

SensoryFit.app



Sponsorship Opportunity

Florida Launch Campaign
November 2025 to March 2026

Executive Summary

The **SensoryFit App Florida Launch Campaign** (Nov 2025 – Mar 2026) will support Florida's **3.4 million caregivers** of children, adults and seniors with special needs care through the clinically proven **Sensory Workout Program (SWP®)**. With a strategy combining **digital media (70%)** and **community engagement (30%)**, the campaign aims to reach **50,000+ app downloads**, train **15,000–20,000 caregivers**, and generate **5.5M+ impressions**. Sponsors receive prominent in-app and community branding, permanent Founding Supporter recognition, and detailed impact reports, with **only four exclusive slots available (\$39,000 each)**.



The Challenge: Why it Matters



“Caregivers are the
invisible backbone of
Florida’s families and
communities”

In the U.S.,
1 in 36 children
has autism*

Over
580K+

seniors in Florida
live with
Alzheimer’s.



In Florida, the challenge is greater:
245,000 children — 1 in 17**

3.4M
caregivers

(family, volunteer,
independent,
professional)



* Source: CDC (2023, ADDM Network) and Florida Department of Health (FLHealthCHARTS, 2022–2023)

** Source: Alzheimer’s Association, 2023 Alzheimer’s Disease Facts and Figures; Florida Department of Elder Affairs (2023)

The Solution

SensoryFit is a free mobile app based on the **Sensory Workout Program (SWP)** — a method created by occupational therapists and validated in clinics and schools for over two decades.

The app guides users through sensory routines that help the person in their care **calm down, regain focus,** or **activate energy**, improving the flow of daily life.



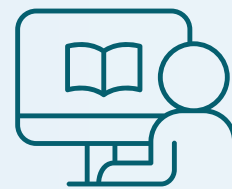
15-MINUTE “BLASTS”

