

**2026 DATES:
July 25 & 26**

PRESENTED BY



THE FESTIVAL STORY

A Festival that we wanted to attend didn't exist...

Lollapalooza...as a Fitness, Health & Wellness experience.

And so, four Summers ago, we went out and created 'it'.

Faces of Fitness Chicago was born.

Chicago - a mecca for festivals - now had a yearly National event experience that would bring the best Fitness Studios, Instructors and Partner Brands to one festival-style environment where EVERYONE could experience EVERYTHING together.

A place where human emotion shines bright.

A place where joy happens.

A place where community reigns, the genuine kind.

Most importantly, a place that gives back to underserved Chicago children, our future Faces of Fitness.

The festival has expanded from one day to two, from 1,000 to 8,554 from 40 to 93 Sponsors, from an idea to a fan base.

All while staying true to our collective North Star.

Thank you for joining us, supporting us and growing with us on this exciting journey.



WHERE EVERYONE CAN EXPERIENCE EVERYTHING TOGETHER.

ACES-OF-FITNESS
CHICAGO • JULY 26 & 27
POWERED BY
Bloom
PRESENTED BY SWEATPALS

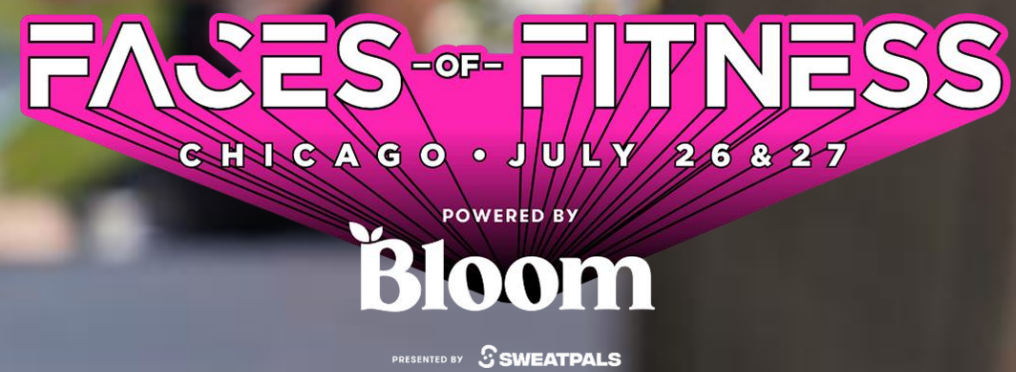
8,554 Attendees // 206.7mm Total Digital & Social Reach

The largest non-drinking lifestyle fitness, health, wellness & beauty experience in the UNITED STATES.



FACES-OF-FITNESS
CHICAGO • JULY 26 & 27
POWERED BY
Bloom
PRESENTED BY SWEATPALS

NATIONAL MEDIA COVERAGE: 141.9mm impressions





LOCALISH

THOUSANDS FLOCK TO CHICAGO'S LOLLAPALOOZA OF FITNESS

LOCALISH By Jarvis Murphy - Writer/ Producer

Monday, May 26, 2025



Think Lollapalooza, but for fitness! This two-day festival is packed with workouts for everyone.

CHICAGO -- Think Lollapalooza, but for fitness!
Faces of Fitness is a two-day fitness festival with

Music Festivals News

Chicago's Faces Of Fitness Festival Taps Sam Feldt For Immersive Fitness Performance

