



# America's Fastest Growing Fitness Concept is Coming to Your Market!

**"One hour. That's it!**  
*I burn up to 1,000 calories a one-hour workout. No walking around trying to get motivated. Great workout, get in, get done and get out. And with the high intensity, a few times a week and I'm good!"*

## Introducing the Hottest Workout Concept to Hit the Nation

TITLE Boxing Club® is the first boxing and kickboxing fitness club of its kind in the country. Being the first, we are as passionate about our brand as we are of our POWER HOUR fitness workouts. People come to TITLE Boxing Club® to experience the POWER HOUR.

These explosive total body boxing and kickboxing fitness workouts are as innovative as they are effective. Everything we do communicates our edgy sophistication to appeal to our predominantly educated, professional female demographic, as well as the men who find their way into our clubs.



## DEMOGRAPHIC



### Women

- Professional women and stay-at-home moms
- 25-55 years old
- Care about their appearance
- Looking to get fit and lose weight
- Enjoy an active lifestyle

### Men

- Play organized sports
- 18-55 years old
- Care about their appearance
- Want to be active and healthy
- Have discretionary income

Members do not come to TITLE Boxing Club to learn to fight. These are strictly workout facilities with healthy lifestyles in mind.

## IDEAL LOCATIONS WILL HAVE:

- 4,500-5,500 square feet
- 100,000 population within five miles
- \$80k+ average household income
- Female oriented co-tenancy preferable
- Delivered in vanilla shell conditions
- Two bathrooms required
- One ton of HVAC per 275 square feet
- Minimum ceiling height of 10'

