" section has tabs for "Products", "Services", "Memberships / Packages", and "Payments/Gift Cards". Under the "Services" tab, "Select Service" is set to "Group Fitness". The "Item Name" dropdown is set to "One Month Unlimited Pass", which is highlighted with a red box. The "Price" is \$119.00, "Quantity" is 1, "Session Count" is 0, and "Duration" is 1 day. The "Subtotal" is \$119.00, "Discount" is \$0.00, and "Tax" is \$0.00. The "Total" is \$119.00. At the bottom, a summary table shows: SUBTOTAL \$0.00, DISCOUNT \$0.00, TAX \$0.00, and GRAND TOTAL \$0.00.

Step 2: Complete the sale.

The screenshot shows the system interface for member **JOHN DOE** after adding the "One Month Unlimited Pass". The top bar includes an "Assign Gift Card" button and "Current series: None". The "TICKET" section shows a date of 11/13/2024 and buttons for "Save Ticket" and "Print Ticket". The "TICKET" table lists the item "One Month Unlimited Pass" with a quantity of 1, price of \$119.00, discount of 0.00%, and total of \$119.00. Below the table is a "PROMOTION CODE" field and an "Apply" button. The summary table at the bottom shows: SUBTOTAL \$119.00, DISCOUNT \$0.00, TAX \$0.00, and GRAND TOTAL \$119.00. The "Payment Info" section is highlighted with a red box and contains a "SELECT A PAYMENT METHOD" button. Below this are buttons for "Cash", "Check", "CC (Key/Stored)", "CC (Swipe)", "ACH", "Account", and "Bank Transfer". The "Amount Remaining" is \$119.00, and a message says "Please select a payment method".

GIFTING OPPORTUNITY

CURRENT MEMBERS AND NON-MEMBERS

HOW TO REDEEM PASS (ON NON-MEMBER'S PROFILE)

REDEEMING ONE MONTH UNLIMITED PASS – GIFT RECIPIENT

Step 1: The Gift Recipient will enter the qualifying studio, with the one-month unlimited pass - gift voucher. Studio to confirm gift voucher was purchased at the same studio location.



This card is redeemable for a one-month unlimited pass to Orangetheory Fitness*

Orangetheory Fitness is a 1-hour full-body group workout that makes it simple for you to get #MoreLife. We focus on heart rate-based training guaranteed to produce results you can feel and see. Our workout is backed by science and proven to burn more calories post-workout. Each workout is tracked by technology and led by certified coaches to help you monitor your results in real-time and make sure you train correctly.

*REDEEM BY JANUARY 31ST, 2025

Step 2: Create Gift Recipient's (*non-member*) MBO profile.

Step 3: Add the "One Month Unlimited Pass - Redemption" to the gift recipient's account.

Item	Price	Quantity	Subtotal
One Month unlimited Pass - Redemption	\$0.00	1	\$0.00

Category	Amount
SUBTOTAL	\$0.00
DISCOUNT	\$0.00
TAX	\$0.00
GRAND TOTAL	\$0.00

GIFTING OPPORTUNITY

CURRENT MEMBERS AND NON-MEMBERS

Step 4: Complete the sale.

TICKET		11/13/2024	Save Ticket	Print Ticket	
Item name	Qty	Price	Discount	Total	
✖ One Month Unlimited Pass - Redemption (Exp: 12/13/2024)	1	\$0.00	0.00%, \$0.00	\$0.00	
PROMOTION CODE		Apply			
SUBTOTAL		DISCOUNT	TAX	GRAND TOTAL	
\$0.00		\$0.00	\$0.00	\$0.00	
Payment Info					
SELECT A PAYMENT METHOD					
Comp/Guest					
Amount Remaining					
\$0.00					

FREQUENTLY ASKED QUESTIONS

ONE MONTH UNLIMITED PASS

Q: Can a member purchase this promotion for another current member?

A: No, this is to gift a friend or family member that is not currently a member with Orangetheory.

Q: Can a member purchase this for a current Pack Holder?

A: No, this promotion is for gifting purposes to referrals and prospects who do not have an active membership or pack.

Q: Can a member purchase this for a former member i.e., a Winback?

A: Yes! This is a great opportunity to get them back in the door and engage with your former members. This means you will have 30 days and 30 opportunities to convert them to a membership!

GIFTING OPPORTUNITY

CURRENT MEMBERS AND NON-MEMBERS

FREQUENTLY ASKED QUESTIONS (CONTINUED)

Q: When does the One Month pass get activated?

A: Once the gift recipient enters the studio and takes their first class (Intro Class) that's when the one month pass begins.