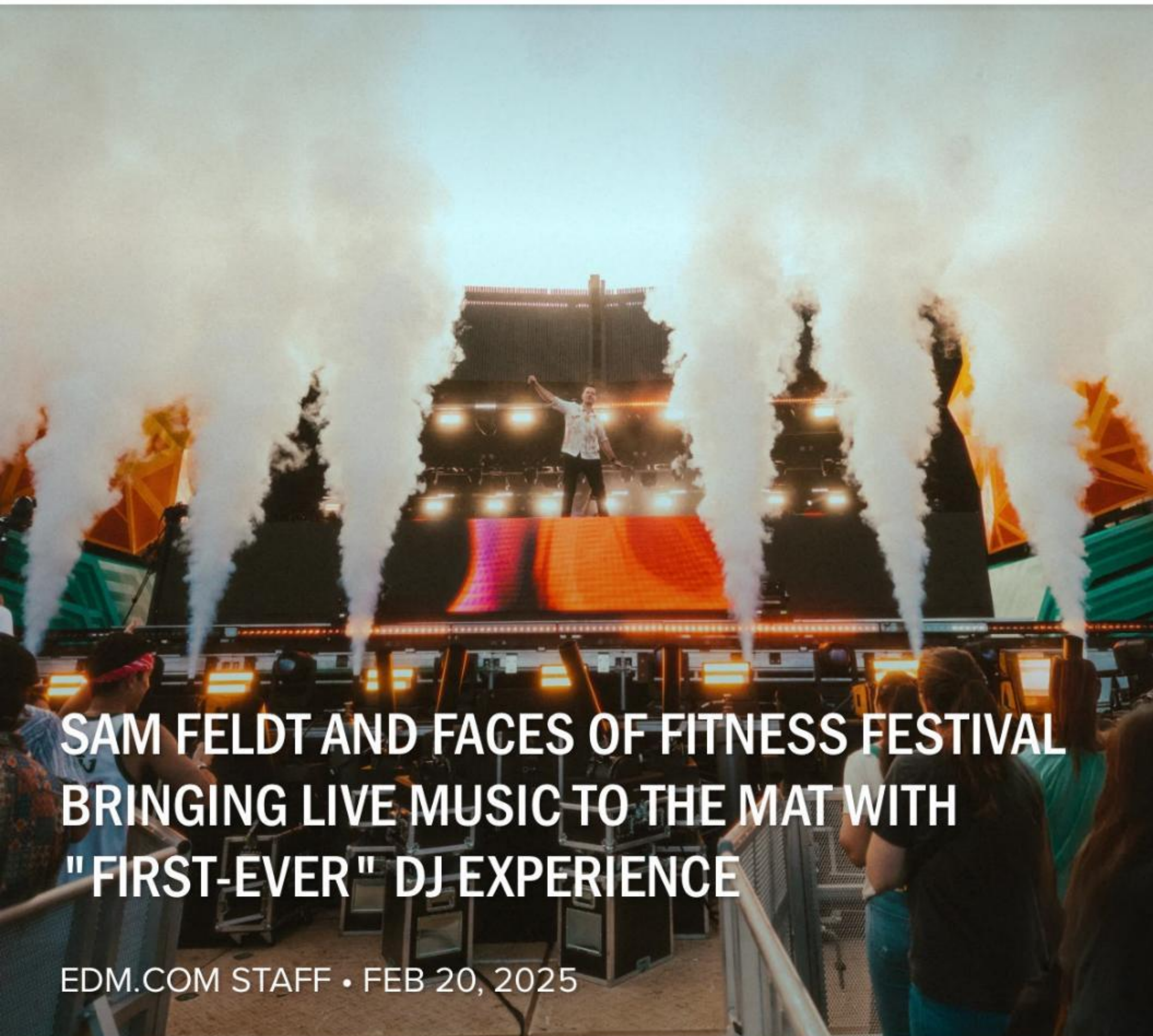
PETER VOLPE · MARCH 14, 2025 · 1 MINS READ



Electronic beats have fueled workouts for decades, but at Chicago's **Faces of Fitness** festival powered by **BLOOM**, instead of your



Peloton instructor Jess Sims will appear at a YMCA event in Chicago on Sunday, July 27 as part of the 2025 Faces of Fitness Chicago festival.



SAM FELDT AND FACES OF FITNESS FESTIVAL BRINGING LIVE MUSIC TO THE MAT WITH "FIRST-EVER" DJ EXPERIENCE

EDM.COM STAFF • FEB 20, 2025

Daniel Macadangdang

Known as the "Lollapalooza of Fitness," the famed Chicago festival is betting big on live, DJ-led workouts to enhance wellness.



