



FTM FITNESS WORLD

MEDIA KIT

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ABOUT FTM FITNESS WORLD

Founded: October 2012

Focus:

- Fitness
- Nutrition
- Wellness (Mental and Physical Health)
- Spirituality
- Finances
- Sexuality (sex, relationships and dating)

Overview:

FTM Fitness World started as a hobby for a group of Transmen interested in building community support to stay accountable with their fitness results; it then grew into a larger community support with its website, forum and blog; after realizing the needs of the Trans community, the growth of our following and the scope of our niche, it grew into a business dedicated to serve the Trans community by providing an online store and by focusing not only on fitness, but every area of our lives.

Our Mission:

Our mission is to give the active men of Trans experience the tools to be empowered, well-rounded and fulfilled.

We strive to help them reach their full potential, not only in fitness and in their physical transition, but in every area of their lives because we believe that happiness starts from the inside out.

Our Sites:

- Main: <http://ftmfitnessworld.com>
- Conference: <http://ftmfitnessconference.com>
- Calendar: <http://ftmcalendar.com>
- Business Directory: <http://lgbtfriendlydirectory.com>
- Models: <http://ftmmodels.com>
- Custom T-Shirts: <http://ftmcustomprints.com>

Social Media Presence:

- Facebook: <http://facebook.com/ftmfitnessworld>
- Twitter: <http://twitter.com/ftmfitnessworld>
- YouTube: <http://youtube.com/ftmfitnessworld>
- Tumblr: <http://ftmfitnessworld.tumblr.com>
- Pinterest: <http://pinterest.com/ftmfitnessworld>
- Google+: <http://plus.google.com/u/0/+ftmfitnessworld>
- Instagram: <http://instagram.com/ftmfitnessworld>

Radio Show:

Formerly known as “Mind, Body, Spirit with Jody and Neo”, we have rebranded the show to be called FTM Fitness World On Air as an extension to our business and a way to reach more customers and clients.

With an overall network count of over 220, 000 listeners, FTM Fitness World On Air is a monthly radio show hosted by Jody Rose and Neo Sandja with topics related to the business' mission.

Our Brands:

➤ FTM JockWear:



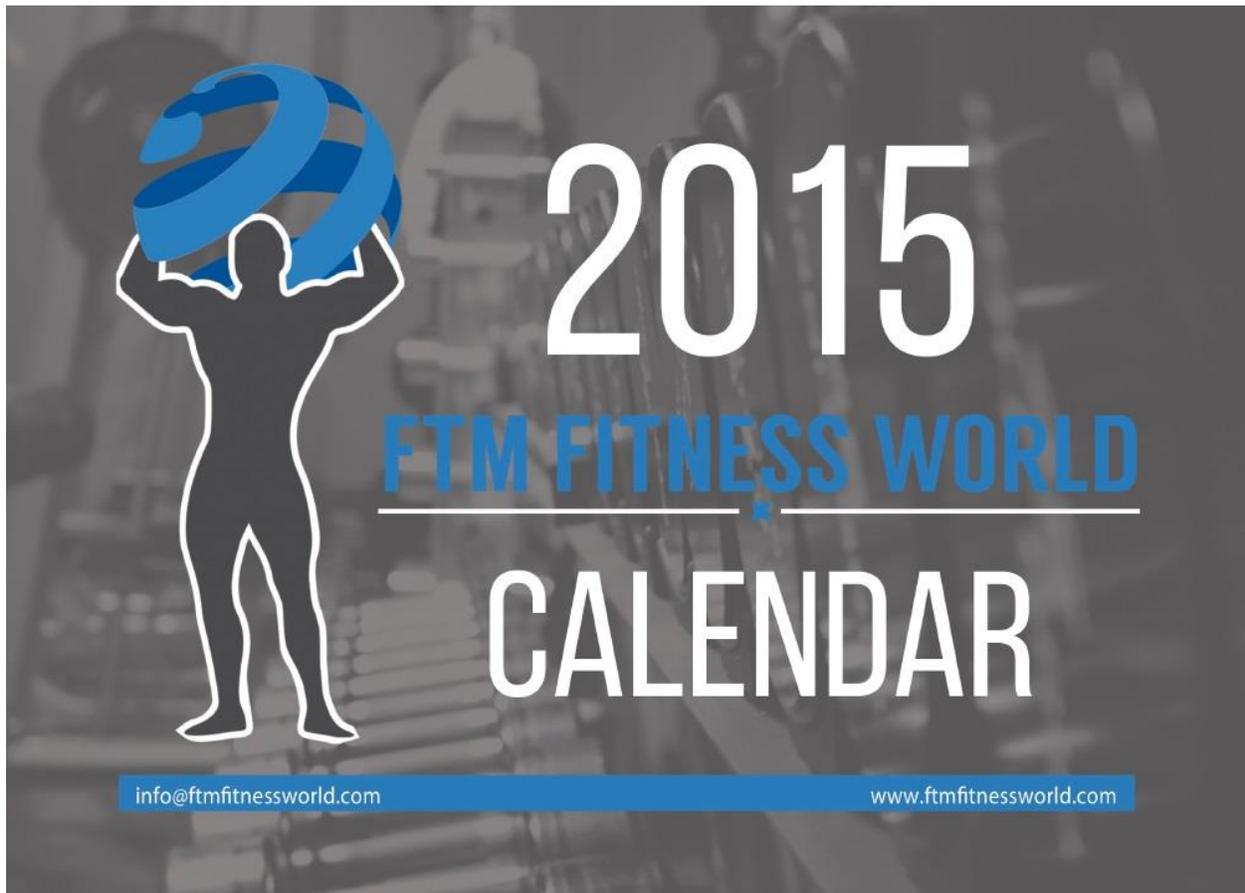
In 2012, FTM JockWear, which had already been an established brand for years, was acquired and bought by FTM Fitness World. FTM JockWear is a transitional apparels brand that we hope to grow in the next couple of years in order to create our own jockstraps, performance underwear, compression shorts, binders and more.

