

Product or Service Provider Application Presentation

Xtyle
FITNESS
& ENTERTAINMENT
XFE Group (PTY) Ltd.

WEBSITE: www.xtyle.co.za

Affiliated/Sanctioned/Partnered with:



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“The ones who are crazy enough to think they can change the world, are the ones who do...”



Who is Xtyle Fitness and Entertainment:

Xtyle Fitness and Entertainment is a fitness and events company that strives to promote fitness and healthier lifestyles in South Africa. We not only encourage people to get fit and lose weight, but also boost their self confidence, have fun, meet new people and become educated about the importance of their health and wellness.

The company was founded in 2007 by fitness and event enthusiast, Helena Calitz and has since become one of the best known fitness and events companies in Gauteng. We are also the head of the Gauteng division for the international fitness and bodybuilding federation and we have created several international opportunities for athletes nation wide.

Some of our events include:

- IFBB Millennium Gold Plate Fitness and Bodybuilding Show (Annual Event)
- IFBB Boksburg Classic Fitness and Bodybuilding Show (Annual Event)
- IFBB Champions Arise Fitness and Bodybuilding Show (Annual Event)
- IFBB XFE Classic Fitness and Bodybuilding Show (Annual Event – Starting This Year!)
- Gauteng IFBB Novice and Provincial Shows (Annual Events)
- Arnold Classic Xtyle Teen Fitness Challenge (Annual Event)
- Several Teambuilding Events
- Several events at holiday resorts and schools
- FFA Boot camps
 - Several corporate events
 - MUCH MORE!!



**Our own NON Profit
Organization has
officially been
registered!!**

Services We Offer:

Mobile Fitness and Personal Training:

We offer fitness and personal training in the comfort of the client's own home.

Fitness Sessions Include:

- Power Boxing / Tae Bo
- Step or cardio step
- Boot Camp or Obstacle courses
- Spinning if you have an exercise bike
- Any hi or low impact aerobics
- Jogging or running (hi or low impact)
- Ball exercises (Drumming, Pilates, etc.)
- Yoga / Stretching
- Sport Specific Training
- Body Conditioning



Personal Training Sessions Include:

- Professional training programs
- Full Body Assessments
- Individualized Eating Programs
- Machine Guidelines (if needed)
- Personal support via email, sms or phone
- Competition Guidelines and judging advice
- Competition Prep and choreography
- Sport Specific Training



Services We Offer:

Corporate Training/Training at Holiday Resorts or Schools:

Corporate

- Team Building
- Fitness Sessions at the office
- Health Workshops/Weekends

Schools:

- Sport Specific Training
- Fun Fitness/Obstacle Courses
- Sport Fitness Training
- Yoga / Stretching
- Specialized Training
- Teen Fitness Challenge



Holiday Resorts:

- Family and Kids Boot Camp,
- Amazing Race,
- Yoga or Stretching,
- Pilates,
- Tae Bo,
- Partner Exercises,
- Body Conditioning,
- Jogging,
- Running or Speed Walking,
- Aqua Aerobics,
- Dance Aerobics,
- Adventure Classes



Seminars/Workshops:

- Fitness and Exercise
- Nutrition
- Certified Equipment Workshops
- Weight Loss



Services We Offer:

Video and Audio Production:

Video Production:

- Fitness Videos
- Personal Training Videos
- TV Adverts
- Music Videos

Audio Production:

- Radio Adverts
- Fitness/Aerobic Music
- Music Editing for Competitions
- Music Mixing
- Audio Installations

Artist Management



Services We Offer:

Event Management:

Xstyle Fitness Charity Event
La-Como Clearwater Fitness Centre, Atlas Road, Boksburg

Fitness Sessions

- Boot Camp
- Zumba
- Pilates

Fun Competitions:

- Bench Press Competition
- Teen Challenge (ages 10 to 19)
- Family Fun

28 November 2015
Cost: R150pp
BOOKINGS ESSENTIAL
Helena@xstyle.co.za

ARNOLD Xstyle FITNESS TEEN FITNESS CHALLENGE

Supplement JUNKIE
DECIDE | COMMIT | SUCCEED

Xstyle FITNESS

clearwater fitness

Event Types:

- Fitness and Bodybuilding Competitions
- Corporate Events
- Themed Events/Parties
- Charity Events and Development Events
- Fitness/Team Building Events
- Arnold Classic Teen Fitness Event
- Other



Annual Competitions We Run:

Teen Fitness Challenge:

Promoting anti-substance abuse and anti-bullying in all educational institutions

Our teen challenge is aimed at promoting healthy lifestyles under the modern day teens by introducing fun, exciting fitness challenges such as obstacle courses, individual events as well as events that incorporate certain functional training components, team challenges and much more!