Q: What if the gift recipient wants to join before the one month pass is complete?

A: Best practice is to postdate the membership for when they would start paying once the one month pass is complete.

Q: Will this Gifting Promotion be available to purchase online?

A: No, this promotion is only available to purchase within participating studios only

Q: What if the gift recipient goes into a surcharge studio, are they responsible to pay?

A: Yes, the gift recipient is responsible for any upcharges incurred.

Q: What if a friend receives multiple one month passes from different Orangetheory members?

A: This promotion is designed for a single, one-time redemption per gift recipient. If the gift recipient has multiple vouchers from different members, a refund can be issued for the remaining passes to the purchaser(s) account.

Q: Are the gift recipients allowed to use their one month pass at different locations?

A: Yes, once the pass has been activated at the purchaser's studio, they can use the pass at the location that is most convenient for them. Cross regional fees will be associated with the profile if utilizing outside of the studio it was retailed out of.

Q: Does the One Month Unlimited Pass expire?

A: No, the one month unlimited pass does not expire. Gift recipients will be able to redeem the one month unlimited pass at any time.

Q: Will Gift Recipients be able to prebook their classes through the app?

A: Yes, they will have access to the app to prebook. Best practice is to assist in booking their classes at least two weeks in advance to propel their accountability and increase their engagement for continuation of Orangetheory after the one-month pass.

Q: If a gift recipient late cancels, will they be charged a late cancel fee?

A: Yes, they should be treated like any member or pack holder if they late cancel.

PACKAGE RENEWAL PROMOTION

CURRENT CLASS PACK HOLDERS

PROMOTION OVERVIEW

December is the last month of the year for driving immediate revenue into studios. This promotion was created to target existing class pack members to incentivize the renewal of class packages at a discounted rate before the start of 2025.

PROMOTION OBJECTIVE

- Drive December revenue by incentivizing class package renewals.

PROMOTIONAL WINDOW

- December 1st - December 31st, 2024

PROMOTION OFFERS

From December 1st to December 31st, 2024, class packages can be renewed or upgraded with a 20% added value!

Buy a 10-pack of classes, get 2 free

Buy a 20-pack of classes, get 4 free

Buy a 30-pack of classes, get 6 free

PACKAGE RENEWAL PROMOTION

CURRENT CLASS PACK HOLDERS

TERMS AND CONDITIONS

- Promotion valid only for current and former package holders subject to these terms and conditions.
- Promotion valid from 12/1/2024 – 12/31/2024
- Former package holders are considered as, package holders who have exhausted all of their package sessions.
- Current recurring members are ineligible for promotion redemption. (i.e., Premier, Elite, and Basic members).
- An Addendum for the Promotion is required and must be signed by the Package Holder in addition to the applicable standard Package Holder Agreement.
- Packages purchased during the promotion may only be used by the package holder and may not be transferred, assigned, or otherwise conveyed to a third party.
- Promotion not eligible to be combined with other promotions or offers.
- Promotion void where prohibited by law.
- Promotion available at participating studios only.
- Restrictions may apply, inquire at local studio for additional information.
- Orangetheory Fitness reserves the right to modify, change, or cancel this promotion and these Terms and Conditions at any time, in its sole discretion with or without notice.

PACKAGE RENEWAL PROMOTION

CURRENT CLASS PACK HOLDERS

HOW TO BUY ADDED VALUE CLASS PACKS

PACKAGE RENEWAL - PROCESSING

PROCESSING IN MBO

Navigate to: Retail > Services > Group Fitness > Select Package

- Dec 2024 10+2 Session Pack
- Dec 2024 20+4 Session Pack
- Dec 2024 30+6 Session Pack

Step 1: Select the package holder's account on the retail screen. Then retail out the desired promotional package under the "Group Fitness" service category.

Add Item

Pay for another client

Products

Services

Memberships / Packages

Payments/Gift Cards

Select Service

Group Fitness

Item Name

Dec 2024 10+2 Pack

Price

199.00

Session Count

12

Quantity

1

Duration

999

month(s)

Activates

11/13/2024

Subtotal

\$199.00

Discount

\$0.00

0.00

Percent

Tax

\$20.40

No Tax

Total

\$219.40


Add Item

PACKAGE RENEWAL PROMOTION

CURRENT CLASS PACK HOLDERS

HOW TO BUY ADDED VALUE CLASS PACKS (CONTINUED)



Step 2: Complete the sale.


