

PARTNERSHIP DECK · 2026

The Mat Club

Where wellness becomes product discovery.

The Mat Club is an Atlanta Pilates studio and experiential marketing partner. We build in-person brand activations that create product discovery, foot traffic, content and real community engagement — led by founder Halani Lobdell.

812K+ combined social reach · 240+ guests at brand activations · 15+ brand moments in 2026



THE SPACE

A studio built to be transformed.

A light-filled Pilates studio in Atlanta, designed to adapt — from an intimate class to a full brand activation. Blush and black mats, illuminated arched mirrors, and floral ceiling installations create an environment partners can make their own.



PAST ACTIVATIONS

Brands that have moved with us.

Fenty Beauty · Maserati · Lululemon · Fabletics — plus BMW, Lush, Chop Shop, Charette Cosmetics, The Matcha Market, 9 Dot THC Company, NiteOwl Kitchen & Cocktails and The Blossom Effect.



Bloom & Balance

A launch-day wellness experience where beauty met movement. The Mat Club hosted two sold-out Pilates classes for 80 guests, with newly launched Fenty Beauty products waiting on every mat. After class, attendees were invited to the Fenty Beauty store for complimentary foundation shade matching — a seamless journey from product discovery to in-store engagement.

Matcha from The Matcha Market, pizza from NiteOwl Kitchen & Cocktails, orchids from The Blossom Effect, and THC beverages from 9 Dot THC Company brought the “Bloom & Balance” theme to life through movement, beauty, community, and intentional self-care.

ACTIVATION HIGHLIGHTS

- 80 attendees across two sold-out Pilates classes
- Same-day product sampling tied to Fenty Beauty’s foundation launch
- Branded product bags placed on every mat
- Direct pathway from the activation to an in-store shade-matching experience
- Four complementary food, beverage & lifestyle partners

80

ATTENDEES



Maserati and Mats

The Mat Club transformed a Maserati dealership into an immersive luxury wellness destination for 80 women and men. Surrounded by Maserati vehicles, guests participated in a Pilates class before exploring the showroom, connecting directly with the general manager, learning about current vehicle offers, and capturing content with the cars.

The experience extended beyond movement with curated gift bags, refreshments, raffles, complimentary cosmetic treatments from Charette Cosmetics, and membership giveaways from The Mat Club. Maserati gained meaningful foot traffic, direct access to qualified prospective customers, post-event email engagement, and social exposure through The Mat Club's platforms and founder Halani Lobdell's audience of more than 800,000 followers.

ACTIVATION HIGHLIGHTS

- 80 attendees introduced to the Maserati dealership
- Direct guest engagement with dealership leadership
- Vehicle offers included in curated gift bags
- Post-event email follow-up with attendees
- Social promotion across an audience of 812,000+ followers
- Organic attendee recaps and user-generated content
- Luxury treatments, raffles, refreshments & community giveaways

80

ATTENDEES



Real Men Do Pilates

The Mat Club challenged traditional ideas about who Pilates is for with a men-focused wellness experience attended by more than 45 participants. Hosted at The Mat Club studio in partnership with Lululemon and Chop Shop, the activation created an inviting space for men to experience Pilates together while connecting movement, community, and personal style.

Lululemon brought the partnership to life through curated products, participant gift bags, and an on-site brand ambassador. Attendees amplified the experience by sharing their workouts across social media, generating authentic conversation and visibility around men embracing Pilates and wellness.

ACTIVATION HIGHLIGHTS

- 45+ attendees, primarily men
- Lululemon products and curated participant gift bags
- On-site engagement with a Lululemon ambassador
- Organic social sharing and community-generated content
- Brand visibility within an underrepresented wellness audience
- Increased interest in Pilates as part of men's fitness routines

45+
ATTENDEES



The Mat Club at Fabletics

The Mat Club brought 35–40 wellness-focused consumers into Fabletics' Lenox retail store for a private movement and shopping experience. Guests received wellness shots before participating in a 45-minute Pilates class surrounded by Fabletics products, transforming the store into an immersive fitness environment.

Following the class, attendees enjoyed 40 minutes of exclusive shopping, special discounts, product demonstrations, and personalized styling from Fabletics associates. The activation generated immediate purchases, new Fabletics membership sign-ups, social content, and exposure to new customers. Its success led Fabletics and The Mat Club to activate together for a second event.