GOOD DAY Chicago
9:37 AM 46°

FACES OF FITNESS: THE ULTIMATE WELLNESS EXPERIENCE

FOX 32 CHICAGO

Watch Live

FOX 32 CHICAGO

Wat



STREAM NOW FOX LOCAL
9:35 AM 46°
DAVID GRASS
CO-FOUNDER, FACES OF FITNESS FESTIVAL



STREAM NOW FOX LOCAL
9:35 AM 46°

FACES OF FITNESS: THE ULTIMATE WELLNE

Chicago's Faces of Fitness Festival returns this summer with star power



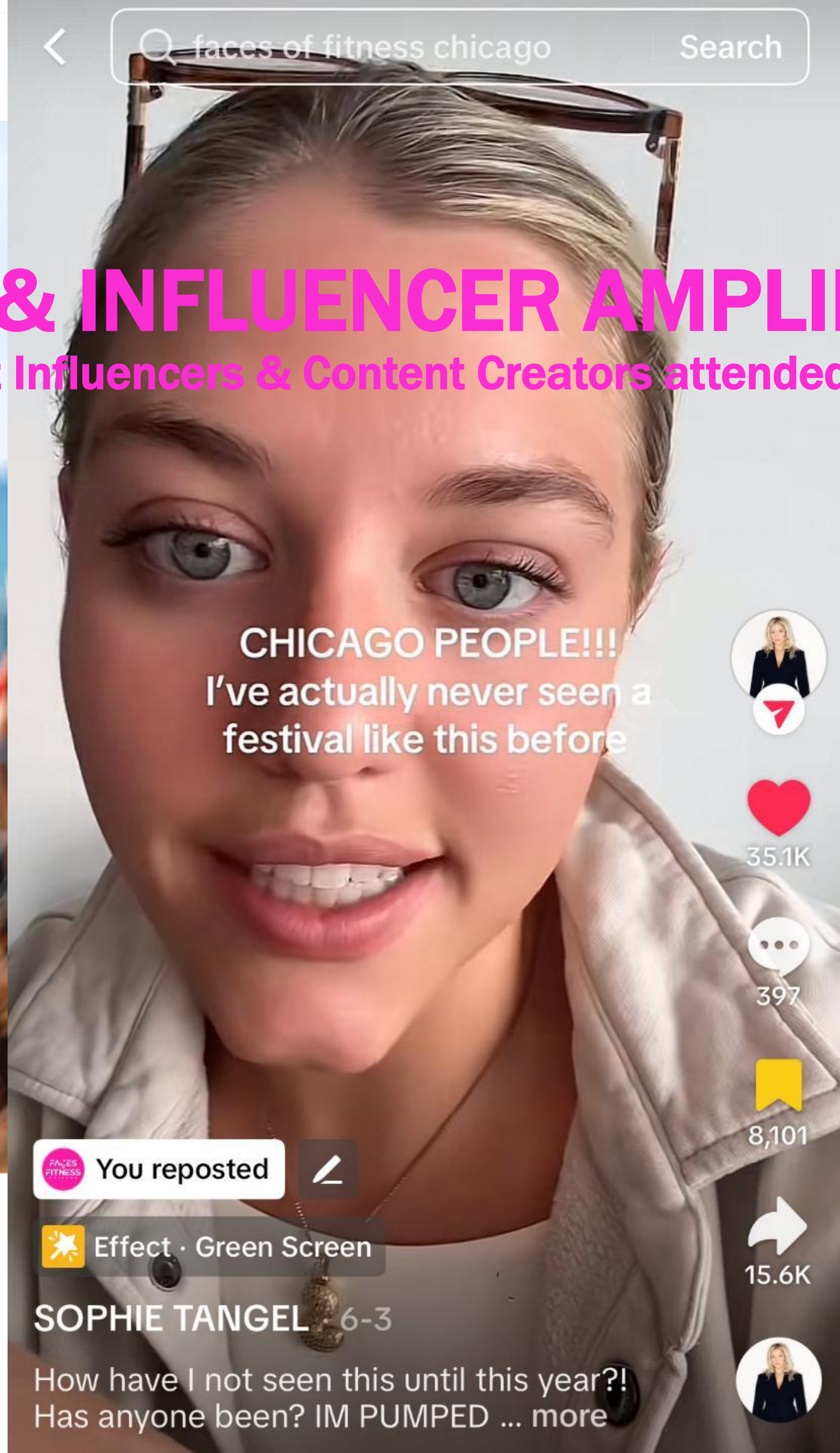
3/7

SOCIAL MEDIA & INFLUENCER AMPLIFICATION: 64.8mm

+65 of the most prominent Influencers & Content Creators attended across fitness, health, wellness & beauty.

134

Liked by **sophietangel** and others
samfeldt Well, I can cross off playing at a fitness event from my 2025 bucket list. How epic was that?!
[@facesoffitnesschicago](#)