JOHN DOE


Assign Gift Card

Current series: None

TICKET

11/13/2024  

Item name	Qty	Price	Discount	Total
 Dec 2024 10+2 Pack (Exp: 2/13/2108)	1	\$199.00	0.00%, \$0.00	\$219.40

PROMOTION CODE

SUBTOTAL	DISCOUNT	TAX	GRAND TOTAL
\$199.00	\$0.00	\$20.40	\$219.40

Payment Info

SELECT A PAYMENT METHOD

PACKAGE RENEWAL ADDENDUM

PACKAGE RENEWAL PROMOTION

CURRENT CLASS PACK HOLDERS

FREQUENTLY ASKED QUESTIONS

PACK RENEWALS

Q: Are prospects eligible for redeeming this promotion?

A: No, prospects are not eligible for this promotion. This is specifically for current and former pack holders to renew or upgrade packages.

Q: Do current Pack Holders need to purchase a Heart Rate Monitor (“HRM”) to qualify for the promotion?

A: No, they do not, but it is highly encouraged that they purchase a HRM if they do not have one already.

Q: Can a member purchase the package renewals to gift to a friend?

A: No, the package renewals are not available for gifting. Members can however be directed to check out the Gift Giving Option of a One Month Unlimited Pass.

Q: Can a former recurring member rejoin with this promotion?

A: No, this promotion is not available for former recurring members (i.e., winbacks who previously held a recurring Premier, Elite or Basic membership). However, this promotion is available for former pack holders.

Q: Can a former Pack Holder from another studio purchase this promotion at a different studio location?

A: No, to be eligible for the promotion returning pack holders must renew at their home location.

Q: Are pack holders allowed to purchase multiple session quantities?

A: Yes, pack holders can purchase more than one package. The key here is to truly understand why they would like to purchase bulk quantity and not enroll into a recurring option. Use this as a discovery experience and build a rapport, to understand their needs and their goals to prescribe a tailored membership option.

EVERGREEN PROSPECT OFFERS

FIRST CLASS FREE & RISK-FREE GUARENTEE

FIRST CLASS FREE

One Free Workout is our standard offer. It's proven to be a successful tactic to help get a prospect's foot in the door.

The free class offer lets prospects know definitively, without question, what the workout looks like, the studio facilities, and the supporting staff.

This offer has shown steady positive results delivering high-quality leads.

TERMS AND CONDITIONS

- Offer limited to first-time visitors to OTF and local residents only.
- Certain restrictions apply.
- \$28 minimum value.
- At participating studios only.
- See studio for details.

PREMIER PRICING

New joins get \$50 off their first month if they join as a premier member.

RISK-FREE GUARENTEE

With our 30-Day Risk Free Guarantee, new members can feel confident that they won't be stuck with their purchase. Also, the very act of offering a strong guarantee lets them know we stand behind the quality of our brand.

TERMS AND CONDITIONS

- Only new members (i.e., first time visitors, prospects, and missed guests) who sign up for Premier or Elite Membership are eligible for a 30-Day Money Back Guarantee subject to these Terms and Conditions.
- Premier Membership includes membership purchased at regular retail rates, 6-month membership, Family Add On and/or Corporate Rates.
- Prospects are qualified leads who, through two-way interaction, have shown specific interest in Orangetheory Fitness.

EVERGREEN PROSPECT OFFERS

FIRST CLASS FREE & RISK-FREE GUARENTEE

TERMS AND CONDITIONS

- Missed guests are active leads who took an intro session but did not close. There is no cut off for how much time has elapsed since an active lead took their latest intro session.
- Member must complete 12 classes at their home studio within the first 30 days of membership to be eligible for a refund of member's monthly membership dues.
- The first class may be taken at no charge.
- OTbeat™ wearables and other retail sales are not refundable.
- OTbeat™ Heart Rate Monitor (HRM) purchase is recommended but not required.
- Member must contact their home studio to request a refund of the monthly dues within 30 days of membership purchase.
- Standard membership cancellation policies apply as stated in the applicable Membership Agreement for the studio where membership is purchased.
- Promotion void where prohibited by law.
- Promotion available at participating studios only.

EVERGREEN MEMBER OFFER

EVERGREEN REFERRAL OFFER

EVERGREEN REFERRAL OFFER

A turnkey member referral program that pays members back every time they pay it forward and encourage a new friend to join Orangetheory.

Members can refer a friend and save \$50 on membership dues when a friend joins as a Premier or Elite member.

