



GRAND OPENING CHECKLIST – GYM EVENT



Pre-Event Planning (4–6 Weeks Before)

♦ Branding & Strategy

- ☐ Define your gym's unique value proposition (USP)
- ☐ Decide on theme/style of the opening (e.g. energetic, luxury, family-friendly)
- ☐ Create a slogan/tagline for the event
- ☐ Set date, time, and duration of the event
- ☐ Budget allocation (venue, staff, prizes, marketing, etc.)

♦ Partnerships & Vendors

- ☐ Collaborate with local health food/drink vendors (e.g. protein shakes, smoothies)
- ☐ Contact fitness gear brands for prize sponsorships or giveaways
- ☐ Secure a professional photographer / videographer
- ☐ Invite certified trainers and demo instructors



Marketing & Publicity (2–4 Weeks Before)

♦ Online Presence

- ☐ Create social media posts and countdown graphics
- ☐ Plan & schedule a teaser campaign (Instagram, Facebook, TikTok)
- ☐ Launch a Facebook Event page or Eventbrite invite
- ☐ Use targeted ads (geo & interest-based)

♦ Influencer & Community Engagement

- ☐ Identify and invite local fitness influencers
- ☐ Reach out to local press / bloggers / gym enthusiasts
- ☐ Offer free day passes or gift bags to influencers
- ☐ Share teaser reels/stories showing behind-the-scenes prep

♦ Traditional Marketing

- ☐ Distribute flyers in nearby areas (cafes, yoga studios, wellness stores)
- ☐ Put up posters/banners near the gym and high-traffic locations

Logistics & Setup (1 Week Before)

◆ Staffing & Training

- Train all staff on:
 - ☐ What to say during tours
 - ☐ Gym philosophy & membership options
 - ☐ How to guide demos and answer FAQs
- Assign specific team members to:
 - ☐ Front desk greeting
 - ☐ Gym tours
 - ☐ Demo session leads
 - ☐ Competition organizers
 - ☐ Sales/enrollment booth

◆ Supplies & Setup

- ☐ Order branded merchandise (towels, water bottles, T-shirts)
- ☐ Set up a hydration station (healthy drinks, samples)
- ☐ Print signage (schedules, price lists, wayfinding signs)
- ☐ Prepare gym for walkthrough (cleanliness, scent, lighting)

Activities, Prizes & Extras

- ☐ Competitions with fun prizes (free memberships, gym merch, etc.)
- ☐ Raffle draws (entry upon arrival or social media tag)
- ☐ Branded photo booth or “flex wall” for social posts
- ☐ Free body composition scans or fitness assessments
- ☐ Exclusive opening day discount offers
- ☐ Feedback box or digital form for guest impressions

Media & Follow-up

- ☐ Capture event highlights (photos & videos for socials)
- ☐ Share recap posts & tag attendees
- ☐ Send thank-you messages/emails to guests and influencers
- ☐ Follow up with leads who showed interest in joining
- ☐ Collect testimonials & user-generated content