

BATTLE
OF THE
BARBELLS

WEST CHESTER

2017

POWERED BY:

YOUR COMPANY

SPONSORSHIP PROPOSAL

A man in a black t-shirt is performing a clean and jerk lift with a barbell in a gym. He is looking upwards, and the barbell is held high above his head. The background is slightly blurred, showing other people in the gym.

INTRODUCTION

The Battle of the Barbells is a functional fitness event company based in Middle Tennessee. We have held successful 1 day/2 day/Individual/Team competitions since 2013. Since that time, our events have grown from 67 athletes to over 250 athletes. Our competitors consisted of CrossFit Games, Regional, GRID athletes as well as athletes new to the functional fitness community.

We are excited to branch out into another state and host our very first competition in the state of Ohio at CrossFit Cornerstone. We hope that you make this journey with us.

PAST ATHLETE DEMOGRAPHICS

Age: 13-56 years old

On average 54% Male and 46% Female

Total Onsite Competitor's: 250+

States Represented: Tennessee, Kentucky, Alabama, Ohio, Louisiana, California, Mississippi, Missouri, Vermont, and others.

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 1 DAY

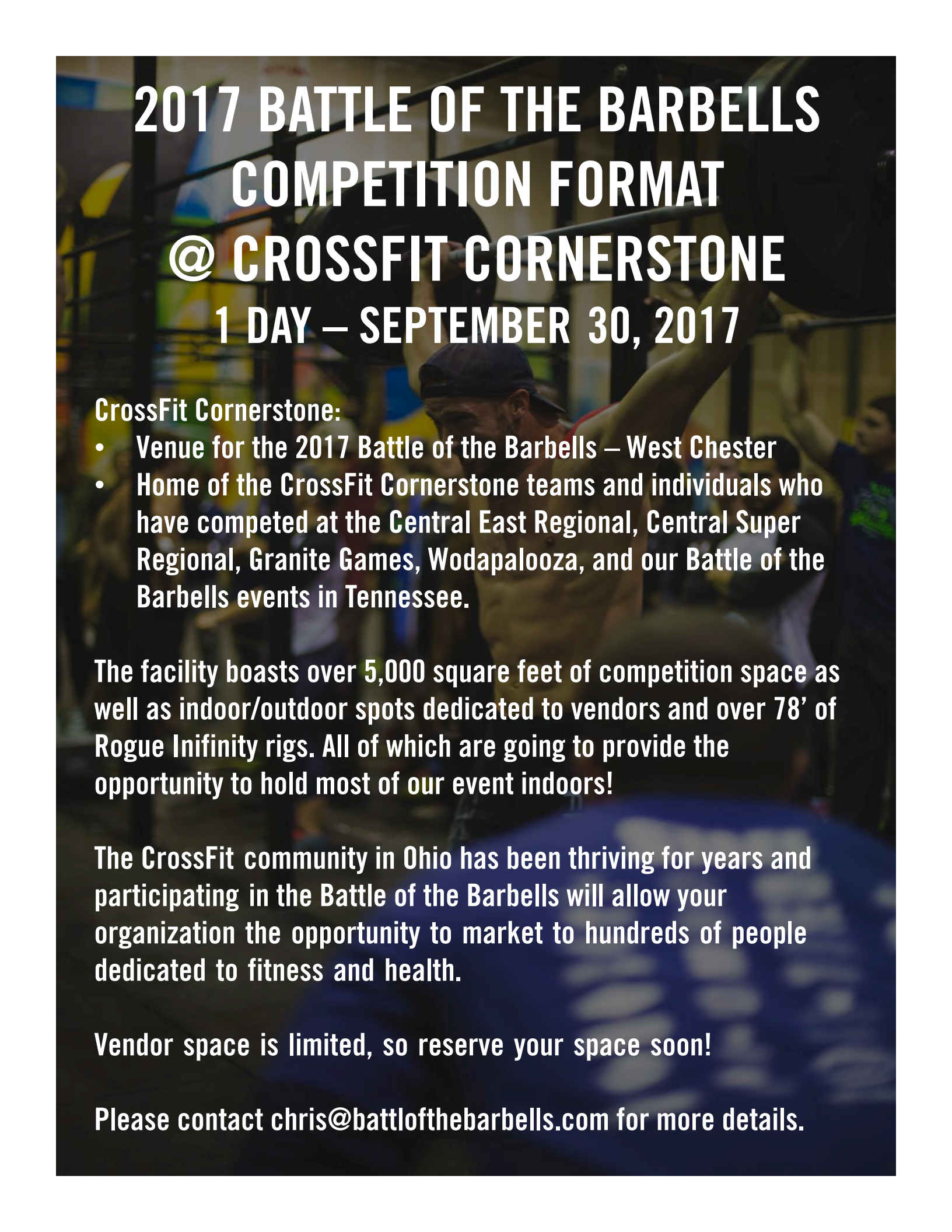
Beginning in June and leading up to the Battle of the Barbells, our partners/sponsors will have the opportunity to be marketed to the entire Battle of the Barbells demographic. Sponsors will be showcased on our website and social media giving your company exposure to our athletes and spectators. A Battle of the Barbells social media post averages 500+ unique views and reaches 1,000+ followers. Each sponsor's company information will reach athletes and spectators from all over the country.

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



2017 BATTLE OF THE BARBELLS COMPETITION FORMAT @ CROSSFIT CORNERSTONE 1 DAY – SEPTEMBER 30, 2017

CrossFit Cornerstone:

- **Venue for the 2017 Battle of the Barbells – West Chester**
- **Home of the CrossFit Cornerstone teams and individuals who have competed at the Central East Regional, Central Super Regional, Granite Games, Wodapalooza, and our Battle of the Barbells events in Tennessee.**

The facility boasts over 5,000 square feet of competition space as well as indoor/outdoor spots dedicated to vendors and over 78' of Rogue Infinity rigs. All of which are going to provide the opportunity to hold most of our event indoors!

The CrossFit community in Ohio 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!

Please contact chris@battleofthebarbells.com for more details.

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

\$1,250

You will receive:

Exclusive naming rights as The 2017 Battle of the Barbells – West Chester Title sponsor

Large logo on back of athlete shirt

VIP parking for 2 vehicles

Registration Fee for 1 team

Event shirts for 2

20 x 10 Booth

logo on website

logo on social media

GOLD SPONSOR

\$ 750

You will receive:

Large logo on back of athlete shirt

Event shirts for 1

20 x 10 Booth

logo on website

logo on social media

SPONSORSHIP OPPORTUNITIES

For more information, please visit www.battleofthebarbells.com

VENDING SPONSOR

\$250

You will receive:

Small logo on the back of the shirt

10 x 10 Booth

logo on social media