

# Sponsorship Information

## Holly Reese — “The Lavender Legend”

### Overview

Holly Reese is the first woman ever to set the Guinness World Record for the most push-ups completed in one hour. At age 61, she set the inaugural record on August 19, 2023 (1,036 push-ups), then broke her own record six weeks later on September 30, 2023 (1,207 push-ups). Now 63, Holly is preparing a comeback attempt to reclaim the record by surpassing the current benchmark of 1,575 push-ups in one hour.

### Why Partner With This Attempt

- Historic first-ever women's record
- Rare comeback attempt at age 63
- Strong media and storytelling potential
- Authentic alignment with longevity, resilience, and women's strength
- Credible leadership as a Healthy Aging Coach and Ph.D. candidate

### About Holly Reese

Holly is a full-time Healthy Aging Coach working with adults aged 50 and older, including many in their 70s and 80s, helping them build strength, prevent falls, and maintain independence. She is currently completing her Ph.D. in Health Education and Promotion at Walden University, where her dissertation involves a real-world mixed-methods study exploring fall prevention behavior among older minority adults.

## Sponsorship Opportunities

### Title Partner (1 available)

- Primary brand association with the Guinness World Record attempt
- On-camera visibility and media mentions where appropriate
- Logo placement on select media-facing materials and event signage
- Category exclusivity

**Typical investment:** \$5,000–\$15,000

### Supporting Partner (2–3 available)

- Brand recognition and logo placement
- Social media mentions and event integration
- Product inclusion where relevant

**Typical investment:** \$1,500–\$5,000 (in-kind options available)

### Audience & Visibility

Sponsors gain exposure to adults 50+, women 40–70, and health-conscious audiences drawn to authentic stories of resilience, healthy aging, and real-world performance. Visibility includes media coverage, on-camera integration, and digital recognition.

### Next Steps

To explore partnership alignment, deliverables, and timing, please contact:

#### Holly Reese | “The Lavender Legend”

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*Strength doesn't have an expiration date. Never give up on your dreams.*