TERMS AND CONDITIONS

- Active members (recurring Premier, Elite or Basic membership) can refer unlimited amount of friends who join at an Elite or Premier membership to receive discount.
- Promotion not available to package holders.
- New member does not need to purchase membership at the same home studios as active referring member. (US only)
- Referral Discount received may be applied multiple times in a single month for each new member referred.
- The referral must be tracked using the unique referral code associated with their OTF account.
- If the dollar amount of new Referral Discount(s) exceeds the active referring member's monthly recurring membership dues for a given month, the additional discount(s) will be applied to the active referring member's monthly membership dues for the following month.

FITNESS





12 DAYS OF FITNESS



OVERVIEW:

12 Days of Fitness is a fitness program that encourages members to attend 6 out of 12 workouts from December 1st through 12th. Each day is a fun themed workout to help members get through the holiday season. Members who complete 6 out of 12 days of the challenge will receive a sticker and an aluminum hot/cold mug.

OBJECTIVES:

- Drive member registrations
- Increase studio utilization

DETAILS:

- Registration begins November 15th and ends December 7th, 2024
- Challenge runs from December 1st to 12th, 2024
- Participants will pay a \$15 registration fee (normal class fees apply)
- Registered participants who complete at least 6 out of 12 workouts offered during 12 Days of Fitness will receive a sticker and an aluminum hot/cold mug

REGISTRATION SHEET





12 DAYS OF FITNESS



SCHEDULING & PROCESSING IN MBO

The registration fee is \$15.

To charge a member for the registration fee in MBO:

1. Look up the member under the “Retail” tab
2. Click on “Services” and select Service Category “Events”
3. Select “12 Days of Fitness Registration” from the dropdown
4. Click “Add Item” and finalize the sale as normal

Members can also click “SIGN UP NOW” on the base screen of the mobile app, and they will be directed to purchase their registration.

Members can also register by visiting their Settings > Buy Classes > Select “12 Days of Fitness Registration.”

*Registering through the app will default to registration at the member’s home studio. If they want to register at another studio, they should call that studio.

RETAIL COMPONENTS

- Retail will be auto-shipped to studios



12 DAYS OF FITNESS AT A GLANCE

 OVERVIEW	<p>Welcome to the 12 Days of Fitness — where we're bringing back the best workouts of 2024! From December 1-12, we are "unwrapping the very best of the year" all over again. Get ready for members' favorite power workouts, specialty sessions, and more! Members are encouraged to register and complete six (6) classes out of twelve (12), and those who successfully complete the challenge will earn one (1) aluminum hot/cold mug and one (1) sticker.</p>
 OBJECTIVES	<ul style="list-style-type: none">• Drive member registrations Goal: 10% of member base• Drive studio utilization by leveraging weekly workout criteria minimums (minimum 6 of 12 classes)
 DATES	<ul style="list-style-type: none">• Registration: November 15 – December 7, 2024• Event: December 1 – December 12, 2024• Studio: Studios open at least sixty (60) days are required to participate and will be included in all auto-shipments of 12 Days of Fitness merchandise. The studio that charges the registration fee is responsible for distributing merchandise to its registered participants.• Member: Registration is open to all members (i.e., recurring members, package holders, and partner members).• To Participate: Registration through the OTF mobile app or MBO is required. Participants must pay a \$15 registration fee. The 12 Days of Fitness registration fee includes retail incentives for each participant. Participants who complete six (6) of twelve (12) classes will receive one (1) aluminum hot/cold mug and one (1) sticker from studio of registration. No more than one (1) class per day will count towards the six (6) of twelve (12) classes needed to complete the challenge.
 ELIGIBILITY REQUIREMENTS	<ul style="list-style-type: none">• Review the "How to Prepare" section of the Execution Guide• Ensure all participants have paid the \$15 registration fee, and participant bundles are tracked and retailed out in MBO as participants complete the Challenge
 HOW TO PREPARE	<p>Participant bundle retail codes (US only)</p> <ul style="list-style-type: none">o Mug: 1548485-00o Sticker: 1548431-00
 LEARN MORE	<ul style="list-style-type: none">• Execution Guide• Brand Central (US) / Image Relay (International)• Terms & Conditions

Last Updated: October 11, 2024

TRANSFORMATION CHALLENGE

OVERVIEW

The Transformation Challenge is an eight-week (8-week) challenge inviting members to commit to transforming themselves, both inside and out. Beginning January 13th, 2025, members will challenge themselves to complete at least three (3) workouts per week for six (6) of the eight (8) weeks.

The Transformation Challenge is designed to appeal to various types of members, including competitive and relatively fit members, due to the applicable measurements being based on body fat loss (BF loss) or muscle mass gain (MM gain) as opposed to general weight loss.