CHICAGO PEOPLE!!!
I've actually never seen a festival like this before



35.1K

397

8,101

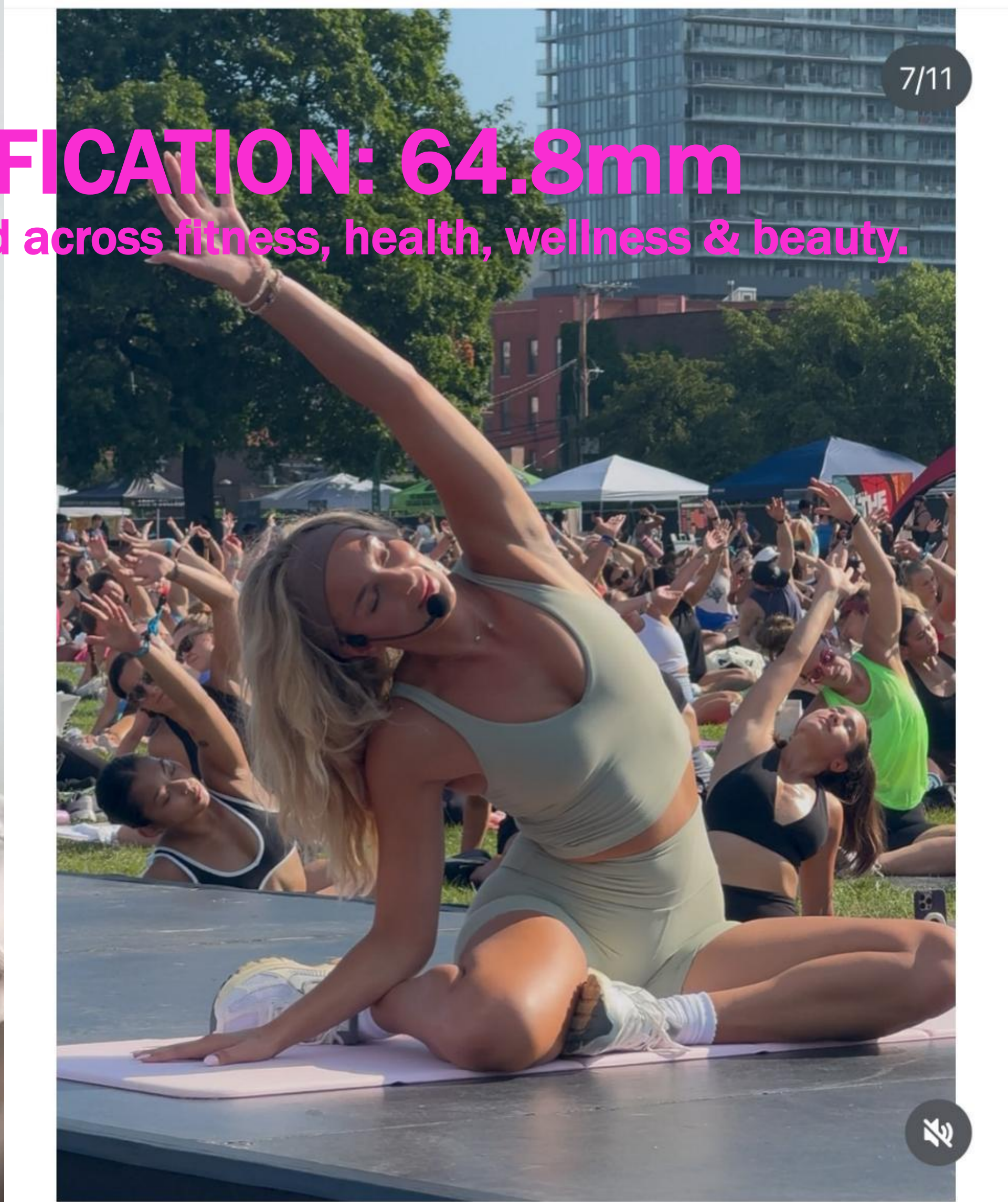
15.6K

You reposted

Effect · Green Screen

SOPHIE TANGEL · 6-3

How have I not seen this until this year?!
Has anyone been? IM PUMPED ... more



7/11

79

Like Comment Share

YEAR-OVER-YEAR GROWTH

2022 Actuals 2023 Actuals 2024 Actuals 2025 Actuals

**IN-PERSON
ATTENDEES**

954 (sold out)

**SOCIAL MEDIA
IMPRESSIONS**

550,000+

**MEDIA PRINT
IMPRESSIONS**

950,000+

**MEDIA DIGITAL
IMPRESSIONS**

1.5mm

**IN-PERSON
ATTENDEES**

2,231 (sold out)

**SOCIAL MEDIA
IMPRESSIONS**

2.2mm

**MEDIA PRINT
IMPRESSIONS**

1.5mm

**MEDIA DIGITAL
IMPRESSIONS**

1.9mm

**IN-PERSON
ATTENDEES**

4,509 (sold out)

**SOCIAL MEDIA
IMPRESSIONS**

20.2mm

**MEDIA PRINT
IMPRESSIONS**

7.8mm (Includes Media Day)

**MEDIA DIGITAL
IMPRESSIONS**

43.7mm (Includes Media Day)

**IN-PERSON
ATTENDEES**

8,554 (sold out)

**SOCIAL MEDIA
IMPRESSIONS**

64.8mm

**MEDIA
IMPRESSIONS**

22.3mm (Includes Media Day)

**MEDIA DIGITAL
IMPRESSIONS**

119.6mm (Includes Media Day)

EVOLUTION & INNOVATION DRIVING CONTINUOUS FESTIVAL TRANSFORMATION.

