



POWERED BY:

**NUTRISHOP**

VITAMINS • SPORTS NUTRITION • WEIGHT LOSS

*Team Murrreesboro*

**SPONSORSHIP PROPOSAL**

A photograph of a man in a black t-shirt performing a clean and jerk lift in a gym. He is holding a barbell with weights above his head with both arms. The background is slightly blurred, showing other people in blue shirts. The word "INTRODUCTION" is overlaid in large white letters at the top.

# INTRODUCTION

**The Battle of the Barbells is a premier 2 day event in Middle Tennessee on November 19-20, 2016. In our 4th year we will have over 200 athletes competing in tests of functional fitness, olympic weightlifting, and endurance at CrossFit Murfreesboro in Murfreesboro TN.**

**Last year our competitors consisted of Games, Regional, GRID athletes as well as athletes new to the functional fitness community.**

# 2015 ATHLETE DEMOGRAPHICS

Age: 13-56 years old

54% Male and 46% Female

Total Onsite Competitor's: 167

States Represented: Tennessee, Kentucky, Alabama, Ohio, Louisiana

Average member: the average Functional Fitness membership is 17X more expensive than a typical gym membership.

## OUR ATHLETES AND FANS..

value quality and service. Our goal is to provide a high quality fitness event for our athletes and spectators while aligning corporate partners who deliver premium products and services.

## FEEDBACK FROM ATHLETES

*"It was the best event I have been to so far!"*

*"I loved being able to take advantage of getting some massage therapy as well!"*

*"Happy to be a part of the event as it was my first competition. Great experience!"*

*"It was an extremely well run event!!! Very impressed by that. To have that many athletes/judges/staff all moving in the same location and to have it on time (even early first day) is awesome!"*

# EVENT IS MORE THAN JUST 2 DAYS

Beginning in June and leading up to the Battle of the Barbells, our partners/sponsors will have the opportunity to be marketed to the entire Battle of the Barbells demographic. Sponsors will be showcased on our website and social media giving your company exposure to our athletes and spectators. A Battle of the Barbells social media post averages 100+ unique views. Each sponsor's company information will reach athletes and spectators from all over the south.

Throughout the next five months, special sponsor announcements will be made via these channels:

- Company Features
- Athlete Spotlight Features
- Leader Board
- Registration

At the event itself, special sponsor announcements will be made via:

- Mentions from Announcers
- Branding on apparel
- Other features, dependent up on sponsorship level

# **2016 BATTLE OF THE BARBELLS COMPETITION FORMAT**

**2 DAYS – NOVEMBER 19 – 20, 2016**

## **CrossFit Murfreesboro:**

- **Venue for the 2013, 2014, and 2015 Battle of the Barbells,**
- **Venue for USAW Olympic Weightlifting Meets**
- **Home of the CrossFit Murfreesboro teams and individuals who have competed at the CrossFit Games, Central East Regional, Central Super Regional, Granite Games, and Wodapalooza.**

**The facility boasts over 12,500 square feet of competition space as well as 4,000 square feet dedicated to vendors and over 200' of Rogue Infinity rigs. All of which are going to provide the opportunity to hold our entire event primarily indoors!**

**Our CrossFit community in Middle Tennessee has been thriving for years and participating in the Battle of the Barbells will allow your organization the opportunity to market to hundreds of people dedicated to fitness and health.**

**Vendor space is limited, so reserve your space soon!**

# SPONSORSHIP OPPORTUNITIES

The Battle of the Barbells feels that the success of a premiere level event resides in the relationships we foster with our sponsors. We seek to partner with like-minded brands that embrace the spirit of competition and take competitive events to a higher level. The Battle of the Barbells views our sponsorship levels as collaborative efforts which aim to assist one another in reaching target markets.

## TITLE SPONSOR

**\$2,500**

Plus promotional item in athlete swag bag

You will receive:

Exclusive naming rights as The 2016 Battle of the Barbells Title sponsor

Large logo on back of athlete shirt

VIP parking for 2 vehicles

Registration Fee for 1 athlete

Event shirts for 2

20 x 10 Booth

logo on website

logo on social media

## PARTNERING SPONSOR

**\$ 1,500**

Plus prizes for 12 podium winners

Plus promotional item in athlete swag bag

You will receive:

Large logo on back of athlete shirt

Event shirts for 2

20 x 10 Booth

WOD sponsor (2)

logo on website

logo on social media

**SOLD**

# SPONSORSHIP OPPORTUNITIES

For more information, please visit [www.battleofthebarbells.com](http://www.battleofthebarbells.com)

## WOD SPONSOR

**\$750**

Plus prizes for 12 podium winners

Plus promotional items in athlete swag bag

You will receive:

Naming rights for one of The 2016 Battle of the Barbells WODs

Small logo on the back of the shirt

10 x 10 Booth

logo on social media

## VENDING SPONSOR

**\$400**

Plus 12 prizes for podium winners

Plus promotional items in athlete swag bag

You will receive:

Small logo on the back of the shirt

10 x 10 Booth

logo on social media