OBJECTIVES

- Drive member registrations
- Increase studio utilization
- Target completion rates

DATES

- Registration begins: December 16th, 2024
- Registration ends: January 26th, 2025
- Challenge starts: January 13th, 2025
- Challenge ends: March 9th, 2025

PRIZES

- 1st Place Male (BF loss) - \$500
- 1st Place Female (BF loss) - \$500
- 1st Place Male (MM Gain) - \$500
- 1st Place Female (MM Gain) - \$500

***WE HIGHLY ENCOURAGE
2ND + 3RD PLACE PRIZES!***

This is a great way to create connections and build relationships with local B2B partners.

COST

- \$35 to participate
- All participants will receive a 2025 Transformation Challenge sticker at their last weigh-in.

TRANSFORMATION CHALLENGE EXECUTION GUIDE

MARKETING



OVERVIEW

OFFER - PROSPECT *NORTH CAROLINA AND WISCONSIN ONLY*

During the ALL OUT Black Friday: 48 Hour Flash Sale (November 29th & 30th), Prospects will be incentivized to join as Premier or Elite members with the November Next Month Free promotion + an additional gift from OTF to increase the volume of leads and maximize the number of new joins (a \$100 Promo Vault gift card). This is up to \$279 worth of savings for each Prospect.

OFFER - PROSPECT *IOWA AND INDIANA ONLY*

IA and IN will be starting 6- and 12-month Premier Commitment Rates EARLY

- Can be stacked with November offer (Join Now, Get Your Next Month Free!)

[Link to Commitment Rate Trials Execution Guide \(One-Pager\) - IA and IN](#)

OFFER - MEMBER

Get 50% off the OTbeat™ HRM. **Code: Otbeatfmp50**

TIMELINE

- 11/19 - Black Friday 2024 Execution Guide Released
- 11/19 - 11/28 - Prepare, Pull Assets, and Market Deal
- 11/29 - 11/30 - ALL OUT Black Friday 48 Hour Flash Sale

BLACK
FRIDAY

DISCOUNTS

PROMO VAULT GIFT CARDS

Gift cards will be assigned by logging into [Promo Vault](#).

To log in:

- Email: firstname.lastname@otgrowthpartners.com

Make sure you're using your @otgrowthpartners.com email address and NOT your @orangetheoryfitness.com email address

- A secure login link will be sent to this email. Access the link to login!

For more information on how to use [Promo Vault](#) to assign gift cards for the ALL OUT Black Friday 48 Hour Flash Sale, please watch [this quick video](#).

DO NOT USE YOUR RAMP CARD WHEN PURCHASING PROMO VAULT GIFT CARDS The accounting team has already added separate cards for each studio to your Studio Manager's [Promo Vault](#) account.

RETAIL ITEMS

The sale guide for the **Network Exclusive Early Black Friday Sale** is linked [here](#).

PURCHASING NEW RETAIL ITEMS

Save up to **70%** on [shoporangetheory.com](#) now!

- Refresh your studio with new merchandise.
- Take advantage of Black Friday markdowns.
- Use these markdowns to improve margin potential.

Take advantage of this sale while it lasts!

- This sale is **exclusive to studios** until **11/25/24** (when it will roll out to members).

SELLING OLD RETAIL ITEMS

Gain a great margin by hosting Black Friday sales on retail items in-studio!

- Start your in-studio sales as soon as possible.
- Use sale signage and stickers to clearly differentiate discounted items.
- **Retail items will be 50% off. Code: OTF50**

ASSETS

SCRIPTS

[Black Friday Text Scripts](#)

- With texting graphics!
- ***DOWNLOAD** texting graphic GIFs and upload as an attachment (paperclip icon) on RingCentral*

[Black Friday Email Scripts](#)

IN-STUDIO COLLATERAL

[Black Friday In-Studio Flyers](#)

[Black Friday Locker Inserts](#)

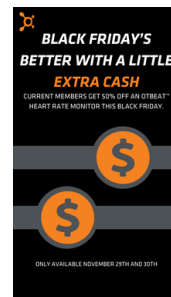
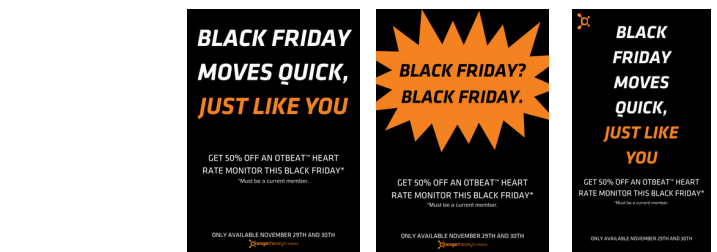
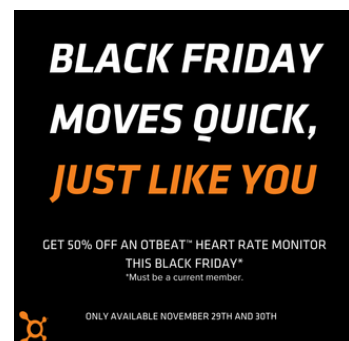
SOCIAL MEDIA GRAPHICS