fast, effective routines for real-life challenges



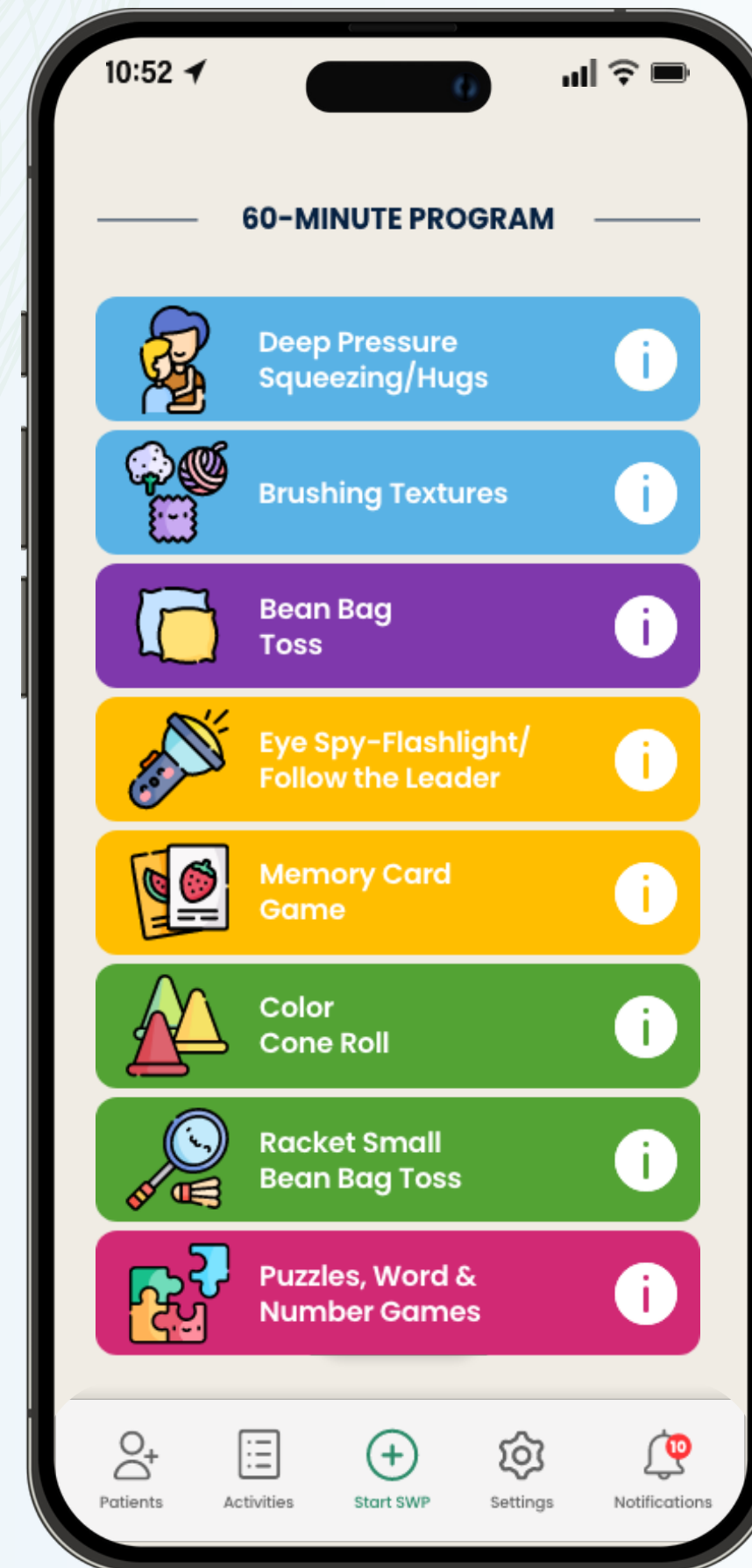
LONGER GUIDED SESSIONS

30, 45, or 60 minutes



FREE CERTIFIED HELPER COURSE

(available October 6, 2025) to teach sensory regulation fundamentals and how to plan, guide, and track sessions



PERSONALIZED BY AGE AND GOAL

calm, focus, energize



FOR ALL CAREGIVER TYPES

family, volunteer, independent, professional

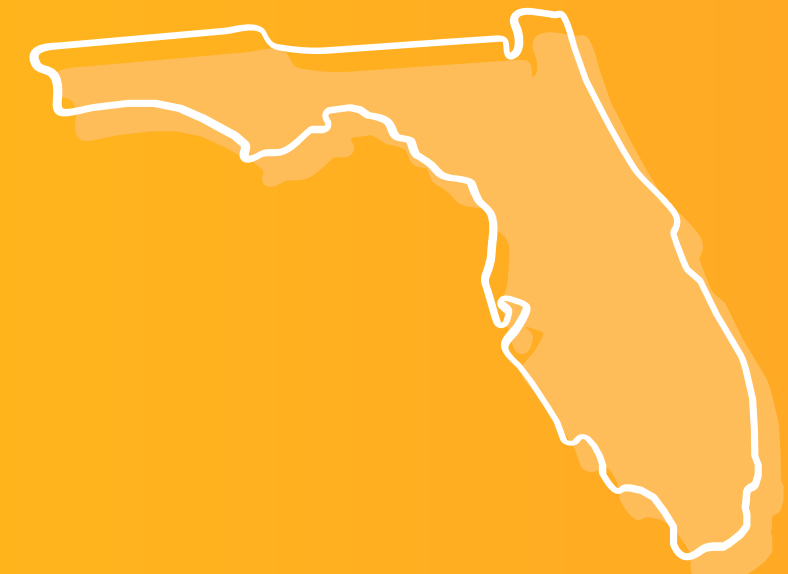


POWERED BY THE SENSORY WORKOUT PROGRAM (SWP®)

a clinically proven approach to calm, focus, and readiness



Why Florida?



Florida is an ideal pilot location for the SWP campaign due to a unique convergence of scale, diversity, and community engagement potential:

- **Home to over 3.4 million caregivers**, including 290,000 teens
- **580,000+ residents diagnosed with Alzheimer's disease**
- **High incidence of developmental conditions** (1 in 36 children with autism)
- **Rich network of local nonprofits, healthcare systems, and family support services**
- **Diverse linguistic and cultural communities** that match the app's multilingual capabilities

Launching in Florida allows for meaningful testing, measurable impact, and scalable community partnerships—making it the right state to lead a national movement in caregiver support.

Campaign Strategy

DIGITAL MEDIA (70% OF CAMPAIGN BUDGET):

- Targeted social ads (Facebook, Instagram, TikTok, YouTube, WhatsApp)
- Short-form videos showing the 15-minute blast in use
- Real caregiver testimonials and expert insights
- Influencer partnerships in caregiving, therapy, and education
- Weekly blog and caregiver content at www.sensoryfit.app

COMMUNITY ENGAGEMENT (30%):

- QR-code flyers in clinics, pharmacies, schools, and churches
- Pop-up demonstrations at senior centers, parent events, and community fairs
- Bilingual workshops in English, Spanish, and Portuguese
- Strategic partnerships with AARP Florida, United Way, Autism Speaks, and local nonprofits
- Direct mail to families already engaged in caregiving support programs (via sponsor-provided lists)

Sponsor Visibility

IN-APP BRANDING:

- **Splash screens** (5 seconds per sponsor)
- **Logos in onboarding and video tutorials**
- **Interstitial ads** during session transitions
- **“Supported by”** section in-app and on website

DIGITAL & COMMUNITY PRESENCE:

- Logo on all **campaign materials**
- **Featured placement** in webinars, blogs, and testimonials
- Recognition in **caregiver kits** and **printed flyers**
- Lifetime **Founding Supporter badge**
- Inclusion in final campaign impact report

Impact & ROI

FLORIDA PILOT GOALS:

- 50,000+ app downloads
- 15,000–20,000 caregivers trained
- 5.5M+ digital impressions
- 20,000+ community interactions

“ *Each sponsorship slot translates into direct visibility with millions of families, professionals, and community partners.* ”

Sponsor Journey

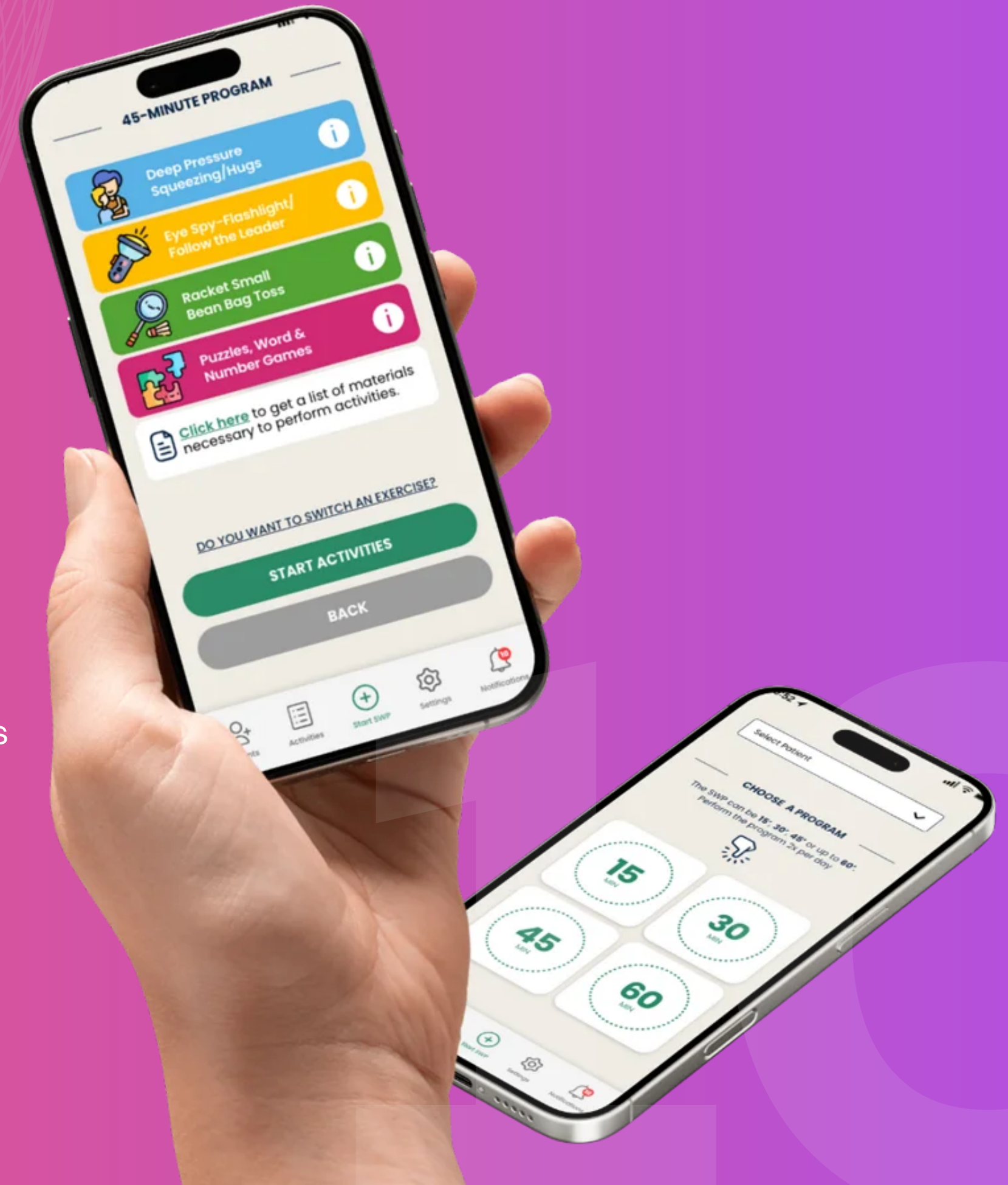
	2025			2026			
	OCT	NOV	DEZ	JAN	FEV	MAR	ABR
SIGN SPONSORSHIP	X						
OFFICIAL LAUNCH		X					
MEDIA & COMMUNITY ACTIVATION		X	X	X	X	X	
IMPACT REPORT DELIVERED							X