2026 PROJECTIONS

IN-PERSON ATTENDEES

10,000 – 12,000

SOCIAL MEDIA IMPRESSIONS

90mm

MEDIA IMPRESSIONS

35mm

MEDIA DIGITAL IMPRESSIONS

140mm



FACES OF FITNESS CHICAGO 2026

The largest non-drinking festival,
health & wellness festival in the US.

TWO-DAY FESTIVAL:

SATURDAY JULY 25 & SUNDAY 26 2026

LOCATION:

RIVER NORTH FESTIVAL FIELD IN CHICAGO

Activation schedule...bigger & better!

- Premium Brand Studios
- Best Instructors & Lineup
- Premium Experience across 2 days
- 4 Stages
- One-of-a-kind theatre in the round stage
- Celebrity Headliners
- Emphasis on fitness, health, wellness and beauty
- Premium Brand Sponsorship activation opportunities





2025 LINEUP

(AS REFERENCE)



FACES-OF-FITNESS

CHICAGO

POWERED BY

Bloom

PRESENTED BY SWEATPALS

A LINEUP UNLIKE ANY OTHER (2025)



DAY 1

SATURDAY, JULY 26

DOORS 8:15AM

DAY 2

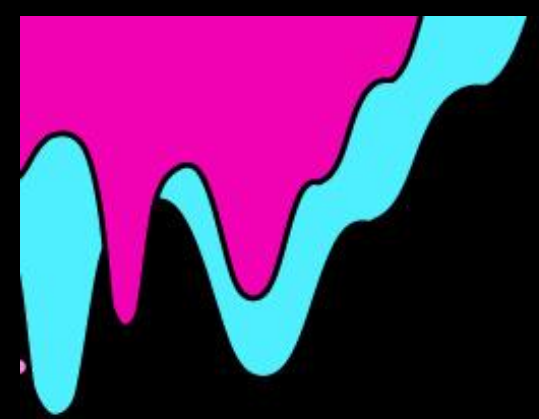
SUNDAY, JULY 27

DOORS 8:15AM

AM	STAGE 1	STAGE 2	STAGE 3	STAGE 4
9:00 ▼ 9:35	PVOLVE DANI CLIFFORD & KARIELLE WILLIAMS STRENGTH & SCULPT	FLOW STATE ZACHARIAS NIEDZWIECKI ANIMAL YOGA FLOW	[solidcore] CASSIE CAMPBELL & MATTHEW STEVEN PILATES INSPIRED STRENGTH TRAINING	FIRSTR MALIK SCOTT PRIME35
9:40 ▼ 10:15	BASECAMP FITNESS DANA LEONARD & CONIK RUNYON FULL BODY HIIT	RITUAL HOT YOGA NICOLE VELAZQUEZ RITUAL HOT YOGA	lululemon CARMILLA KUPRITZ FIERCE + FABULOUS	EQUINOX JULIE BELLIS & DEVIN BUCHANAN THE CUT BOXING
10:20 ▼ 10:55	SWEAT SESSIONS Studio KENDRA BITNER & LAKEN BROWNING SCULPT INTERVAL	RUMBLE CAMERON SEICHTER RUMBLE BOXING	BARRY'S HOLLY KESKEY-KOESTER & JIMMY CRAVENS BARRY'S TOTAL BODY	NURI KIMMIE PROKURAT PILATES SCULPT
11:00 ▼ 11:35	Orangetheory FITNESS PUNKY P & NINA BLACK ORANGE 35	FREE MVMT SHOP ASHLEY ROCKWOOD DANCE CARDIO	BODYROK ALI DAWSON & NICOLE SAKOULAS ROK YOUR BODY PILATES	SHRED4/15 KENDALL NELSON & MELISSA DELEO TOTAL BODY SHRED