[Black Friday Instagram Posts](#)

[Black Friday Instagram Stories](#)

OUTSIDE COLLATERAL

[Black Friday Outside Flyers](#)



SGL PLANNER CALENDAR

INTERNAL - STAFF FACING ONLY

SGL BUCKET PLANNER:

COMMUNITY
EVENTS

REFERRALS

B2B PARTNERSHIPS

DECEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
1 12 DAYS OF FITNESS BEGINS	2 CYBER MONDAY	3 GIVING TUESDAY	4 GIFTING OPPORTUNITY POST 1	5	6	7
8 PACKAGE RENEWAL POST 1	9	10	11	12 12 DAYS OF FITNESS ENDS	13	14 GIFTING OPPORTUNITY POST 2
15	16	17	18	19	20 NATIONAL UGLY SWEATER DAY	21 LOCAL HOLIDAY BAZAAR OUTING
22	23	24 CHRISTMAS EVE 90 MINUTE CLASS	25 CHRISTMAS DAY (STUDIO CLOSED) HANUKKAH BEGINS	26 KWANZAA	27	28
29	30	31 NEW YEAR'S EVE "BACK TO THE FUTURE" CLASS				

[DOWNLOAD DECEMBER 2024 INTERNAL CALENDAR TEMPLATE](#)

DECEMBER CALENDAR

EXTERNAL - SOCIAL MEDIA FACING

A reminder that the calendar must be OTF identifiable. Please do not change the orange banner of the calendar to a different color



[DOWNLOAD DECEMBER 2024 CALENDAR TEMPLATE](#)

SOCIAL MEDIA CAPTIONS

REMINDER - GET CREATIVE WITH YOUR CAPTIONS! **RED** MEANS YOU MUST POST ON THAT DAY ABOUT THE TOPIC. **PURPLE** IS A STORY POST.

#1 SUNDAY, DECEMBER 1ST: FIRST DAY OF FITNESS

- Here comes ALL OUT holiday cheer 🌟 Today is the first day of our 12 Days of Fitness fun, the perfect chance for YOU to relive your favorite workouts from 2024. From December 1st - December 12th, complete at least 6 out of 12 workouts and receive a thermal mug (perfect for BOTH your hot chocolate and cold eggnog)!
- Suggestion: Studio Staff cheers-ing with 12 Days of Fitness thermal mugs! ([Example](#))

#2 SUNDAY, DECEMBER 1ST: GIFTING OPPORTUNITY PROMO 1

- *SOCIAL MEDIA STORY* Suggestion: [Gifting Opportunity Social Media Story 1](#)

#3 MONDAY, DECEMBER 2ND: SECOND DAY OF FITNESS

- We're making a list, and we're checking it TWICE ✅ Prebook your 12 Days of Fitness workouts on the app and record your progress with the workout tracker.
- Suggestion: Funny picture of Studio Staff in a holiday costume.

#4 WEDNESDAY, DECEMBER 4TH: GIFTING OPPORTUNITY PROMO 2

- Let us help you get your holiday shopping done early! 🎁 Stop by the front desk to purchase a one-month unlimited pass for your friends and family members! Share the gift of #MoreLife with those you love this holiday season ❤️
- Suggestion: [Gifting Opportunity Social Media Post 1](#)

#5 FRIDAY, DECEMBER 6TH: SIXTH DAY OF FITNESS

- You're HALFWAY to making the NICE list this year! Keep the holiday spirit shining for the final 6 days of our 12 Days of Fitness fun ✨
- Suggestion: Brag Board: "Halfway to the NICE list!" Bonus points for drawing holly.

#6 SUNDAY, DECEMBER 1ST: PACKAGE RENEWAL PROMO 1

- *SOCIAL MEDIA STORY* Suggestion: [Package Renewal Social Media Story 1](#)

#7 TUESDAY, DECEMBER 10TH: PACKAGE RENEWAL PROMO 2

- Who doesn't want a 20% BONUS on fitness? Treat yourself to extra classes on your next class pack purchase and save some serious cash! 💰 Let's find more motivation and #MoreLife together this holiday season ✨
- Suggestion: [Package Renewal Social Media Post 1](#)

#8 THURSDAY, DECEMBER 12TH: TWELFTH DAY OF FITNESS

- And that's a WRAP 🎁 on 12 Days of Fitness! What day was your FAV?
- Suggestion: Instagram Reel or TikTok of photos and videos from the challenge.

