

# Sponsorship Information

## Holly Reese — “The Lavender Legend”

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 with 1,036 push-ups, then broke her own record on September 30, 2023 with 1,207 push-ups. On **June 14, 2026**, just days after turning 64, she will attempt to reclaim the record at **Finnish Hall in Berkeley, CA** by surpassing the current benchmark of **1,575 push-ups in one hour**.

## Why Partner With This Attempt

- Historic first-ever women’s record holder
- Comeback attempt at age 64 with strong Bay Area media appeal
- Mission-driven story centered on healthy aging, independence, and resilience
- Authentic authority as a Healthy Aging Coach since 2016 and Ph.D. candidate
- Fundraising tie-in benefiting the Women’s Sports Foundation

## Campaign Timeline & Public Visibility

**May promotional event:** Rikki’s Sports Bar in San Francisco will host a mini push-up challenge and prize event tied to the record attempt.

**May community promotion:** Starlight Strut at Lake Merritt Dance Center will promote the attempt to attendees during its monthly event.

**Main event:** June 14, 2026 at Finnish Hall in Berkeley. Public doors open at 4:00 PM; official attempt begins at 4:45 PM, followed by a post-attempt reception.

## Audience & Brand Alignment

This partnership aligns brands with audiences interested in healthy aging, women’s strength, resilience, longevity, fall prevention, and community-centered wellness. It is especially well suited to brands in apparel, hydration, recovery, wearables, women’s wellness, and active-aging categories.

## Sponsorship Opportunities

### Title Partner (1 available)

- Primary brand association with the record attempt
- Priority logo placement and event-day visibility
- Media mention opportunities where appropriate
- Category exclusivity

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

### Supporting Partner (2–3 available)

- Brand recognition and logo placement
- Social media mentions and partner visibility
- Product inclusion where relevant

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

**Brand Message:** This is more than an athletic event. It is a high-visibility, purpose-driven campaign demonstrating that strength, independence, and ambition do not expire with age.