➤ FTM Athletic Gear:



Our FTM Athletic Gear brand started as a T-Shirt brand to help raise awareness and create a surgery fundraiser. Our goal is to expand from just T-Shirts to a full-on athletic brand from apparel to gym bottles and more.

➤ FTM Fitness World Calendar: <http://ftmcalendar.com>



Giving Back:

FTM Foundation: <http://ftmfoundation.org>

As the president and founder of FTM Fitness World, Neo believes in giving back to the community that helps the business thrive.

In 2014, he created and registered the FTM Foundation as a non-profit/private foundation. In the next months we plan on creating an official board of directors that will be in charge of a surgery fund, an education scholarship fund, an annual mentorship program and a housing program.

Demographics:

- Active Transmen and allies
- Top 5 countries: U.S., Canada, Australia, U.K. and Phillipines.
- Age: 25-54
- Men: %77
- Women: %17
- Income: \$45,000 and under

FTM Fitness World 1st Annual Conference

<http://ftmfitnessconference.com>

About:

Our first annual conference was created with the goal to bring the Trans community, specifically men of Trans experience closer together: athletes, business owners, educators and mentors, advocates and activists through workshops, activities, vending, partnership, networking and entertainment.

In 2014, we also launched the first historical bodybuilding competition for men of Trans experience.

Mission:

Our first mission is to be as inclusive as possible: by embracing diversity in the Trans community, by focusing on what unites us versus what separates us and by bridging the gap between people based on age, sexual orientation, socio-economical background, religious affiliation, and more.

Our second mission is to empower our community. We want to leave the attendees wanting more in their lives; expecting excellence while rejecting mediocrity; pushing themselves to become the change they want in their local community; helping them to realize that they have all the tools they need to succeed in every area of their lives; and encouraging them to focus on what unites the Trans community instead of what separates it.

Anticipated Audience:

- 300 – 500 attendees
- 80% Transmen, 20% other: transwomen and cisgender (non-trans) people.
- Interests: self-improvement, development and growth in physical improvement (fitness, grooming, fashion, health), financial intelligence (career, financial freedom and surgery fundraising), and sexuality (navigating sex, dating and relationships).

Why this conference is needed:

- It is unique: There is no other conference specifically planned with a focus on Transmen, specifically active Transmen.
- This will be historically the first official bodybuilding competition for Transmen.

- It is an opportunity to meet our customers, followers and friends outside of the virtual world.
- It will give Trans people the tools to enrich every area of their personal lives, and not just transitional areas or activism.
- Instead of just another conference where the attendee leaves feeling overwhelmed by the idea of going back to their life, they will come out feeling empowered because they will have the tools to feel confident, comfortable and safe in their daily lives.

Activities Planned:

- Workshops related to fitness, nutrition, wellness (mental and physical health), finances (career, financial intelligence and planning, money management, etc.), spirituality, and sexuality (sex, dating, relationships, etc.).
- Extra activities like a morning boot camp, yoga, fitness assessment, chiropractic assessment, massages, credit repair counseling, dance lessons, self-defense, a dating mixer and more.
- A bodybuilding competition with 3 categories, trophies and cash prize for the top winner in each category.

Benefits that attendees will gain from attending:

- An awareness of their bodies, their food intake and their health.
- An overall feeling of wellbeing in knowing that there is hope and that it's possible to become complete from the inside out.
- An understanding of the importance of money management and the basic tools to use for financial security.
- A deeper love, respect and acceptance of themselves in knowing that they can find their ideal partner, and have a healthy dating and sex life.

- A spiritual understanding of who they are and an understanding that transition is more than just physical.