#9 FRIDAY, DECEMBER 13TH: REGISTER FOR THE 2025 TRANSFORMATION CHALLENGE!

- Transform with us and choose your own reason! Registration opens for the 2025 Transformation Challenge on December 16th 😊💪
- Suggestion: [Transformation Challenge Digital Social Media Graphic](#)

#10 SATURDAY, DECEMBER 14TH: GIFTING OPPORTUNITY PROMO 3

- Are you looking for the perfect present this holiday season? Well, look no further! Purchase a one-month unlimited pass for your friends and family members today and give the gift of FITNESS. Bet you the elves can't make this in their workshop! 😊
- Suggestion: Studio Staff holding tools and looking confused in the studio. ([Example](#))

#13 FRIDAY, DECEMBER 20TH: NATIONAL UGLY SWEATER DAY + EVEREST

- Brrr, it's cold at the top of Everest! ❄️ Thankfully, we have our #UglySweaters to keep us warm. Tag your friend with the ugliest sweater 😊
- Suggestion: Brag Board: "Our SWEATERS are ugly, but we're HOT!"

#14: MONDAY, DECEMBER 30TH: TRANSFORMATION CHALLENGE SIGN-UPS CONTINUE

- *SOCIAL MEDIA STORY* Suggestion: [Transformation Challenge Sign-Up Story](#)

#15 FRIDAY, DECEMBER 20TH: GIFTING OPPORTUNITY PROMO 4

- There's only 5 days left until Christmas! We've got you covered with our one-month unlimited pass 😊 Give the gift of #MoreLife and more time with your loved ones! Dash through the snow to the studio and grab yours today! 📺
- Suggestion: [Gifting Opportunity Social Media Post 2](#) (Insert your studio's own photos!)

#16 TUESDAY, DECEMBER 24TH: CHRISTMAS EVE

- Is that... jingle bells we hear? 🔔 Remember, OTF [Studio Name] and all other OTF studios are closed tomorrow! It's our one day a year to sleep in 😊
- Suggestion: Studio staff sleeping on treadmill OR rower in holiday outfit. Bonus points for a second studio staff ringing a bell! ([Example](#))

#17 WEDNESDAY, DECEMBER 25TH: CHRISTMAS DAY

- Happy Holidays from your OTF [Studio Name] family! We pride ourselves on staying open every other day of the year... but today? It's Orangetheory's annual rest day, and we hear Santa Claus came to town! Enjoy celebrating with your loved ones ❤️
- Suggestion: Upload Studio Staff Holiday Team Photo to [OTF 2024 Christmas Cards](#).

#18: MONDAY, DECEMBER 30TH: NEW YEAR'S EVE EVE + COUNTDOWN IS COMING!

- *SOCIAL MEDIA STORY* Suggestion: [New Year's Eve Eve Social Media Story](#)

#19: TUESDAY, DECEMBER 31ST: NEW YEAR'S EVE + COUNTDOWN

- 2024 wrapped! 📺 Here are some of our FAVORITE moments in the orange this year. Thanks for making it INCREDIBLE and showing up for yourself! We can't WAIT to start 2025 with the same energy... hope you packed those heavy weights! ✨
- Suggestion: Create a photo collage with special memories from 2024.

DECEMBER COLLATERAL

PACKAGE RENEWAL PROMO

Social Media

- [Package Renewal Instagram/Facebook Stories](#)
 - Insert your studio's own full-staff photo!
- [Package Renewal Instagram/Facebook Posts \[Portrait\]](#)
 - Insert your studio's own full-staff photo!
- [Package Renewal Instagram/Facebook Posts \[Landscape\]](#)
 - Insert your studio's own photos!



GIFTING OPPORTUNITY PROMO

Social Media

- [Gifting Opportunity Social Media Post 1](#) [see Social Media Captions]
- [Gifting Opportunity Social Media Post 2](#) [see Social Media Captions]
 - Insert your studio's own photos!
- [Gifting Opportunity Instagram/Facebook Stories](#)
- [Additional Gifting Opportunity Social Media Posts](#)

NO PRESENT? NO PROBLEM.

We're making holiday shopping a breeze with our **one-month unlimited pass**. Grab yours and give your friends and family the gift of fitness.

