



Arnold Sports Festival Sponsorship Opportunities

Why Should You Sponsor the Arnold Sports Festival?

The Arnold Sports Festival offers attractive sponsorship levels providing companies and organizations the opportunity to expand their marketing dollars beyond their booth space and promote their products and services throughout the largest multi-sport event in our nation. Sponsorship of the Arnold Sports Festival is much more than a wise investment for your company – it's an opportunity to partner with an event that has an outstanding track record and a strong commitment to serving the fitness industry and 200,000 fitness enthusiasts.

Looking for Exceptional Company Branding Opportunities at the Arnold Sports Festival?

There are numerous levels of sponsorship available including **Bronze, Silver, Gold** and **Diamond**. For more information on sponsorship packages,

please contact the Arnold Sports Festival office at (614) 431-2600 or via email at expo@arnoldexpo.com. To receive the ultimate branding experience during the festival we also offer a **Diamond** sponsorship package or we can create a custom sponsorship package to best meet your company's marketing needs. Please contact the Arnold Sports Festival at (614) 431-2600 to find out how to take advantage of these custom sponsorship opportunities.

Why Should You Partner with the Arnold Sports Festival?

Promote and deliver your brand awareness during the four-day Sports Festival to more than 200,000 EXPO attendees from 50 states & 80 nations. The Festival involves 22,000 athletes competing in more than 80+ sports and events including 14 Olympic sports. All sponsors receive logo recognition and links on the Arnold Sports Festival web site, which receives more than 4 million visitors each year.

Arnold Sports Festival Sponsorship Levels

All Sponsors Receive:

- Logo recognition and links on the Arnold Sports Festival web site, which receives 4 million visits
- Sponsor logo recognition in the Arnold EXPO Directory
- All sponsors will receive a 15% discount on product shipped to the Excel warehouse.
- Assistance securing hotel rooms and meeting space at sponsor's expense
- May include company product or gift in the athlete and judge's gift baskets
- We can customize a sponsorship package to best meet your company's marketing needs

Sponsorship Investment	Bronze Sponsor \$10,000	Silver Sponsor \$25,000	Gold Sponsor \$50,000	Diamond Sponsor \$100,000+
Complimentary EXPO booths	1 – 10' x 10' booth	4 – 10' x 10' booths	8 – 10' x 10' booths	12 – 10' x 10' booths
Additional 10' x 10' booths that can be purchased	5 – 10' x 10' booths for grand total of 6 booths	8 – 10' x 10' booths for grand total of 12 booths	12 – 10' x 10' booths for grand total of 20 booths	12 – 10' x 10' booths for grand total of 24 booths
Photo opportunity with Arnold Schwarzenegger at Sponsor's booth	---	Yes	Yes	Yes+
VIP ticket packages which includes admission to 10 events	2	4	6	10
Tickets to the Sunday Sponsor Luncheon; includes photo opportunity with Arnold Schwarzenegger	2	4	6	10
Company ad(s) included in the Arnold Classic Souvenir Program	Half-page color ad plus Name Recognition	1 – full page color ad plus Name Recognition	1 – full page color ad plus Name Recognition	2 – full page color ads plus Name Recognition
Participate in the Arnold Classic Awards Ceremony	---	One Night	Both Nights	Both Nights Top Awards
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 Seconds Video	30 Seconds Video	60 Seconds Video	90 Seconds Video
Logo placements on International, National & Local advertisements	---	---	Yes	Yes+
Opportunity to hang company banners at Battelle Grand	1	1	2	4+
Opportunity to purchase additional sponsor advertising including column wraps and window clings outside of the EXPO Hall	Yes	Yes	Yes 1 Complimentary 8' x 8'	Yes 1 Complimentary 10' x 10'
Social Media Promotion	---	Promoted on the ASF's Facebook & Twitter	Promoted on the ASF's Facebook & Twitter	Promoted on the ASF's Facebook & Twitter++
Opportunity to promote products or presentation time on the Sponsor Stage	Yes	Yes	Yes	Yes
Drayage Discount on PRODUCT ONLY received at show site	10%	10%	20%	20%