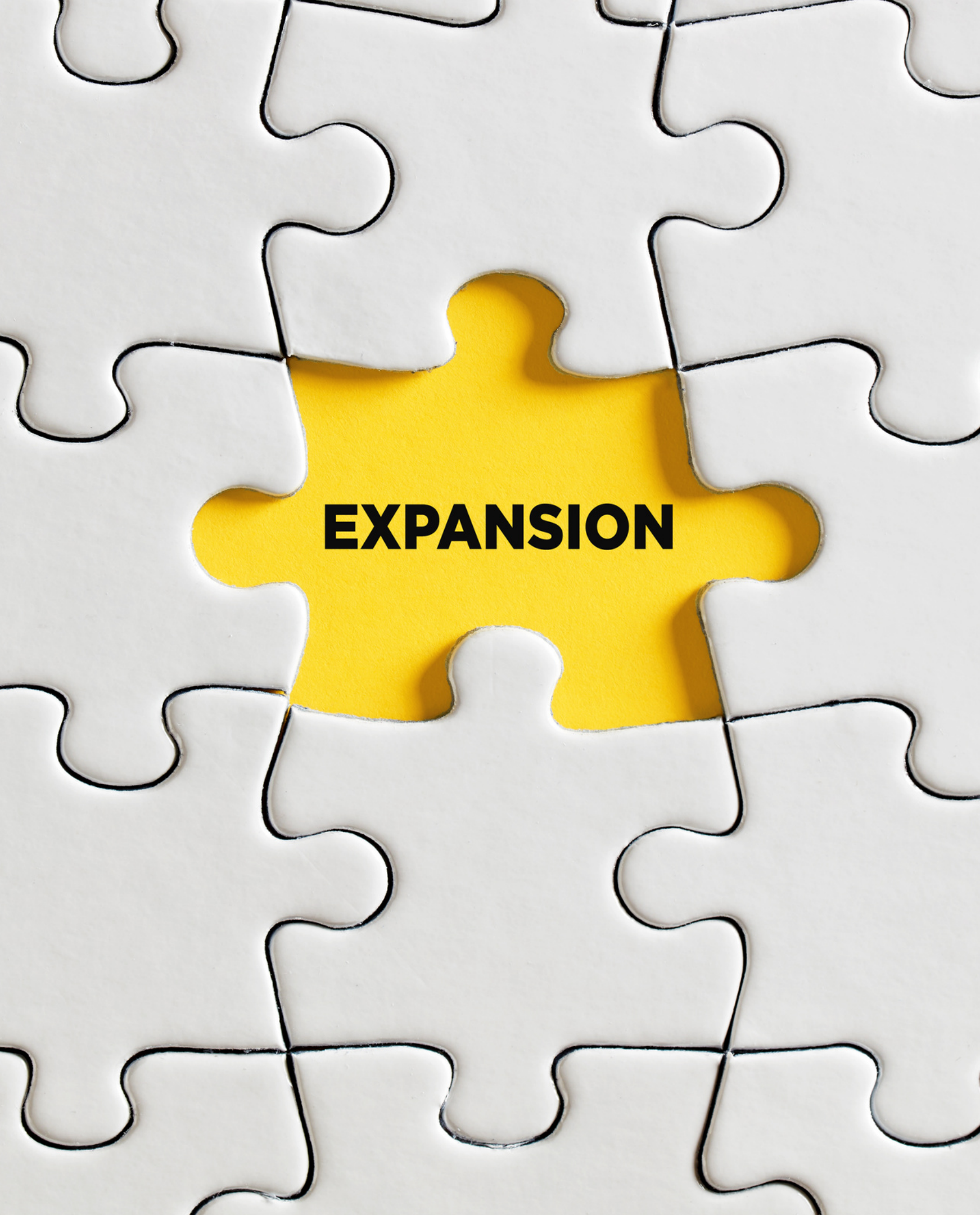
Sponsorship Model

We are offering 4 exclusive sponsorship opportunities at \$39,000 each.

Sponsor Benefits Include:

- **Featured branding** in the app, website, and all campaign materials
- Permanent recognition as a **Founding Supporter**
- Full campaign **performance reports** and **user insights**
- Association with mental health, family care, and inclusion
- **Opportunities to co-host** caregiver events and digital sessions





EXPANSION

Post-Pilot Expansion

- National and international rollout.
- Permanent recognition for Founding Sponsors.
- Priority access to future partnerships.

Next Steps

- Confirm your interest in a sponsorship slot and join the Florida Pilot Campaign.
- Receive and sign the Sponsorship Agreement template — detailing benefits, recognition, and reporting.
- Activate your visibility as part of the official launch in November 2025.
- Deadline: October 28, 2025
- Contact: info@acvisionary.com | +1 (754) 320-4769