ACTIVATION HIGHLIGHTS

- 35–40 attendees introduced to the Lenox retail location
- 45-minute in-store Pilates experience
- 40-minute exclusive shopping window
- Special discounts, styling, and product education
- New Fabletics membership sign-ups and same-day purchases
- Organic social content and customer exposure
- Successful partnership repeated for a second activation

35–40
ATTENDEES



UPCOMING SEASON

When to reach out.

Our activation calendar books ahead. These are the moments currently open to partners.

DATE	EVENT	LOCATION	STATUS
2026-09-19	Be Well Wellness Day	The Mat Club, Atlanta	Closed to partners
2026-10-06	Home Depot Backyard	Home Depot Backyard, Atlanta	Open for partners
2026-10-09	Spelman Homecoming	Spelman College, Atlanta	Open for partners
2026-10-11	BMW Founder-Led Experience	The Mat Club, Atlanta	Partner confirmed
2026-10-16	Clark Atlanta Homecoming	Clark Atlanta University	Open for partners
2026-10-17	ChangeHER Pilates	The Mat Club, Atlanta	Open for partners
2026-10-24	Lush Breast Cancer Awareness	The Mat Club, Atlanta	Partner confirmed
2026-11-14	Mat Club Friendsgiving	The Mat Club, Atlanta	Open for partners
2026-11-15	Falcons & Chiefs Suite	Mercedes-Benz Stadium, Atlanta	Open for partners
2026-12-13	Twelve Days of Babes	The Mat Club, Atlanta	Open for partners

Choose how your brand moves with us.

These three formats define the kind of experience we build together.

Studio Brand Integration

Become part of the everyday Mat Club experience.

Your brand is thoughtfully placed inside The Mat Club studio, allowing members to discover and engage with your products during their regular wellness routines.

- Product placement throughout the studio
- Samples or products placed on mats
- Branded hydration, recovery, beauty, or wellness stations
- Product integration within select classes
- In-studio signage and QR codes
- Member offers or discount codes
- Organic social inclusion

Best for: Ongoing awareness, product discovery, sampling, and consistent access to The Mat Club community.

Signature Branded Experience

An original Mat Club experience created around your brand.

We develop a custom event inspired by your campaign, product launch, or brand story. The experience can carry your brand's name, incorporate your products throughout the class, and include dedicated content before, during, and after the activation.

- Custom event concept and branded event name
- “Presented by” or naming-rights integration
- Product placement on every mat
- Product sampling or demonstrations
- Custom class format inspired by the campaign
- Branded gifting and attendee touchpoints
- Dedicated photo and video capture

Best for: Product launches, campaign moments, content creation, cultural relevance, social reach, and high-impact community engagement.

Destination Takeover

We bring The Mat Club community into your space.

The Mat Club transforms your retail store, showroom, venue, headquarters, hotel, or event space into an immersive wellness destination. The experience is designed to generate meaningful foot traffic while encouraging guests to explore your products, services, and environment.

- On-location Pilates experience
- Curated guest attendance
- Guided product discovery
- Shopping, styling, demonstrations, or consultations
- Exclusive offers or purchase incentives
- Direct engagement with brand representatives
- Lead capture and attendee follow-up

Best for: Retail traffic, customer acquisition, lead generation, membership sign-ups, showroom exposure, and same-day sales.

PARTNERSHIP LEVELS

Choose your level of ownership.

First, choose the type of experience. Then, select the level of brand ownership and amplification.

COMMUNITY PARTNER

Get in the Room

- Logo placement at the event
- Social mention to 812K+ combined reach
- Product in gifting & goodie bags
- Post-event recap feature

SIGNATURE PARTNER

Own the Experience

- Branded class, fully curated
- Dedicated content feature
- On-site product integration
- VIP & influencer invitations

TITLE PARTNER

Name the Moment

- Event naming rights
- Premium placement throughout
- Full campaign content rights
- First right of refusal, next season

LET'S BUILD SOMETHING

Bring your brand into the room.

Tell us the goal — a launch, a store opening, a new audience — and we will design the activation around it. Reach out to start a partnership with The Mat Club.

partnerships@thematclub.co · partnerwiththematclub.com