AM 8:30 ▼ 8:55	RISE PILATES CLUB RISE PILATES CLUB CHICAGO WARM-UP OLIVIA SANTELLI <i>Within</i>
9:00 ▼ 9:30	JENNIFER ANISTON THE JENNIFER ANISTON WORKOUT WITH JENNIFER ANISTON'S PERSONAL PVOLVE TRAINER... DANI COLEMAN PVOLVE
9:35 ▼ 10:05	lululemon ARMY BOOTCAMP AKIN ARMAN ARMY
10:10 ▼ 10:40	FIRSTR BEAR DOWN, CHICAGO! TRAIN WITH AN NFL PLAYER CHARLES TILLMAN
10:45 ▼ 11:15	Sam FELDT PELTON HIIT CARDIO SAM FELDT X JESS SIMS PELTON
11:20 ▼ 11:50	Sam FELDT THE ENCORE...DANCE CARDIO SCULPT SAM FELDT X AUBRE WINTERS <i>SWEAT SESSIONS Studio</i>

THE WELLNESS VILLAGE (2025)

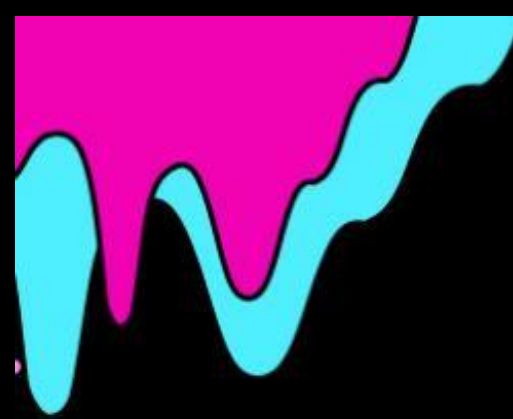


THE WELLNESS VILLAGE

80+
BRAND EXPERIENCES
ACROSS HEALTH,
WELLNESS &
BEAUTY.

THE FUTURE OF THE HUMAN BODY,
THE FUTURE OF YOU.

BODY AS TEMPLE	BODY AS MACHINE	BODY AS ART	BODY AS COMMUNITY
 THE COLD PLUNGE EXPERIENCE	 SPARKLING ENERGY DRINKS ENERGY TO BLOOM	 COMPLIMENTARY LULULEMON HATS FIRST 200 TO ENTER THE FESTIVAL	 LIFT CLUB CHICAGO: IRON IN MOTION
 BRAZILIAN LYMPHATIC MASSAGES	 RECOVER & REFUEL WITH BETTER PROTEIN	 BOTOX & DIAMOND GLOW FACIALS	 INTERACTIVE EXPERIENCES
 Wellness + Aesthetics IV'S & B12 SHOTS	 PLANT-BASED SNACKING	 MINI FACIALS & SUNSCREEN BAR	 SOCIAL FITNESS APP
 NATURAL HYDRATION. COMPLIMENTARY H2O	 asian grill. ASIAN-INSPIRED HEALTHY NUTRITION	 HAIRSTYLING & MAKEUP X SIGNATURE BRAIDING BAR	 COMMUNITY DRIVEN EVENTS
 HONEY GUMMIES HONEY IS BETTER THAN SUGAR	 POWER CANDY	 YOUR BEST PAIR OF SOCKS YET	 THE KEYS TO YOUR FUTURE



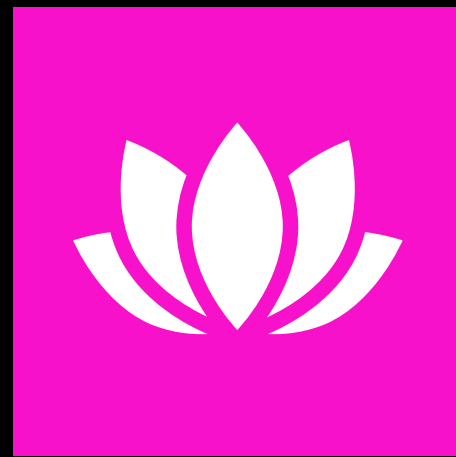
THE WELLNESS VILLAGE

80+
BRAND EXPERIENCES
ACROSS HEALTH,
WELLNESS &
BEAUTY.

THE FUTURE OF THE HUMAN BODY,
THE FUTURE OF YOU.

BODY AS TEMPLE	BODY AS MACHINE	BODY AS ART	BODY AS COMMUNITY
 THE COLD PLUNGE EXPERIENCE	 SPARKLING ENERGY DRINKS ENERGY TO BLOOM	 COMPLIMENTARY LULULEMON TOWELS FIRST 200 TO ENTER THE FESTIVAL	 LIFT CLUB CHICAGO: IRON IN MOTION
 BRAZILIAN LYMPHATIC MASSAGES	 RECOVER & REFUEL WITH BETTER PROTEIN	 BOTOX & DIAMOND GLOW FACIALS	 PELOTON CELEBRITY MEET & GREET
 HORMONE HEALTH SIMPLIFIED	 ORGANIC COCONUT PEANUT BUTTER	 MINI FACIALS & SUNSCREEN BAR	 SOCIAL FITNESS APP
 NATURAL HYDRATION. COMPLIMENTARY H2O	 SPORTS NUTRITION BY ATHLETES, FOR ATHLETES	 HAIRSTYLING & MAKEUP X SIGNATURE BRAIDING BAR	 COMMUNITY DRIVEN EVENTS
 GUT HEALTH SIMPLIFIED	 SMOOTHIES X COLD-PRESSED JUICES	 YOUR BEST PAIR OF SOCKS YET	 THE KEYS TO YOUR FUTURE