STOP BY THE STUDIO TODAY!

Orangetheory FITNESS



The gift that keeps on giving.

All day. All month. All year. Share the joy of fitness with your friends and family! Give a gift you know they'll love.

STOP BY THE STUDIO AND
GRAB YOUR ONE-MONTH
UNLIMITED PASS TODAY

Orangetheory

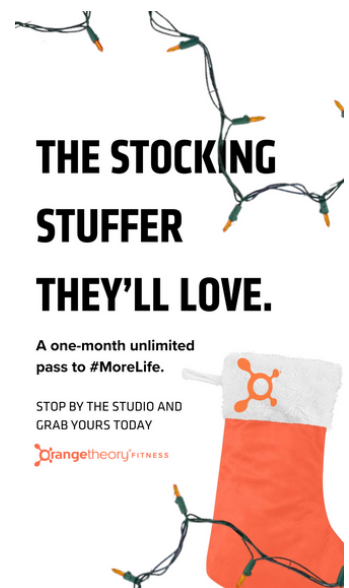


THE STOCKING STUFFER THEY'LL LOVE.

A one-month unlimited pass to #MoreLife.

STOP BY THE STUDIO AND
GRAB YOURS TODAY

Orangetheory FITNESS



DECEMBER COLLATERAL

PACKAGE RENEWAL PROMO

Social Media (Continued)

- [Package Renewal Social Media Post 1](#) [see Social Media Captions]

In-Studio Collateral

- [Package Renewal In-Studio Sign](#)

GIFTING OPPORTUNITY PROMO

Scripts

- [Gifting Opportunity Email Scripts](#)
- [Gifting Opportunity Text Scripts](#)
 - With texting graphics!
 - ***DOWNLOAD** texting graphic GIFs and upload as an attachment (paperclip icon) on RingCentral*

In-Studio Collateral

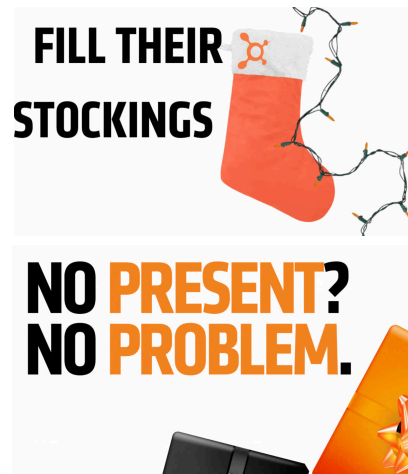
- [Gifting Opportunity In-Studio Sign](#)
- [Gifting Opportunity Physical Card](#)

OTHER COLLATERAL

- [December Locker Inserts](#)

Sell Sheets

- [Iowa and Indiana Pricing Trials Sell Sheets](#)
- [North Carolina Premier Pricing Sell Sheets](#)
- [Wisconsin Premier Pricing Sell Sheets](#)



Unwrap Extra Classes

Our holiday gift to you: bonus classes to power through the festive season and beyond.



ASK THE FRONT DESK FOR MORE DETAILS.
AT PARTICIPATING STUDIOS ONLY. EXISTING PACKAGE HOLDERS ONLY.



DECEMBER ACTIVATIONS

HOLIDAY DECOR

- Remember to **SAVE** what you buy! Reusing decorations year after year is better for the environment and our marketing budgets.
- Start decorating the studio **ON** or **AFTER** Thanksgiving/Black Friday.
- Make sure our decorations are inclusive! Remember, not all of our members celebrate Christmas.
- Select colors that stay on-brand with OTF: Orange, silver, black, or white!
- Here are some affordable **AND** cute options, if you still have the marketing budget:
 - [Mini Orange Bottle Brush Trees](#)
 - [Orange Holiday Ball Ornaments](#)
 - [White Felt Pom-Poms and Garlands](#)
 - [Orange Sequined Tree Skirt](#)
 - [Orange Tinsel Brush Wreath](#)

HOLIDAY GIVE BACK

- Another chance to give back during the holiday season.
- Host a toy drive, a clothing drive, a food drive, etc. at your studio.
- Volunteer as a studio staff to drop-off and sort these items for organization.

NATIONAL UGLY SWEATER DAY

- Friday, December 20th
- Everyone loves wearing ugly sweaters! Let's get into the holiday spirit together.
- Workout while rocking sweaters, holiday theme shirts, and other holiday accessories.
- Promote on social media (with the December calendar or on the in-studio community wall, etc.).
- Use this as an opportunity to get a staff group photo for your studio's "Happy Holidays" social media post on December 25th.

