

Updates for Panthera Elite
2/17/2025

Panthera Elite,

I have been working diligently to elevate our fitness experience at the gym, and I am thrilled to announce several positive changes that align with our goals for growth. My lululemon ambassadorship with the Keystone Mall has brought incredible exposure to our community. From equipment additions to professional development with Exxentric, 1080 Motion, Notre Dame, and the NSCA, Panthera Elite is edging closer to our goal of being the sports performance leader in Indianapolis.

Starting in 2020, Panthera Elite originated with a vision to work with those who desired to be their best self through fitness. Panthera quickly became a community of diverse minds, finding friendship through sweat. We proudly hold the same values all these years later.

Panthera Elite members get the authentic 'me' each and every day. You give me the chance to express my creativity, critical thinking and relatability everytime you walk in the door. I am grateful for the amazing clients who trust me to provide the best training possible, while lending a listening ear when life presents its challenges. To continue providing you with the best, we need to ensure our offerings evolve with the market and match our vision. Here are the changes we will be making:

What's Changing?

Removing:

- **First Session Free**
- **Family Membership**
- **Open Gym**
- **Class Offerings:** Sprint and Plyo Fundamentals, Flywheel Training

If you are currently utilizing any of these services, please note that your membership will expire at the end of February.

Adding:

- **More Time Slots:** You can now book sessions until 3 pm on weekdays.
- **Updated Membership Packages:**
 - **Bronze** now includes 8 sessions (up from 7)
 - **Silver** now includes 12 sessions (up from 10)

Adjustments:

- **Per Class Rate** – \$39.99
- **Membership Pricing Adjustments:**
 - **Bronze** – \$129.99

- **Silver** – \$181.99
- **Gold** – \$299.99
- **Partner** – No increase

Important Membership Info:

There will be no changes to your membership pricing until **May 1st, 2025**, unless otherwise stated. After this date, memberships will auto-renew at the new pricing, which can be found on our website.

I am excited about these changes and confident they'll bring even more value to your training experience. Panthera Elite is growing, and I'm so thankful for your continued support. If you have any questions, please don't hesitate to reach out.

Thank you for being part of the Panthera Elite family. Let's keep crushing those goals together!

Warmly,

Aboshioma "Sho" Obemeata, MS CSCS
CEO and Head Coach, Panthera Elite

