



# WE'RE BACK

## Partner With The Arnold Sports Festival

The Arnold Sports Festival, held the first weekend in March in Columbus, Ohio USA, is the nation's largest multi-sport festival and the world's leading health & fitness brand. The Arnold Sports Festival was co-founded in 1989 by Jim Lorimer and Gov. Arnold Schwarzenegger, the 7-time Mr. Olympia, movie megastar and former governor of California. The Arnold Sports Festival annually features 200,000 fans and 22,000 athletes from 80 nations in more than 80 sports & events.

### Showcase your brand at the world-famous Arnold Fitness EXPO!

The Arnold Fitness EXPO is the nation's largest health & fitness exposition with more than 350 companies filling 1,000 booths with the latest in nutrition, apparel and sports equipment. The EXPO features a variety of sports and four stages of non-stop sports and entertainment. The Arnold Fitness EXPO is the heart and soul of the Arnold Sports Festival and the place to introduce your company or new products to health & fitness enthusiasts.

### REACH & MEET The ASF Audience!

Attendees	200,000
Sports	80
Athletes	22,000
Social Media Followers	4 Million+
Website Visitors	2 Million+

### ASF Sponsorship Packages & Perks!

The Arnold Sports Festival offers Diamond, Gold, Silver and Bronze sponsorship packages that include exhibit booths inside the Arnold Fitness EXPO; complimentary wall graphics or VIP Ticket Packages; logo inclusion on Arnold Fitness EXPO and Battelle Grand big screens; exposure on ArnoldSportsFestival.com; Facebook and Instagram posts; and much more.

Visit [ArnoldSportsFestival.com](http://ArnoldSportsFestival.com) or contact Kathy Nagle at [kathy@arnoldexpo.com](mailto:kathy@arnoldexpo.com) or 614-431-2600 for more information.

# Arnold Sports Festival Sponsorship Levels

Sponsorship Investment	Bronze Sponsor \$10,000	Silver Sponsor \$25,000	Gold Sponsor \$50,000	Diamond Sponsor \$100,000+
Logo On www.ArnoldSportsFestival.com	Yes	Yes	Yes	Yes
Logo In Arnold Fitness EXPO Directory	Yes	Yes	Yes	Yes
Access to Downtown hotel rooms and meeting space	Yes	Yes	Yes	Yes
Complimentary EXPO booths	1 – 10' x 10' booth	4 – 10' x 10' booths	8 – 10' x 10' booths	12 – 10' x 10' booths
Additional EXPO 10' x 10' booths that can be purchased	5 – 10' x 10' booths for a total of 6 booths	8 – 10' x 10' booths for a total of 12 booths	12 – 10' x 10' booths for a total of 20 booths	12 – 10' x 10' booths for a total of 24 booths
VIP Ticket Packages <b>OR</b> Complimentary Wall Graphics	2 VIP Packages <b>OR</b> 1 – 8x8 Wall Graphic	4 VIP Packages <b>OR</b> 2 – 8x8 Wall Graphics	6 VIP Packages <b>OR</b> 1 – 10x10 Wall Graphic	10 VIP Packages <b>OR</b> 2 – 10x10 Wall Graphics
Opportunity to purchase additional sponsor advertising including column wraps & window outside of the EXPO Hall	Yes	Yes	Yes 1 Complimentary 8' x 8'	Yes 1 Complimentary 10' x 10'
Sunday Sponsor Luncheon Tickets (includes photo opportunity with Arnold Schwarzenegger)	4	6	8	10
Advertisement in online Arnold Classic Program	Half-page color ad	1 – full page color ad	1 – full page color ad	2 – full page color ads
Present Awards at Friday & Saturday Night Pro Shows	---	One Night	Both Nights	Both Nights
Logo recognition shown at various times on the Main Fitness EXPO stage screens	Shown 10 times an hour	Shown 20 times an hour	Shown 30 times an hour	Shown Permanently
Sponsor Video Message & Logo Recognition on screens prior to Arnold Classic Prejudging & Evening Finals	30 Second Video	30 Second Video	60 Second Video	90 Second Video
Logo Placement on Select Digital Ads	---	---	Yes	Yes
Opportunity to hang company banners at Battelle Grand (must provide)	2 4' x 6' each	2 4' x 8' each	2 6' x 8' each	4 8' x 10' each
Social Media Promotion (must provide graphic & verbiage)	1 Facebook Post + 1 Instagram Post	1 Facebook Post + 1 Instagram Post per Quarter	1 Facebook Post + 1 Instagram Post per Month	2 Facebook Posts + 2 Instagram Posts per Month
Opportunity to purchase additional Social Media Promotion	Yes	Yes	Yes	Yes
Logo in Arnold Sports Festival Newsletters	Yes	Yes	Yes	Yes
Feature in Arnold Sports Festival Newsletter	---	---	1 Placement	2 Placements
Arnold Virtual EXPO Placement (Year-Round)	Yes	Yes	Yes	Yes
Opportunity to promote products or presentation time on the Sponsor Stage	Yes	Yes	Yes	Yes
Drayage Discount on PRODUCT ONLY shipped to Excel Warehouse	15%	15%	15%	15%
Drayage Discount on PRODUCT ONLY received at Show Site	10%	10%	20%	20%

For more information call (614) 431-2600

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