OUR FESTIVAL VALUES



WELLNESS & LIFESTYLE FITNESS – SOBER EVENT

OPPORTUNITY TO AUTHENTICALLY ALIGN WITH HEALTH, FITNESS, AND WELLNESS - TRENDING & EMERGING EVERYWHERE in a non-competitive sober setting.



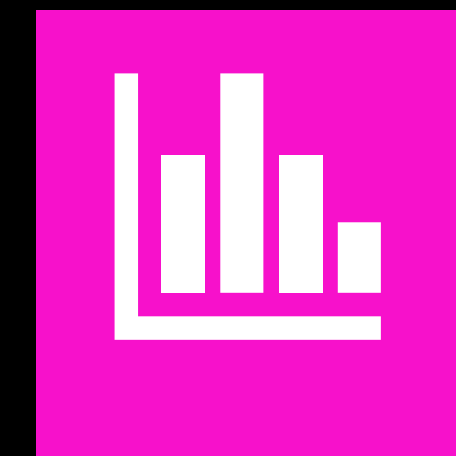
DIVERSITY & INCLUSION

SUPPORT INCLUSIVE EFFORTS TO BRING THE CITY TOGETHER IN A TIME WHEN IT NEEDS IT MOST.



BALANCED COMMUNITY ENGAGEMENT

CHICAGO, NATIONAL & GLOBAL REACH BALANCED WHILE TAKING LOCAL MARKET CHICAGO CUES.



PERSONALIZATION & AUTHENTICITY

TO BEST SUPPORT YOU.

AND MOST SIGNIFICANT, GIVING BACK...

OUR CAUSE PARTNERSHIP, URBAN INITIATIVES

Urban Initiatives believes that providing Chicago youth with opportunities for success starts with unifying families, school communities, and neighborhoods of all types.

50,000 underserved Chicago children will have sports, fitness, and recess for the 2025-2026 school year because of Faces of Fitness Chicago.

Urban Initiatives: Empowering Local Youth Through Sports and Play

 **DAYTIME
CHICAGO**

10:25 | 34°

2025 CELEBRITY INTEGRATION & INNOVATION

2026 Headliners Coming SOON



FACES -OF- FITNESS
CHICAGO • JULY 26 & 27
POWERED BY
Bloom
PRESENTED BY **SWEATPALS**

HEADLINER, SAM FELDT

Internationally Renowned DJ, Producer & Electronic Artist.

A first-ever fitness x music fully immersive performance. Feldt is one of the World's most sought-after Electronic Artists having Headlined mainstages worldwide including Coachella, Ultra Music Festival & Tomorrowland.



HEADLINER, DANI COLEMAN

Jennifer Aniston's Personal Pvolve Trainer.

According to Jennifer Aniston, "If I say I only have 30 minutes today, Dani Coleman will kick my ass." Jennifer Aniston's personal pvolve trainer & lead trainer at Pvolve.



HEADLINER, AUBRE WINTERS

Sweat Sessions Studio, Founder.

Winters is the founder of Chicago's iconic Sweat Sessions Studio; a studio that stretches far beyond its walls. What started with sweat & heart became a method, a movement & a loyal community of thousands.



HEADLINER, AKIN AKMAN

lululemon Global Ambassador.

Akman is a lululemon GLOBAL ambassador. He is the Co-founder & CEO of New York's iconic lifestyle brand & fitness academy Aarray where elite athletes train. He does pop-ups all over the world.





HEADLINER, JESS SIMS

Peloton Instructor.

Jess Sims is a global Peloton sensation. Her high-energy tread, strength, and bike bootcamp classes inspire over 7 million Peloton members worldwide. Jess's reach extends even further as an ESPN College GameDay reporter and a Good Morning America Contributor.





HEADLINER, OLIVIA SANTELLI

RISE PILATES CLUB CHICAGO.