Divisions include:

– 10 to 12 years –13 to 15 years –16 to 19 years – Disabled – Team Challenge

Our challenges combine Bodyweight, Strength, Agility, Speed, Co-ordination and Neuromuscular Skills and focus mainly on Functional Exercises and Activities. Teens will compete both against themselves and each other, improving their own personal records each year. Teen Fitness Challenge winners will be crowned and amazing prizes will be awarded.



Annual Competitions We Run:

Face of Xtyle Competition:

This is where we choose 1 to 2 men and ladies to be the “faces” our company for a duration of 1 year.

Main Requirement to enter this competition: (this is also a huge benefit for partner companies)

- The entrant may not be sponsored by or affiliated with any other clothing brand, supplement company, tanning company or fitness company not supported by Xtyle Fitness and Entertainment

Winners of this competition will be featured on and be required to:

- All Xtyle Fitness Event posters,
- All Xtyle Fitness Adverts,
- All Xtyle Fitness Invitations,
- All Xtyle Fitness Websites
- Xtyle Fitness Event Banners on Stage
 - Event Programs
 - Other
- They will be required to hand out prizes at all Xtyle Fitness shows, events and competitions
- They will be required to do promotions for our company and partner companies
- They will be required to work at certain Xtyle Fitness events
- Other

Basic Company Statistics:

**Our company hosts 6 fitness and bodybuilding events annually.
We have a social media following (Helena Calitz) of over 10 000
followers and a data basis of over 3000**

- **IFBB Millennium Gold Plate Fitness and Bodybuilding Show (Annual Event)**
 - Over 00 athletes and over 1000 spectators (Athletes Nation Wide)
- **IFBB Boksburg Classic Fitness and Bodybuilding Show (Annual Event)**
 - Over 150 athletes and over 800 spectators (Athletes Nation Wide)
- **IFBB Champions Arise Fitness and Bodybuilding Show(Annual Event)**
 - Over 80 athletes and over 300 spectators (Athletes Nation Wide)
- **Gauteng IFBB Novice and Provincial Shows (Annual Events)**
 - Novice - 60 athletes and 300 spectators, Provincial - Over 100 athletes and 500 spectators (Gauteng)
- **Arnold Classic Xtyle Teen Fitness Challenge (Annual Event)**
 - 74 athletes, TV coverage, Radio Coverage, Live event streaming (International)
- **Transformation Camps or Boot Camps**
 - 2 branches
- **Face of Xtyle event**
 - 100 entrants and 500 spectators (Nation Wide)



Benefits of working with our company:

1. We only take one type of service or product provider unless we need extra services or products that specific service provider cannot supply:

2. Option to sell or promote at all our events:

3. Promotion for your products and services done through our company

4. Your product will be listed on our company website

5. No consignment stock necessary:

6. We do your design for our online listings for you (if required)



Basic TC's and C's:

Basic TCs and Cs include:

- We take a percentage of each sale (a set monthly or yearly fee can also be negotiated depending on your first 6months sales through our company)
- A percentage will either be added to the price you want for your product or you can give us the price including percentage we will be taking from your sales
- You do not need to give any consignment stock to us, but we do require that you mail an order or deliver an order to a client within 3 working days. We do charge the client for postage and if we do not mail or deliver for you, postage will be paid to you.
- All payments for sales you made for a particular month are done on the 30th of each month
- You will be invited to have a stand at each event we do that we think your product or service could be relevant to. At these events, we take a percentage of sales (we work on the same principal as with the website sales). Customers do all purchases through our payment system at the event and you will receive cash or eft transfer for your sales after commission after that event.
- Should you be found not to be a reputable or reliable service or product provider after your application is accepted, you will receive 3 days to rectify your mistake. Should you not be able to or prove to have mended your relationship with us in a way to satisfy our client, your contract will be terminated.

Please note that these are only basic TCs and Cs

What we need:

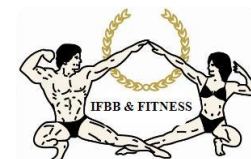
What we need in order for your application to be successful:

1. Your completed application form
2. References!! – we need at least 3 customer references to ensure your product quality as well as your service quality. No applications will be accepted without providing references. Our company has a very good reputation and we only work with reputable service and product providers.
3. If required, we might set up a personal meeting with you.

It's as easy as



Complete the application and GET STARTED ASAP!!
We look forward to working with you!



Xtyle Fitness and Entertainment cc.

WEBSITE: www.xtyle.co.za



sport & recreation

Department:
Sport and Recreation South Africa
REPUBLIC OF SOUTH AFRICA

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OSCASA
THE OFFICIAL SOUTH AFRICAN
CASTING ASSOCIATION