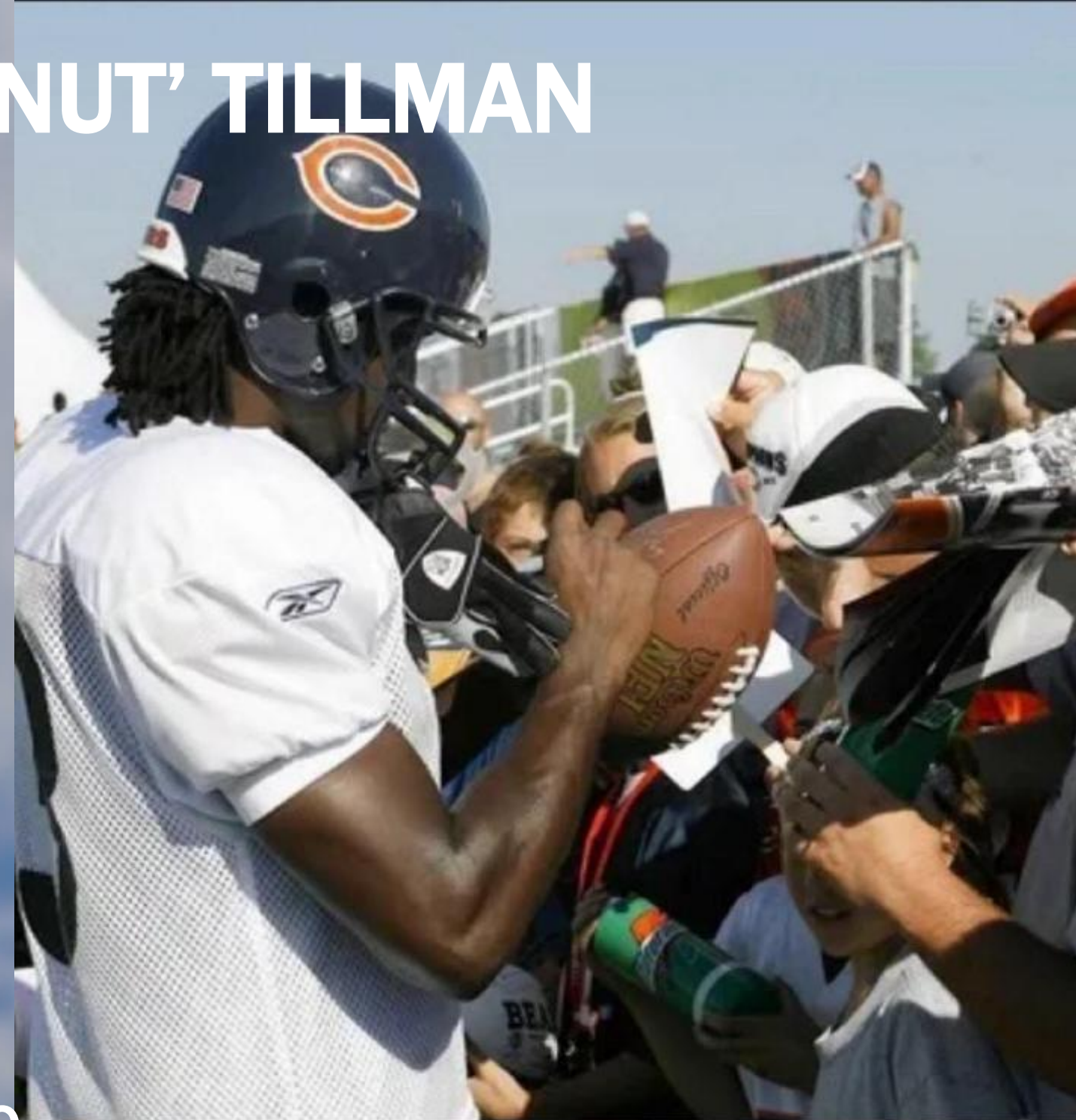
Santelli is the founder of *Rise Pilates Club*, an accessible social wellness community in Chicago that has brought together 25,000 people with movement. What started as a passion for her has grown into a thriving space—both in-person and online!



HEADLINER, CHARLES 'PEAUNUT' TILLMAN

Chicago Bears Legend.

Tillman played 12 seasons for the Chicago Bears & won the NFL Walter Payton Man of the Year Award that recognizes excellence ON and OFF the field! He is the Chicago Bears all-time leader in forced fumbles, all-time leader in interception return yards and all-time leader in interception return touchdowns. He is an NFC Champion and played in a Super Bowl.



THE WELLNESS VILLAGE. 2026 Sponsorship Opportunities



THANK YOU!

